



ANNUAL REPORT 2025-26



Shop For Change Fair Trade

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SHOP FOR CHANGE FAIR TRADE

Annual Report 2025–26

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Message from the CEO :

Dear Partners, Supporters and Friends,

FY 2025–26 has been a year of meaningful progress for Shop for Change Fair Trade. Together with our communities, CSR partners, government agencies, and supporters, we have continued to strengthen sustainable livelihoods, restore natural ecosystems, and create opportunities for rural and tribal families.

Throughout the year, we focused on building climate resilience through ecological restoration and water conservation, empowering women through collective enterprises, expanding market access for farmers, and promoting digital inclusion through Artificial Intelligence and technology-based learning. These initiatives reflect our belief that lasting change is created when communities are empowered to lead their own development.

A significant milestone this year was the expansion of our work beyond Maharashtra through new collaborations in Meghalaya, reinforcing our commitment to developing scalable and community-driven solutions across diverse regions of India.

None of these achievements would have been possible without the trust and collaboration of our CSR partners, government institutions, field teams, volunteers, and the communities we serve. I extend my sincere gratitude to each of you for being an integral part of this journey.

As we look ahead, we remain committed to building resilient communities, protecting natural resources, strengthening rural livelihoods, and embracing innovation to create a more sustainable and inclusive future.

Thank you for your continued partnership and belief in our mission.



Sameer Ravindra Athavale
Chief Executive Officer
Shop for Change Fair Trade NGO

Our Leadership :



Dr. Sudhirkumar Goel
Director & Chief Mentor

Retd. Additional Chief Secretary Agriculture & Marketing
Maharashtra & State (IAS officer), Ph.D. in physics



Mrs. Gunjan Jain
Director

Expert in knowledge & skill development
healthcare, and digital initiatives



Mrs. Chitra Jathar
Director

Graduate (Psychology)
15+ years in social enterprise
works with women entrepreneurs & market generation.



Mr. Nilesh Kale
Director

Post Graduate (Physics)
10+ years in banking

Board of Directors' View

At Shop for Change, we believe that sustainable rural development is achieved by empowering communities with the right knowledge, institutions, and market opportunities. Our journey reflects the power of combining grassroots engagement with market-driven solutions. What began as a pioneering fair trade initiative has evolved into a trusted development organisation supporting farmers, tribal communities, women-led enterprises, and rural livelihoods across multiple states.

During the year, we continued to strengthen our impact through regenerative agriculture, water conservation, agroforestry, women-led Farmer Producer Organisations, digital capacity building, and direct market linkages. We are also encouraged by the national recognition received by the JashPure brand—an initiative for which Shop for Change contributed to branding and market positioning in collaboration with the District Administration, Jashpur. Such milestones reaffirm the importance of quality, value addition, and community-led enterprise development.

Looking ahead, Shop for Change is committed to scaling its impact through stronger corporate partnerships, technology-enabled farmer services, transparent impact measurement, and sustainable value chains. Our vision is to build resilient rural communities where farmers and artisans are not merely beneficiaries, but confident entrepreneurs with access to knowledge, markets, finance, and long-term economic opportunities.

Together, we remain committed to creating lasting impact through collaboration, innovation, and inclusive growth.

Mrs. Gunjan Jain
Director
Shop for Change Fair Trade NGO

About Shop for Change :

Shop for Change is a nonprofit organization founded in 2009 and incubated by the European Union and Traidkraft UK, restructured in 2015 with a mission to empower farmers, artisans, and their families via sustainable trade and provide long-term solutions to poverty. As an Indian NGO, we are the country's first Fair Trade label committed to providing a meaningful and lasting impact on society through sustainable social change. Through our work, we hope to make the world a better place.

Vision, Mission & Our Approach

Our Mission

Empower Communities Through Fair Trade Ecosystems: By implementing a rigorous "Trade, Not Aid" approach, we structurally transition smallholders and indigenous producers from passive charity recipients into active market-linked entrepreneurs. We ensure equitable supply chains where producers capture a larger share of the end-consumer value.

Our Vision

To transform vulnerable farming and artisan families into self-reliant market leaders by securing fair wages, building direct corporate supply linkages, and creating resilient, community-owned institutions that break the cycle of rural poverty.

Our Approach

Shop for Change implements a rigorous "**Trade, Not Aid**" strategy to transition vulnerable producers into active, market-linked entrepreneurs. By securing fair wages, establishing direct corporate supply partnerships, and building community-owned institutions, they eliminate exploitative intermediaries to foster long-term self-reliance.

FY 2025–26 at a Glance :

Focus Area	Key Achievements & Milestones
Climate & Environment	• LTM Palghar Wadi Project maintained. • Teak plantation expanded across tribal farmlands.
Water Security	• 125 Farm Ponds completed • 125 Rainwater Recharge Pits constructed. • More than 120 Water Storage Drums distributed.
Women's Empowerment	• Ecovibe Krushi Producer Company formally Registered.
Livelihood & Market Access	• Farmer retail stalls organized in Mumbai & Pune corporate offices. • Farmer Market Linkage – FPO facilitated direct sale of raw cashews to industrial processing units, ensuring better market access.
Capacity Building	• Three Government Initiated AI training batches completed for rural youth in Jawhar. • Trained 250+ tribal youth and farmers across three intensive digital literacy batches.
Geographic Expansion	• MoU signed with Ri-Bhoi District Administration, Meghalaya. & • MoU signed with GIST, Bhopal, Madhya Pradesh MP

CSR Project Deliverables :

WNS - Agroforestry for Sustainable Livelihoods

Shop for Change transformed underutilized, degraded tribal plots into productive, long-term economic assets through a structured agroforestry program focused on scientific land management and long-term community security.

- **9,000+ Teak Saplings:** Distributed and successfully planted high-quality, disease-resistant teak trees across project villages.
- **Scientific Land Engineering:** Managed contour layout planning and dug optimized 2 X 2 X 2 cultivation pits.
- **Soil & Moisture Management:** Enriched pits with organic compost and provided practical field training on mulching to maximize sapling survival rates during dry spells.



LTM Palghar Wadi Project

Operating with a strict conservation mandate, this portfolio focused entirely on protecting and monitoring established tree-based systems to ensure previous environmental investments remain sustainable.

- **Ecosystem Preservation:** Dedicated 100% of the operational scope to sustaining mature orchards (Wadis) and agroforestry plots rather than introducing new cultivation blocks.
- **Orchard Health Audits:** Conducted regular tree diagnostics to identify and treat localized pest outbreaks or fungal diseases.
- **Dry-Season Support:** Delivered specialized pruning, canopy optimization training, and critical summer irrigation assistance to eliminate plant die-off from seasonal water stress.



GeBBS Empowering Communities Through Water & Capacity Building

To combat severe seasonal water scarcity caused by rapid surface runoff in Jawhar's hilly terrain, this initiative successfully deployed decentralized infrastructure to harvest rainwater and recharge local tables.

- **125 Farm Ponds:** Excavated and lined decentralized ponds to trap monsoon runoff, securing vital protective crop irrigation for a second cultivation cycle.
- **125 Recharge Pits:** Formed contour-aligned rainwater structures to increase groundwater percolation and replenish neighboring community wells.
- **120+ Safe Storage Units:** Distributed heavy-duty, food-grade water drums to vulnerable families, improving household hygiene and significantly reducing water-fetching times for rural women.
- **Government Scheme Convergence:** Successfully assisted **20 local farmers** through the entire administrative process of applying for and securing state agricultural farm pond subsidies
- **Employee Engagement:** Facilitated visits for GeBBS Healthcare employees to Jawhar, fostering a direct connection between corporate volunteers and rural beneficiaries through on-field maintenance activities. Dispersed **1500 seed bombs** for forest restoration.





Shop For Change Key Initiatives :

World Environment Day 2025

Inspiring Collective Action Through the Plastic-Free Jawhar Campaign

On the occasion of World Environment Day, Shop for Change strengthened its commitment to environmental sustainability by organising the Plastic-Free Jawhar Community Awareness and Waste Collection Drive across villages in Jawhar, Maharashtra. The campaign brought together local communities, students, volunteers, and village institutions to promote responsible waste management and encourage collective action towards protecting the region's natural environment. Community-led cleanliness drives, awareness rallies, and educational activities highlighted the harmful impact of plastic pollution on forests, agricultural land, and water resources. Participants actively collected plastic waste from public spaces while learning about sustainable alternatives and responsible waste disposal practices. More than a one-day event, the initiative reinforced the message that environmental conservation begins with everyday actions and that lasting change is possible when communities work together to safeguard their surroundings.

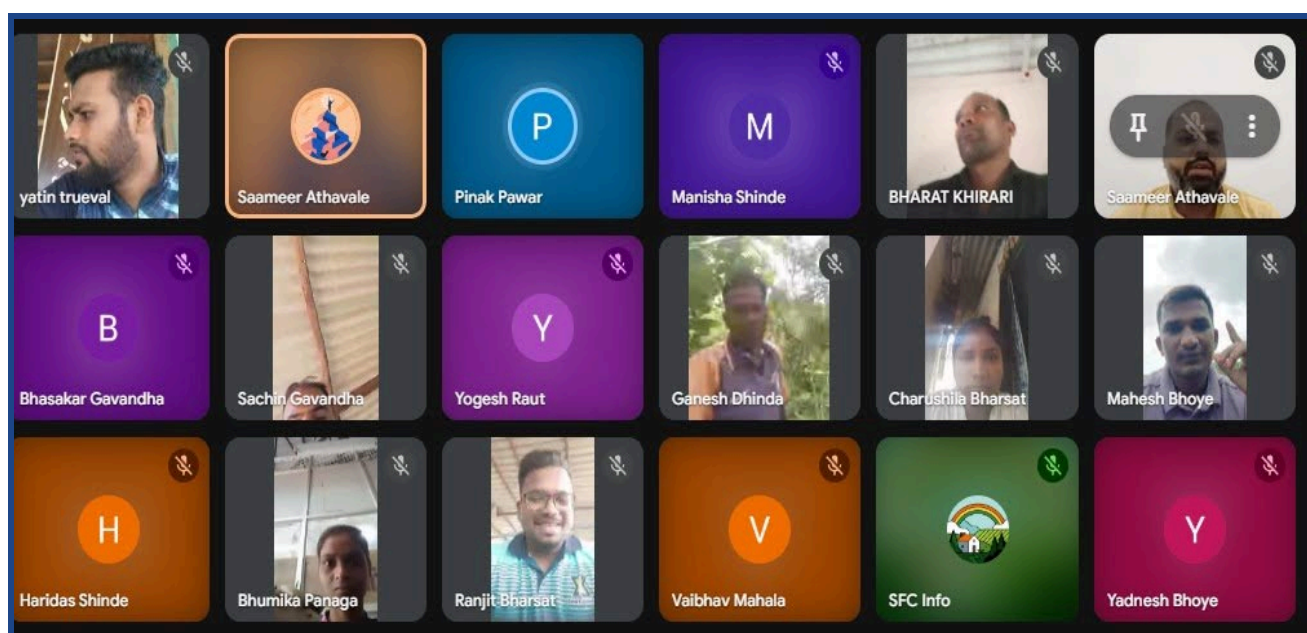


Digital Inclusion Through Government Scheme Awareness

Empowering Farmers Through Digital Access and Government Information

Access to government welfare schemes begins with awareness and digital confidence. **In June 2025**, Shop for Change organised a **Farmer Awareness Webinar on Government Schemes and Entitlements** for more than **50 tribal and smallholder farmers** in Jawhar, Maharashtra. The session introduced participants to a range of agricultural support programmes, digital public services, and online application processes designed to strengthen rural livelihoods.

The webinar focused on improving farmers' understanding of eligibility criteria, required documentation, subsidy opportunities, crop insurance, and digital service portals. Participants were also guided on using smartphones to access government platforms, enabling them to independently explore schemes and complete online processes in the future. By combining digital literacy with awareness of public entitlements, the initiative strengthened farmers' confidence in accessing government support while promoting greater digital inclusion across tribal communities.



Women-Led Livelihoods & Farmer Producer Organisations

Building Women Leaders for Sustainable Rural Enterprises

Women play a vital role in agriculture, yet they often have limited opportunities to participate in leadership and market decision-making. During FY 2025–26, Shop for Change strengthened women-led entrepreneurship by supporting the establishment and institutional development of the **Ecovibe Krushi Producer Company**, creating a platform where tribal women could collectively manage agricultural enterprises and access better market opportunities.

The organisation conducted capacity-building programmes covering governance, financial management, statutory compliance, record keeping, and business planning for the Board of Directors. These sessions enhanced institutional transparency while strengthening the leadership capabilities of women members to independently manage the Farmer Producer Organisation.

To improve market understanding, exposure visits were organised to the Agricultural Produce Market Committee (APMC), where women directors interacted with wholesalers, traders, and market officials. The visits provided first-hand experience of auction systems, grading standards, quality assessment, pricing mechanisms, and supply chain operations. These practical learning experiences significantly enhanced market confidence and equipped members with the knowledge required to make informed business decisions and negotiate better prices for their produce.



Connecting Farmers to Better Markets

Creating Direct Market Opportunities for Tribal Producers

For small and tribal farmers, reaching profitable markets is often as challenging as growing quality produce. To bridge this gap, Shop for Change created opportunities for farmers to directly engage with urban consumers and corporate buyers, reducing their dependence on traditional intermediaries.

During FY 2025–26, the **Ecovibe Krushi Producer Company FPO**, managed by tribal farmers from Jawhar, **set up and operated product stalls at corporate offices in Mumbai**, showcasing naturally grown agricultural produce and value-added products. The initiative enabled farmers to present their products directly to consumers, share the story behind their produce, and receive valuable feedback on quality, packaging, and branding.

In **Pune**, **Mr. Radhakrishna Gulve** represented the farming community by operating a dedicated stall at the **Capgemini Corporate Office**, promoting locally produced products while interacting with employees and potential buyers. These market exposure opportunities strengthened farmers' confidence, expanded business networks, and demonstrated the potential of Farmer Producer Organisations to access premium urban markets through direct engagement.



AI Training & Digital Capacity Building

Preparing Rural Communities for a Digital Future

As technology continues to reshape agriculture and rural livelihoods, digital literacy has become essential for farmers to access information, government services, and new market opportunities. To bridge this digital divide, **Shop for Change**, under a **Government Initiative** and in collaboration with **Career Raiser**, successfully conducted **three batches of AI and Digital Capacity Building Training** for tribal youth and farmers in Jawhar.

The training programme introduced participants to smartphone-based agricultural applications, artificial intelligence tools, digital government services, and online learning platforms. Through practical demonstrations and hands-on sessions, participants learned how AI can support crop disease identification, weather forecasting, soil health monitoring, and informed farming decisions, making advanced technologies accessible even to first-time digital users.

The programme also focused on digital financial literacy, real-time market price tracking, digital payments, and access to government advisory services, enabling participants to confidently use technology in their daily lives and farming activities. By combining innovation with practical learning, the initiative empowered rural communities with the knowledge and confidence to embrace a digitally connected future while preparing them for emerging opportunities in agriculture and beyond.



Grand Tribal Farmer Meet 2026

On February 27, 2026, Shop for Change Fair Trade hosted its **Grand Tribal Farmer Meet** in Jawhar, bringing together **over 850 tribal and rural farmers**. Despite difficult terrain, community members traveled from remote areas in trucks and trolleys to participate. The event featured a traditional **Tarpa dance** and a **Deep Prajwalit (lamp lighting)** ceremony, focusing on **sustainable agriculture, market linkages, and digital adoption**.

A panel of experts provided strategic guidance to the gathering:

- **Chief Guest Mandar Phanse (Editor, News18 Lokmat):** Advised farmers to adapt and position themselves to benefit from rapid regional development.
- **Sudhirkumar Goyal (Retd. IAS Officer):** Emphasized that **collective unity** is vital for **increasing productivity**.
- **Kiran Lele (Progressive Farmer):** Shared technical insights on **natural farming** and utilizing **Desi Cows** for organic inputs like **Jeevamrut**.
- **Deepa Raut (District Agriculture Department):** Outlined **government schemes** and **entrepreneurship pathways for tribal women**.
- **Ambadas Joshi (Retd.):** Spoke on vital techniques for **soil and water conservation**.
- **Anju Godbole (ESG & CSR Advisor, GeBBS Healthcare Solutions):** Highlighted community growth through **corporate social responsibility (CSR) partnerships**.
- **Omkar Dabhadkar (Social Media Expert):** Educated attendees on leveraging **digital platforms** for **branding and business expansion**.

A primary highlight was the **celebration of local leadership**, where **five progressive farmers** were honored for their agricultural contributions:

- **Babu Sonya Waghera (Hindicha Pada):** Recognized for profitable **chilli cultivation since 2018** and expanding sales into **international markets like London**.
- **Sundara Laxman Raut (Kokde):** Honored for **40–50 years of farming**

dedication and cultivating 239 fruit trees since 2019.

- **Raghunath Devaram Bhusara (Bharsatmet) : 25–30 years of farming** and developing orchards (**mango, cashew, jackfruit, chikoo**) since 2019.
- **Gangaram Mahadu Raut (Shivajinagar):** Awarded for **25–30 years of agricultural work** and establishing thriving fruit orchards since 2019.
- **Parashuram Jadhav (Alechimet):** Commended for **30–40 years of farming excellence** and orchard development through **Wadi plantation** since 2019.

The event marked two major institutional milestones: the signing of a **Memorandum of Understanding (MOU)** with the **GIST Forum** to collaborate on regenerative agriculture, digital literacy, and SHG empowerment; and the official **launch of GramKushal.com**, a video-based **digital learning platform** designed for continuous, self-paced farmer education. The meet concluded with the National Anthem, reinforcing a shared commitment to a sustainable future for tribal farming communities.



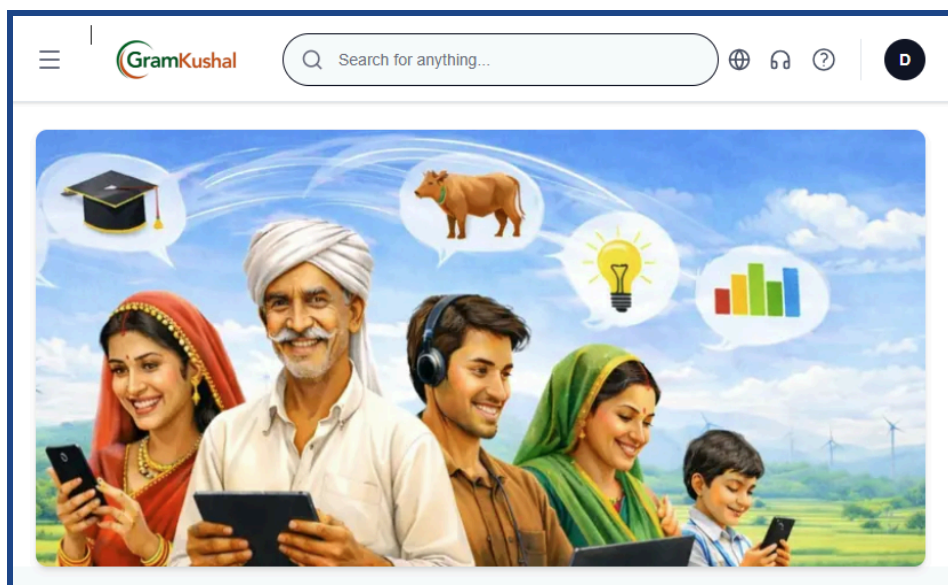
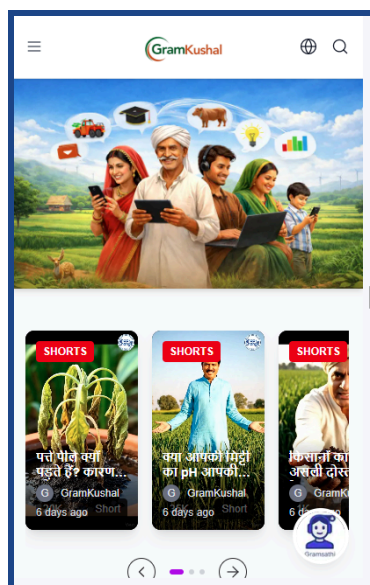
GramKushal Learning Portal Launch

Bringing Digital Learning to Every Farmer

One of the major highlights of the **Grand Tribal Farmer Meet held on 27 February 2026** was the official launch of **GramKushal**, Shop for Change's digital learning platform designed to make quality agricultural knowledge accessible to rural communities.

Developed as a mobile-friendly learning portal, GramKushal provides farmers, rural youth, and women entrepreneurs with practical training through easy-to-understand video lessons in local languages. The platform offers courses on sustainable agriculture, natural farming, artificial intelligence, digital literacy, government schemes, entrepreneurship, market linkages, and livelihood enhancement, enabling continuous learning beyond classroom training.

The launch of GramKushal represents an important milestone in Shop for Change's digital transformation journey. By combining technology with grassroots capacity building, the platform aims to create a culture of lifelong learning, ensuring that farmers have access to timely knowledge, practical skills, and modern agricultural practices whenever and wherever they need them.



Strategic Partnerships & MoUs with GIST

Strengthening Rural Development Through Collaboration

Sustainable development is driven by strong partnerships that combine knowledge, innovation, and community action. During FY 2025–26, Shop for Change strengthened its development ecosystem through strategic collaborations with institutions committed to advancing rural livelihoods and sustainable agriculture.

A significant milestone was achieved on **27 February 2026**, during the **Grand Tribal Farmer Meet** in Jawhar, with the signing of a **Memorandum of Understanding (MoU)** between **Shop for Change** and the **Global Indian Scientists and Technocrats Forum (GIST)**. The partnership aims to bridge scientific expertise with grassroots implementation by promoting climate-resilient agriculture, technology-driven farming practices, research collaboration, and capacity building for farming communities.

By bringing together the practical experience of rural communities and the technical knowledge of scientists and industry experts, this collaboration lays the foundation for innovative, scalable, and sustainable solutions that will strengthen agricultural productivity, enhance climate resilience, and create long-term livelihood opportunities for tribal farmers.

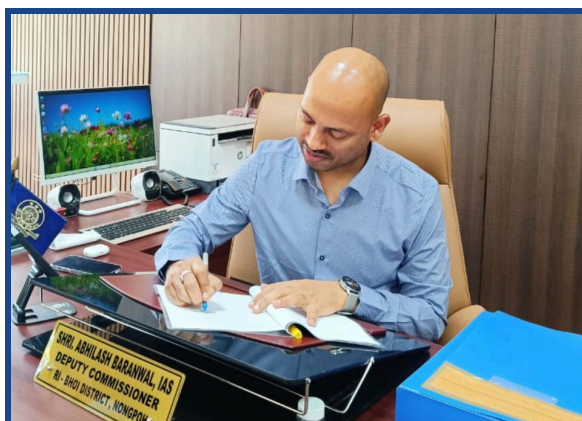


Expanding Our Impact – Meghalaya, Ri-Bhoi

Taking the Fair Trade Model to New Regions

Building on nearly two decades of experience in strengthening rural livelihoods, Shop for Change expanded its presence to **Ri-Bhoi District, Meghalaya**, marking an important step in extending its Fair Trade and community development model to Northeast India.

The initiative focuses on strengthening Farmer Producer Organisations, promoting sustainable agriculture, supporting value addition, and improving market access for local producers. Through collaboration with local institutions and community stakeholders, Shop for Change aims to build resilient rural enterprises that celebrate Meghalaya's unique agricultural heritage while creating sustainable livelihood opportunities. This expansion reflects the organisation's vision of developing scalable, community-led models that can create lasting impact across diverse regions of the country.



Story of Change :

From Cashew Orchards to Factory Floors

How Collective Action Opened the Door to Better Markets

For generations, tribal farming families in Jawhar cultivated cashews with dedication and hard work. Yet, despite producing quality harvests, they remained dependent on local traders who often dictated prices, leaving farmers with little bargaining power and uncertain incomes. Selling individually meant accepting whatever price was offered, with limited opportunities to reach larger markets.

The turning point came with the formation of the **Ecovibe Krushi Producer Company FPO**. By coming together as a collective, farmers began aggregating their produce, improving quality standards, and strengthening their negotiating power. With the support of Shop for Change, the FPO established direct market linkages, eliminating multiple intermediaries and creating new opportunities for fair and transparent trade.

A significant milestone was the successful supply of raw cashew nuts directly to a processing factory in **Pali**. What once started in the orchards of Jawhar now reached industrial buyers through an organised farmer-owned enterprise. This direct connection not only ensured better price realisation but also demonstrated the strength of collective action in transforming rural livelihoods.

Today, the journey of these farmers is more than a marketing success—it is a story of confidence, collaboration, and dignity. By moving from fragmented sales to organised market access, the Ecovibe Krushi Producer Company is proving that when farmers unite, they can create stronger businesses, secure better returns, and build a more sustainable future for their communities.

"When we sold individually, we accepted the price offered. Today, through our FPO, we negotiate with confidence and reach markets we once thought were beyond our reach."



Recognition & Milestones

National Recognition for the JashPure Brand

A proud milestone during FY 2025–26 was the national recognition received by **JashPure** products during the Hon'ble Prime Minister **Shri Narendra Modi's** visit to **Jashpur, Chhattisgarh**, in **November 2025**. During the visit, the Hon'ble Prime Minister appreciated the quality, branding, packaging, and market potential of the products, recognising them as an excellent example of value-added rural enterprises.

The foundation for this recognition was laid in **2023**, when **Shop for Change**, in collaboration with the **District Administration, Jashpur**, supported the development of the **JashPure** brand through product branding, packaging design, and market positioning. These efforts helped create a strong market identity for locally produced products and improved their visibility beyond local markets.

This national recognition reaffirmed the importance of investing in branding, quality, and value addition while showcasing the potential of tribal entrepreneurship. It also strengthens Shop for Change's commitment to empowering rural producers through innovation, fair trade, and sustainable market-led development.



Roadmap FY 2026–27

Building Towards Our 2028 Vision

The achievements of FY 2025–26 have reinforced our belief that sustainable change is created through strong community institutions, innovation, and long-term partnerships. As we look ahead, Shop for Change remains committed to expanding its impact by strengthening rural livelihoods, promoting climate resilience, and creating equitable market opportunities for farming communities across India.

Our focus in FY 2026–27 will be on scaling successful models in farmer collectivisation, digital inclusion, regenerative agriculture, and market linkages while expanding our presence to new geographies through strategic collaborations. Continued investments in technology, capacity building, and community leadership will enable us to build stronger and more resilient rural ecosystems.

These priorities contribute directly to our long-term vision of creating measurable and lasting impact by **2028**.

Our 2028 Goals

By December 2028, Shop for Change aims to **empower 1,00,000 farmers and artisans**, enabling them to **increase their income by three times** through fair trade, sustainable agriculture, Farmer Producer Organisations, digital inclusion, entrepreneurship, and improved market access.

At the same time, we are committed to **planting and nurturing more than 2 million trees** through community-led agroforestry, watershed development, and environmental conservation initiatives, contributing to climate resilience, biodiversity restoration, and sustainable farming landscapes.

As we continue this journey, we remain guided by our vision of creating thriving rural communities where people, livelihoods, and nature grow together. With the continued support of our partners, government agencies, CSR organisations, and community institutions, we look forward to building a more inclusive, sustainable, and resilient future for generations to come

Acknowledgements

Together, We Create Lasting Change

The achievements of FY 2025–26 have been possible because of the collective efforts of our partners, communities, and supporters who share our vision of building resilient and self-reliant rural communities.

We extend our sincere gratitude to our **CSR partners, government departments, technical institutions, donor organisations, Farmer Producer Organisations, Self-Help Groups, community leaders, volunteers, and every farmer** who placed their trust in our work. Their collaboration, commitment, and continued encouragement have enabled us to transform ideas into meaningful action and lasting impact.

We also acknowledge the dedication of the **Shop for Change Team**, whose passion and perseverance continue to drive our mission forward. Together, we remain committed to creating sustainable livelihoods, strengthening local institutions, and empowering communities to build a brighter future.

"Every partnership strengthened, every farmer empowered, and every community engaged brings us one step closer to creating lasting change."

Growing Together. Transforming Lives.

Thank you for being part of our journey towards empowering rural communities through sustainable livelihoods, fair trade, climate-resilient agriculture, digital inclusion, and community-led development. Together, we continue to create opportunities, strengthen resilience, and build a more equitable future for farmers and artisans across India.

Shop for Change Fair Trade

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