

TOPICS:

- World Fair Trade Day 2019
- Launching Ceremony of Udyamshala
- Advanced Marketing Training
- Focus Group Discussion, Advocacy Issues Presentation and Finalization
- Advocacy Strategy Development Workshop
- Market Trends In The European Market For Home Decoration And Home Textiles
- Deputy Mayor visit to Member Retail Outlets
- Orientation on Social Security Fund
- Lalit International Trade Fair 2019
- Award and Recognition
- Enhancing Livelihood Resilience through Fair Trade
- Staff Movement
- Sustainable Livelihoods Support for Earthquake Affected Families in Nepal

World Fair Trade Day 2019



Honorable Minister for Industry, Tourism and Environment Mr. Bikash Lamsal marching along after formal inauguration ceremony

World Fair Trade Day takes place on the second Saturday of May each year. This year, FTG Nepal organized a cultural rally in Pokhara in the early morning of May 11th 2019. WFT Day is an inclusive worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation, climate change and the economic crisis that has the greatest impact on the world's most vulnerable populations. It is key date for Fair traders and supporters to celebrate small and marginalized producers and advocate for the promotion of Fair Trade.

WFT Day 2019 was celebrated with the theme "Fair Trade Innovates". The celebration proudly gave the message to the global consumers about the innovations from across the Fair Trade World. The 'Fair Trade Innovates' theme captured the present and future of Fair Trade. Various events were organized by member organizations as well as collectively in solidarity to create synergy and public attention.



Proudly marching in Pokhara for the celebration of the WFT Day 2019

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Launching Ceremony of Udhyamshala



Chief Guest Ms. Gita Satyal, Deputy Mayor, Lalitpur Metropolitan City giving her valuable remarks



Mr. Ashim Shrestha, Business Development Manager presenting on Udhyamshala

FTG Nepal had been implementing "Sustainable Livelihood Support for Earthquake affected Families in Nepal" project being funded by Oxfam since 2016 and phased out in June 2019. During the project period, the project supported various earthquake affected producers groups and member organizations with skill development trainings, tools and equipments and various business development services whether it be product designing, market linkage, financial linkage or SIYB workshop. With these activities being carried out, the need for continuing these activities and services along with other business development services was identified for the project benefitted producers and other MSMEs. With this intention, after much brainstorming, planning and service package development Udhyamshala ~ One Stop Business Development Service Center was formally launched on 8th May, 2019 at the Summit Hotel, Kupondole.

The program was chaired by Mr. Chitra Bahadur K.C., Chairperson, FTG Nepal and Ms. Gita Satyal, Deputy Mayor, Lalitpur Metropolitan City was the Chief Guest for the ceremony. Ms. Sharada Rijal, President, Federation of Women Entrepreneurs' Association of Nepal and Mr. Prachanda Shakya, Senior Vice- President, Federation of Handicraft's Association of Nepal were the special guests at the program. Besides them, there were guests from various Government Organizations, partner organizations, NGOs/INGOs like Oxfam, IM Swedish Development Partner, WOREC, CECL, etc. Among the guests were also member organizations of FTG Nepal, member organizations of Federation of Handicraft Associations of Nepal (FHAN), member organizations of Federation of Woman Entrepreneurs' Association of Nepal (FWEAN) member organizations of Lalitpur Chamber of Commerce and Industry (LCCI) project beneficiaries, media representatives and various consultants and intellectuals.

Advanced Marketing Training



Participants noting down the various marketing issues faced



The Facilitator collecting the various marketing issues faced by Member Organizations

On January 22nd and 23rd 2019, FTG Nepal conducted an advanced marketing training specially targeting the marketing personnels of FTGN member organizations at Yalamaya Dhokaima Café, Patan Dhoka, Lalitpur. The objective of this training was to enhance the capacity of the marketing personnels of FTGN member organizations in marketing concept, market linkage, developing marketing strategies and marketing action plan. This was done by identifying the challenges and problems faced by producers today, and continued by explaining how formulating an effective marketing strategy and action plan could help the participants deal with some of these challenges. At the end of the workshop, participants were guided to draft an action plan to formulate the best marketing strategies for their organization.



Participants of the Advanced Marketing Training

Focus Group Discussion, Advocacy Issues Presentation and Finalization



Participants of the Focus Group Discussion

On February 24th 2019, a Focus Group Discussion was organized in order to present advocacy issues that have been researched and analyzed through individual meetings with Fair Trade members. The focus group discussion was facilitated by Mr. Binaya Maharjan where the identified issues were presented and finalized as most critical and frequently occurring issues. After this group discussion, an Advocacy Strategy Development Workshop was organized to further discuss these issues.



Mr. Binaya Maharjan, Facilitator presenting on the various identified advocacy issues

Strategy Development Workshop

This workshop was organized by Fair Trade Group Nepal on March 17-18, 2019. The first day was mainly spent discussing the advocacy issues that were identified during the focus group discussion, advocacy issues presentations, and finalization that was conducted on February 24th 2019. During the program, the identified advocacy issues were discussed and nine major issues were derived to be most important issues faced by the member organizations.



Participants of the Advocacy Strategy Development Workshop

The second day brought strategies to address the identified advocacy issues. The participants consisted of executive members from the member organizations.

Market Trends In The European Market For Home Decoration And Home Textiles

Fair Trade Group Nepal (FTGN) organized a workshop on 'Market Trends in the European Market for Home Decoration and Home Textiles' on April 3rd 2019. The workshop was targeted towards participants with some commercial experience in exports in Home Decoration and Home Textile, and also participants with the intention to enter the EU Market. The main focus of the workshop was on European market trends. The participants of the workshop were mainly from organizations working in the manufacturing and exporting of home decorations and home textiles to European countries, or otherwise seeking to penetrate the European (EU) Market. The workshop was conducted at Association for Craft Producers (ACP), Ravi Bhawan Mode, Kathmandu by Mr. Kees Bronk, Centre for the Promotion of Imports from developing countries (CBI) Market Expert from Netherlands who has thirty years of experience in the European home decoration and home textile sector.



Mr. Kees Bronk facilitating the Workshop

Deputy Mayor visit to Member Retail Outlets

Ms. Gita Satyal, Deputy Mayor of the Lalitpur Metropolitan City visited four of Fair Trade Group Nepal Member Organizations this month. The Deputy Mayor visited Dhukuti, Mahaguthi, Sana Hastakala and The Market Outlet/ Saarc Chamber Craft Village located around Kupondole and Pulchowk area. FTG Board Members and Secretariat Staffs accompanied the Deputy Mayor along the visit. She expressed interest to work along with Fair Trade Group Nepal member organizations in the future.



Ms. Gita Satyal, Deputy Mayor, Lalitpur Metropolitan City at FTG Nepal Member Outlet

Orientation on Social Security Fund



Representatives from Member Organizations participating at the orientation program

Orientation on Social Security Fund (Samajik Surakshya Kosh) was organized by Fair Trade Group Nepal on 8th May 2019 at Manushi, Nakkhu. The orientation program was facilitated by Ms. Rama Bhattarai, Director, Social Security Fund. The program gave an insight and better understanding of the concept of Social Security which is relatively new in Nepal.



Ms. Rama Bhattarai, Director, Social Security Fund orienting on Social Security Fund

Lalit International Trade Fair 2019

Fair Trade Group Nepal participated at Lalit International Trade Fair (LITF) 2019 organized by Lalitpur Chamber of Commerce and Industry (LCCI) from 10th to 14th April, 2019 held at Madan Smarak, Pulchowk, Lalitpur.

Mr. Chiribabu Maharjan, Mayor, Lalitpur Metropolitan City visited Fair Trade Group Nepal's Pavilion at Lalit International Trade Fair and learned about Udhyaamshala- One stop business development service center initiated by FTG Nepal and also observed various products supported by FTG Nepal under the Project "Sustainable Livelihoods Support for Earthquake affected Families in Nepal" supported by Oxfam in Nepal.



Mr. Chiri Babu Maharjan, Mayor, Lalitpur Metropolitan City visiting Fair Trade Group Nepal's Pavilion

Award and Recognition



Ms. Meera Bhattarai, Founding Chair, Advisor, FTG Nepal received Life Time Achievement Award by Federation of Handicraft Association of Nepal (FHAN).



Ms. Padmasana Shakya, Past Chair, Advisor, FTG Nepal was awarded the Princess Helen Shah Inspirational Woman of the year Award 2019 by Zonta Club of Kathmandu.



FTG Nepal was awarded Best Commodity Association Award 2019 by Federation of Handicraft Associations of Nepal (FHAN).



Ms. Meera Bhattarai, Founding Chair, Advisor, FTG Nepal was honored by Nepal Women Chamber, Nepal Chamber of Commerce on the occasion of International Women’s Day in recognition of her exceptional contribution towards Women Empowerment and Export Promotion.

Enhancing Livelihood Resilience through Fair Trade



Fair trade group Nepal is implementing “Enhancing Livelihood Resilience through Fair Trade” project from March 2019 in the partnership with IM Swedish Development Partner. The overall goal of this 5 year project is to contribute to poverty reduction through Fair Trade approaches. The project kicked off with rounds of consultation on field with the producers, local government bodies and other stakeholders to analyze and select products in Kapilvastu, Nawalpur and Dang districts in coordination with local partner organizations of the project in Gorkha. Some of the products identified are Dhaka, Turmeric, Ginger, Basketry etc.



Focus Group Discussion with producers and other stakeholders



Joint Meeting with local government bodies

Staff Movement

- The Sustainable Livelihood Support for EQ Affected Families in Nepal Project phased out in June 2019. The Project Staff Team Ms. Vandana Atal, Team Leader, Ms. Sabita Pradhan, Admin & Finance Officer, Mr. Amir Maharjan, District coordinator (Kathmandu), Mr. Gyanendra Pathak, District Coordinator (Nuwakot), Mr. Ramesh Sijapati, Business Development Officer, Ms. Nirmala Lama, Business Development Officer and Ms. Anjana Deula, Office Assistant were bid farewell and FTG Nepal wishes them all the best for their future endeavors.
- Ms. Chetana Gyawali was appointed as Project Manager from April 2019 for the Enhancing Livelihood Resilience through Fair Trade Project funded by IM Swedish Development Partner

Sustainable Livelihoods Support for Earthquake Affected Families in Nepal

The Sustainable Project phased out in June 2019. In the project span of 3.5 years, impactful activities were carried out benefitting over 5,000 beneficiaries directly.

The overview of the various activities carried out during the project period:

S.No.	Activity	Beneficiaries	Outcomes
1	Group formation and strengthening	3223 producers (2794 women)	28 groups
2	Skill Based Training	1169 producers (1127 women)	69 events
3	Equipment and tools support	2780 producers (2369 women)	Tools and equipment support for producers of ceramic, felt, ginger, knitting, lapsi, leather, lokta, tailoring and weaving
4	Formation/strengthening of producers' group, cooperative	1785 new producers (80% women)	60 groups formed Skill development, equipment and tools support, book keeping training, logistics support and entrepreneurship development training
5	Orientation to the groups on Entrepreneurship development	488 producers (417 women)	21 SIYB trainings
6	Support tools and material for processing (New Producers)	1027 producers (775 women)	Products such as lapsi, ginger, lokta, ceramics, leather, tailoring, weaving, wood carving and knitting
7	Product Base skill training	1048 new producers (928 women)	Product-based skill trainings on different products such as lapsi, ginger, leather, lokta, tailoring, knitting, weaving, felt and wood carving
8	Linkages with BFIs and Producers	216 producers (198 women)	7 interaction programs
9	Exposure visit for knowledge sharing	31 producers	11 exposure visits

Other activities include Fair Trade principles and practices promoted in private and public sectors, market linkages, Emergency preparedness and Response Planning for FTGN-MOs, development of business plan of producer groups, organized and participated at Trade Fairs, Business to Business (B2B) meeting organized and participated at, Gender Sensitization to Producers and Care work Analysis with producers, establishment of business development service centre and launching of *Udhyamshala*, establishment of FT Outlet and develop linkage with of Fair Trade Outlet to the Product, enhancement of advocacy skills of FTGN member organization and producer's group.



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