

PROFIT: FAIR TRADE MARKET INITIATIVE IN INDIA
AGENDA FOR NATIONAL CORE GROUP WORKSHOP
MUMBAI, KARL RESIDENCY HOTEL
29th & 30th January 2007

DAY 1		
Time	Agenda	Chair
9.30 – 10.30	Inaugural Session	<ul style="list-style-type: none"> ➤ Project Overview: Mr. Arun Raste, Director IRFT ➤ Recalling the conclusions of the National Seminar: Ms. Vinita Singh. ➤ Introduction to the two days: Ms. Maveen Pereira, Traidcraft.
10.30 – 10.45	Tea Break	
10.45 – 12.00	Session 1	Fair Trade Standards: the way ahead for India <ul style="list-style-type: none"> ➤ Perspective of Fair Trade Labelling Organisation (FLO) Standards: session chaired by Mr. Binod Mohan. – NAP-FLO ➤ Standards setting for Crafts and setting up of an Independent Mark - Mr. Adarsh Kumar – AIACA.
12.00 – 13.00	Session 2:	What will be the products for the pilot initiative <ul style="list-style-type: none"> ➤ Products & Product Development: session chaired by Arun Chandra Ambatipudi – Chetana Organic (Issues around products, producers)
13.00 – 14.00	Lunch Break	
14.00 – 14.30	Session 2 (contd):	What will be the products for the pilot initiative (session continues)
14.30 – 15.30	Session 3:	Creating Distribution Networks <ul style="list-style-type: none"> ➤ Organised retail, different retailing formats, where & how do we sell
15.30 – 15.45	Tea Break	
15.45 – 17.15	Session 4:	Communication Strategy <ul style="list-style-type: none"> ➤ Consumer awareness creation through mass / non – mass media options: session chaired by Rajesh Sahadevan, Centre of Gravity
17.15 – 17.45		30 minutes discussions.

DAY 2		
Time	Agenda	Chair
9.00 – 10.00	Session 5:	➤ Branding and Packaging: session chaired by Prof. Ruppal Sharma, S.P.Jain
10.00 – 11:00	Session 6:	➤ The Road Map for the Pilot Initiative. Summing up of the two days: session chaired by Ms. Maveen Pereira
11:00 – 11.15	Tea Break	➤
11:15 – 12.00	Session 7:	Structures & Roles: ➤ Need for a Secretariat
13.00 – 14.00	Lunch	
14.00 – 15.30	Session 8 (contd.):	Structures & Roles: ➤ The National Core Group ➤ Committees for each Aspect of the Plan
15.30 – 15.45	Tea Break	
15.00 – 16.00	Concluding Session	Arun Raste/ Maveen Pereira