



FAIRTRADE
INDIA



COTTON AND FAIRTRADE

Aim:

- To understand and discuss that everyone can change the world around them
- To make students aware about how buying Fairtrade products can help farmers and workers
- To make students understand Power of Choice

Learning objective:

This lesson enables students to hone their skills by taking real action in the communities they live in. Young people build their creative and persuasive writing skills by using what they have learnt about Fairtrade and cotton, to persuade key stakeholders to take action.



START THIS LESSON BY INTRODUCING FAIRTRADE

To introduce Fairtrade, please visit:

A. <https://www.fairtrade.net/about/what-is-fairtrade>

B. <https://www.youtube.com/watch?v=W-iAala3wt0>

(This 2.40-minutes animation is on what Fairtrade is all about, how it works and how it enables vulnerable farmers and workers to improve their position and have more control over their lives.)

After explaining Fairtrade, teachers can introduce different product categories Fairtrade has in India.

To see all the Fairtrade product categories in India, please visit:

<http://week.fairtradeindia.org/2019/product/>

Teachers should then introduce Fairtrade Fashion category product “Cotton”.



For information on Fairtrade Cotton:

A. <https://www.youtube.com/watch?v=p74Rk2n7kEE>

To galvanise India’s civil society to support farmers, Fairtrade India started its cotton campaign to raise awareness about the condition of cotton farmers in India the challenges faced by them. The campaign also raised awareness about alternatives in the form of Fair Fashion which empowers producers across the value chain.

This short film charts the journey of the making of India’s largest cotton T-shirt and through it the impact of Fairtrade’s work in the cotton value chain.

B. <https://www.youtube.com/watch?v=c9R-5OjUPT4>

Watch this video to listen to cotton farmers talk about the concrete benefits Fairtrade has brought to their communities, but also about the challenges they are facing.

After sharing information on Fairtrade Cotton, teachers should explain to students how buying Fairtrade products can help farmers and workers- who live far away from us- by helping the people who grow these products get a fair price for their hard work.

Ask the students where they can buy Fairtrade cotton products, like a Shirt/T-shirt or even a school uniform?

Explain that we can only buy Fairtrade products if a shop sells them and we have options to choose from. Persuading a big clothing company to stock Fairtrade Labelled products, writing to a fashion brand and asking them about the farmers behind your cotton clothes can lead to more sustainable and Fairtrade options being provided at shops.

This can make a huge difference to farmers who are growing cotton and to their families, because everyone in the community would now have the option to choose Fairtrade products. It is useful to use facts when writing persuasively as this adds credibility to your argument.