

THE IMPACT OF FAIR TRADE

Artisan Story ~ Punam ~

Punam's family could not afford the dowry for her marriage – her mother is sick and her father cannot work regularly due to a chronic illness. Punam learned to bead from a family artisan cooperative in her New Delhi neighborhood, and they have helped her family earn enough to survive.

She has worked with them for over 2 years now, and was able to pay her dowry as well as her mother's medical treatment. Working in the cooperative means that she is able to provide for herself as well as her family while working in a safe, caring environment.

WorldFinds is a proud member of the Fair Trade Federation and works to directly support low-income artisans like Punam around the world.

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Artisan Story ~ Geeta ~

Geeta works with Toucan Krafte, an artisan group in New Delhi. The oldest of 7 children, she left school

early to help support her family. She found the fair trade group a year ago without knowing anything about jewelry.



She went through their training program, and soon she learned how to bead jewelry and crafts. Geeta now helps to teach other women in her

community. The fair wage she earns has enabled her to help support her family, and to continue sending her younger siblings to school.

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Artisan Story ~ Rami ~

Rami's parents didn't have enough money to pay for her studies, so she needed to start work shortly after elementary school. Their village, Celuk, in Bali, Indonesia is known for its silversmith artisans, but Rami wasn't finding steady work outside of low-paying factories. The long hours and poor wages made it difficult to help support her husband's meager income and raise their three children.

Rami learned of Mitra Bali, a local fair trade organization. She showed them her work and they recognized Rami's skill and motivation and awarded her a large order. In addition to a fair wage, Mitra Bali also provides additional training, pre-payment for raw materials, and links to fair trade buyers.



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