Shop for Change

FAIR TRADE

shop / noun

a building or part of a building where you can buy goods or services

(a bookshop)

change / noun

the act or result of something becoming different

(a period of great change in society)

Farmers & Artisans Create Value...

We Want To Ensure They Get Their Value Worth

Shop is when

- We initiate dialogue, fairly, transparently and respect for marginalized producers & ensure fair compensation, thus sustainable livelihoods
- We connect Traditional and indigenous creators directly to global markets.

- We Create Digital marketplaces for Tribals to sell their wares
- We create a digital learning hub for farmers, artisans, SHGs/FPOs Training that's repeatable, trackable, and always-on

- We create GI-tagged brands for tribal districts
- We use this brand and deliver packaging solutions & consumer feedback to access markets

Change Is When

- **Global Reach :** A marginalized tribal farmer achieved a six-fold income increase and now exports to the UK.
- **Urban Fair Trade :** Mumbai-area farmers deliver fresh produce directly to urbanites through transparent value chains.
- **Dignity & Education :** Fair Trade bonuses now fund children's education for canvas stitchers, while jute artisans benefit from improved workplace sanitation.
- **National Recognition :** A three-fold income boost for tribal products in Jashpur earned a commendation from the Prime Minister.
- **Regional Partnerships :** We proudly support tribal farmers and artisans in Ri-Bhoi, Meghalaya, to scale their success as our next destination.

Jai Jungle Farmers Producer Company Ltd.

Email: jaijunglefpc@gmail.com Phone: 8889291601 Customer care: 7049936000
Registered Office: 3085, WARD NO-01, Gamhariya, Jashpur Nagar 496331
Products Online Available at Jashpure.com & Amazon.in

Financial Year	Turnover (Lakhs)
FY 2021-22	₹1.4 lakh
FY 2022-23	₹11.5 lakh
FY 2023-24	₹52.6 lakh
FY 2024-25	₹64.5 lakh



Mr. Babu Sonya Waghera
(Chilli Farmer, Jawhar)







Shop For Change Fair Trade Initiatives

End-to-end rural resilience with auditable ESG outcomes.

Lives Impacted
50,000+

- Market Linkage For Farmers' Income
- Tree plantation & Regenerative Farming
- Capacity Building & Community Engagement
- AI Learning & Digital Inclusion

Activities at a Glance



Showcasing Artisans Product



At Kalaghoda



Kokan in Mumbai



Fair Trade Tourism

2014

2014



The Journey Begins

2015

2015



Supporting Drought Prone farmers

2016

2016



Farm Fresh value Chain

2017

2017



Farmer to Consumer
Retail Movement

2018



Corporate Gifting Continues

Activities at a Glance



Non Persishabale Supply Chain

2018



Tree Plantation

2019



Work Continues in Pandemic

2020



Client Site Dedication

2022



FPO Incubation at Jawhar

2023

2019



Chilli Export to London by Tibals

2020



Skilling Tribal Youth

2021



Green Cover Exapnsion

2022



Swachh Vasundhara Cleanliness Drive

Activities at a Glance



Exposure Visit To jashpur

2024

2023



Jashpur Exapnasion



Newer Product Launch Continues

2024

2024



Capacity Building Workshop



Plastic-Free Jawhar Movement

2025

2024



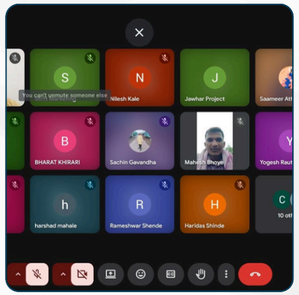
Digital & AI Inclusion



Understanding School Challenges – Jawhar

2025

2025



Webinars for Farmers



Gateway to Northeast

2025

2025



B2B Farmer Fresh Linkage

Activities at a Glance



Grand Tribal Meetup
Jawhar

2026



20 Farm Pond
Subsidies

2026



MoU with NIF
India

2026



Corporate Baazar Stall At
Altius Company Office

2026

2026



Ai & Capacity
Building Training

2026



Amritgram Value chain Project with
Right water Solution at Nagpur

2026



MoU with Ri-Bhoi
District

2026



Teak Wood Plantation

SDG & CSR Schedule VII Mapping



CSR Schedule VII Reference		
Focus Area	**Clause**	**Activities**
Eradicating Poverty & Hunger	Clause (i)	Sustainabale Livelihoods & Market Linkage
Livelihood & Skills	Clause (ii)	Vocational skills and livelihood enhancement
Women Empowerment	Clause (iii)	Promoting gender equality and empowering women
Sustainability	Clause (iv)	Environmental sustainability and agroforestry
Rural Development	Clause (x)	Rural development projects

Value Chain



Grow

Produces value & earns the least

Collect

Informal & Fragmented





Prepare

Limited Local Capacity

Sell

Unequal Bargaining Power





Buy

Pays Full Price, Unaware of Origin

Jawhar, Maharashtra

Farmers Linked to Better Markets

- Fair Trade value Chain creation & Capacity Building with Digital Inclusion.
- Supported agroforestry and collective market access.

Lives Impacted

- **10,000+ Farmers**
- **1 FPO incubated without any scheme / grants**

Impact

- **Farmer income increased by 2X-3X**







Jashpur, Chhattisgarh

Helping Tribal Products Reach the Market

- Built the JASHPURE Tribal Brand with district support.
- Enabled better packaging, brand positioning and and Market access.

Lives Impacted

- 5000+ Smallholder Farmers Impacted
- 5 FPO, 2 FPC & 3000+ SHG Integration

Impact on Income

- Better Price Realisation via Branding
- Market Linkages for Higher-Value Sales







Ri Bhoi Meghalaya (Coming Soon)

Taking Proven Work to a New Region

- We are starting work with tribal farmer groups in Ri-Bhoi.
- The focus is on improving products and connecting them to markets.

Target Impact

1,000+ producers planned (Phase 1).

Expected Income Benefits

Producers will shift from local sales to organised markets.







Pivoted Geographies - Central India Tribal Belt



Jawhar (Palghar, Maharashtra)

- More than 75,000 trees
- FPO formation - Formed Ecovibe Krushi Producer Company
- Chilli exported to London.
- Digital & AI training - Conducted ChatGPT training in Jawhar.

Jashpur (Chhattisgarh)

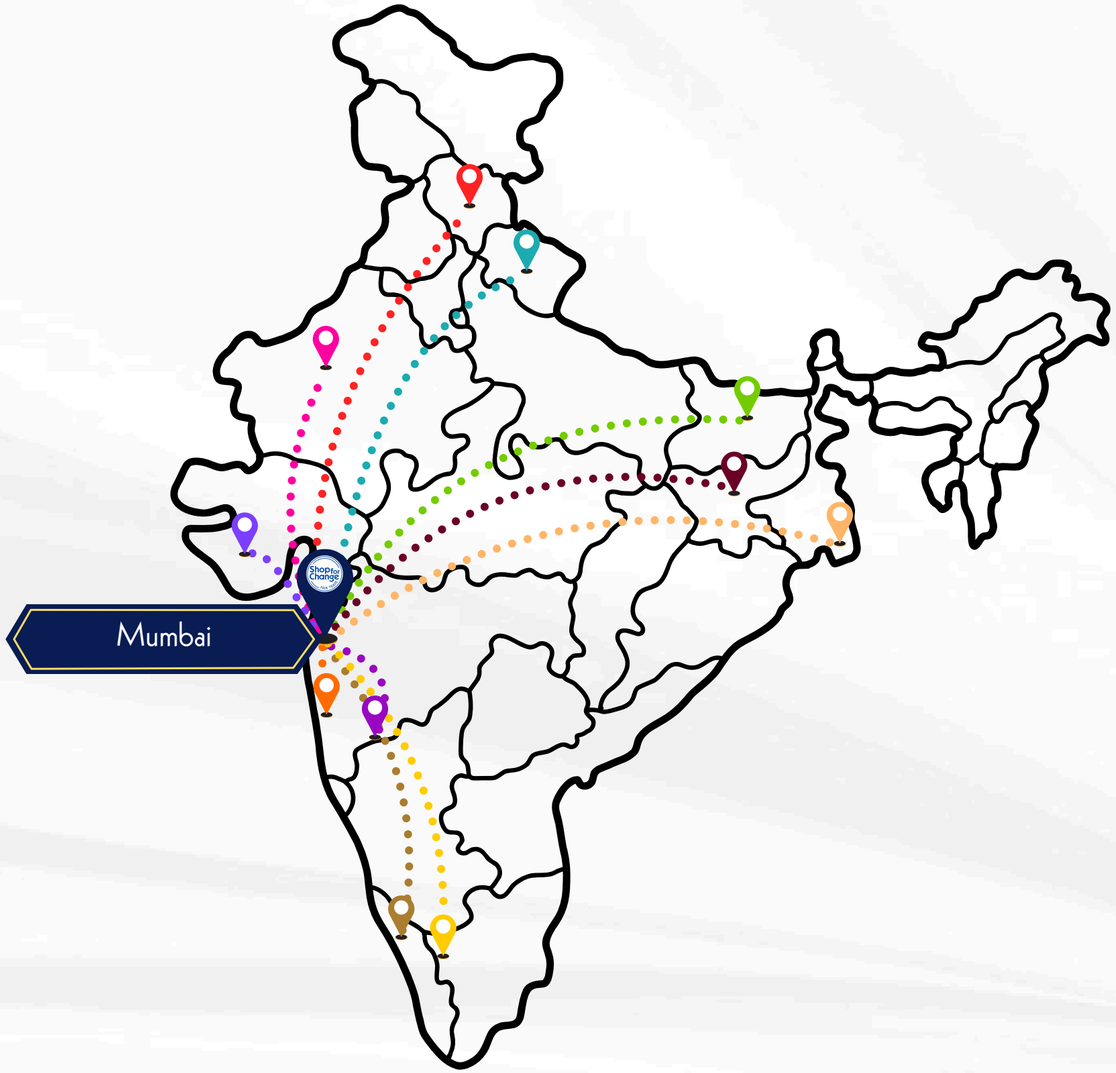
- District brand development -https://www.jashpure.com/
- FPO–SHG integration Packaging & brand identity rollout
- (labels, storytelling) Market linkage channels setup
- (B2B + corporate + retail)

Ri-Bhoi (Meghalaya)

Coming Soon…

Building Market Linkages Across India

Fair trade products from across India reaching urban consumers of Mumbai

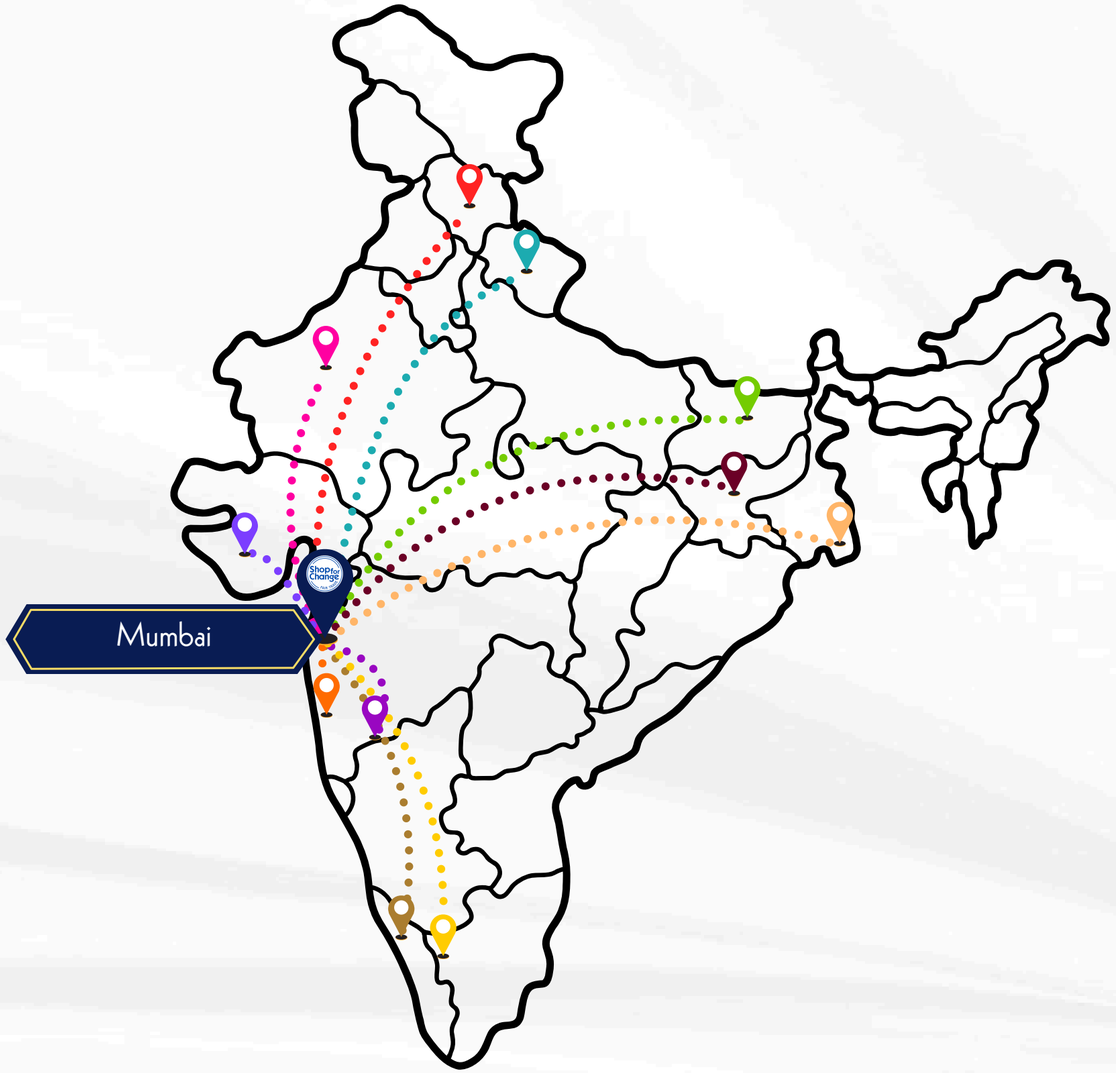


Products Linked to Markets

- Himachal Pradesh :- 🍎 Apple, 🍇 Plum
- Uttarakhand :- 🍑 Apricot, 🍇 Plum
- Bihar :- 🍒 Litchi
- Rajasthan :- 🍯 Honey
- Rajkot :- 🧈 Ghee
- Ratnagiri :- Cashew, 🥭 Alphonso Mango
- Kerala :- 🥑 Avocado, 🫐 Mangosteen, 🔴 Rambutan
- Ooty :- ☕ Coffee, 🍯 Honey
- Sangli :- 👜 Canvas Bags
- Kolkata :- 🛍️ Jute Bags
- Jharkhand :- 🎋 Bamboo Products

Building Market Linkages Across India

Fair trade products from across India reaching urban consumers of Mumbai



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Impact That Compounds

75K+
Trees planted

50K+
Farmers Empowered Across India

₹10Cr+
Revenue Generated By Farmers

1.5K+
SKUs Marketed

50%
Income rise through fair trade



Markets & Livelihoods

- Market Linkage + Online/Offline Selling
- Capacity building + product readiness
- Regenerative agriculture support



Environment & Sustainability

- Regenerative Agriculture practices
- Water Conservation - farm ponds & pits



Tribal Communities

- 5,000+ Tribal families benefited
- 50% Income rise from eco-farming



Women empowerment

- 500+ Women SHGs Supported
- 30% Avg. income rise
- Skill building & leadership training

Stable livelihoods + auditable ESG outcomes

Trade Not Aid : Our Impact Approach



Organise

SHGs/FPOs, Artisans,
Tribal communities



Build capability

Training, Farming Techniques,
Skill/Capacity Building



Make market-ready

Quality, Packaging,
Compliance



Sell Everywhere

Online + Offline Marketing,
Corporate channels



Regenerate Nature

Regenerative, Agroforestry,
Tree plantation, Farm Ponds & Pits



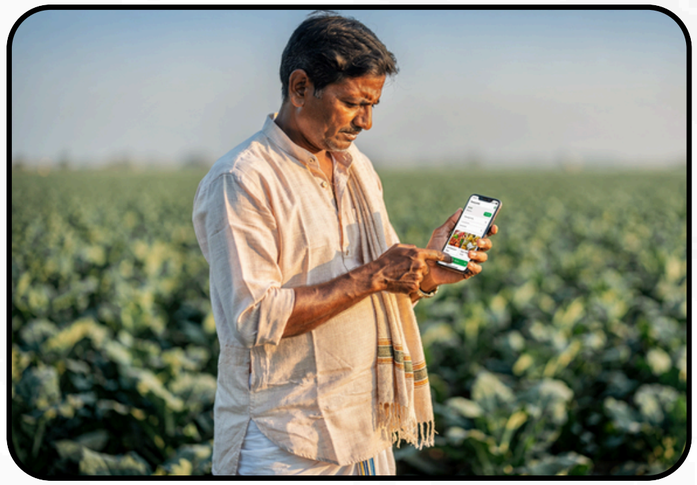
Education

Solar For schools, Reconstruction,
Digital education

Trade, Not Aid = Dignity + Income

Shop For Change Fair Trade - Digital Initiatives.

Same engine . More regions . More channels . More resilience.



GramKushal.com

Online Capacity Building Portal

A digital learning portal for farmers, artisans,

SHGs/FPOs training that's repeatable, trackable, and always-on.



GraminBaazar.com

B2B Marketplace Portal

An online portal for our farmers and producer groups where they can list products

and sell easily to buyers directly (better price, better bargaining power)

SUCCESS STORY

Success Story - Supporting Drought-Affected Farmers

- Linked drought-affected farmers to urban markets
- Enabled home-style meal services using existing skills
- Two families earned ~₹1,00,000 in one month
- Strengthened resilience & dignity through market access

Restored income stability & dignity

₹1 lakh Rupees Earned by 2 families in one month Income Generated







SUCCESS STORY

Success Story of Farmer Babu Waghera

- Started chilli farming in 2018 with institutional support
- Increased production & improved family income
- Exported produce to London & regional markets
- Inspired other farmers to adopt chilli cultivation

Exported green chillies to London

₹1.5 lakh Income Generated

15+ Employment Generated









SUCCESS STORY

Success Story - From Farm to Villa Pallavi & Ganesh Hande

- Built a structured vegetable supply chain
- Supported in sourcing, packaging and market access
- Now supplying Mumbai through D2C and B2B channels
- Achieved financial independence and built their own villa

30+
Women Empowered

2000+
Farmers Empowered

150+
Employment

₹3.5 Cr+
Revenue Generated









SUCCESS STORY

Teacher Turned Agropreneur Manjushri & Radhakisan Gulve

- Career shift from Automobile lecturer to full-time agropreneur
- Mentored by CEO Sameer Athavale
- Built a structured agro-business model
- Strengthened market linkages for rural producers

Direct Market Linkages

Promoted sustainable farming

200+ Farmers Empowered

Improved Income









About Us

We are India's first Fair Trade label, helping producers move from survival income to stable livelihoods by improving quality, strengthening producer institutions, and creating reliable market demand.

Since 2009, we've been building the missing link between farmers, artisans, SHGs and FPOs and the people who buy their products—fairly, transparently, and at scale.



Compliance

Shop For Change Fair Trade	Date of Registration: 07 Jan 2009
CIN: U7499MH2009NPL189443	PAN - AAMCS7573B
12A - AAMCS7573BE20171	80G - AAMCS7573BF20187
NGO Darpan ID - MH/2022/0310450	CSR Reg No CSR00007165

Mission

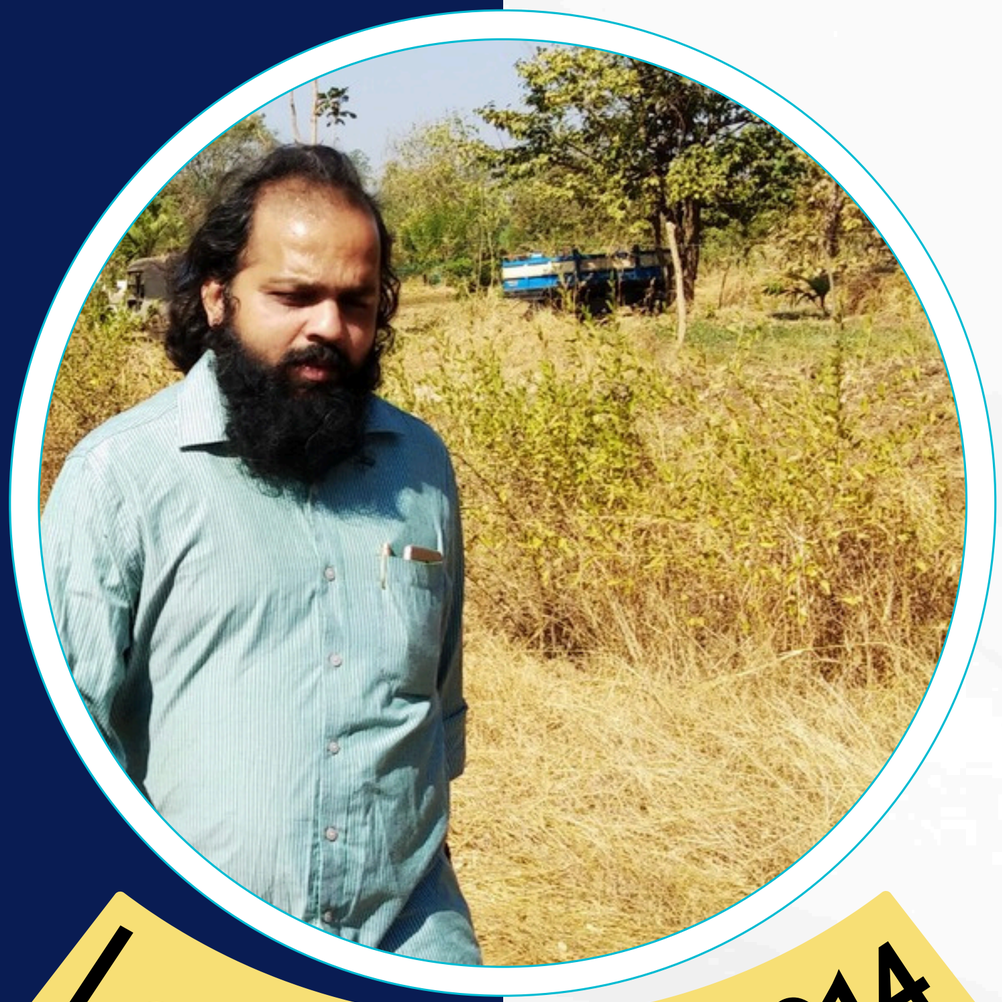
To be India's most trusted and transparent fair-trade organisation making ethical trade easy to fund, easy to measure, and hard to fake.

Vision

A Bharat where farmers and artisans earn dignified incomes not through charity, but through ownership, capability, and consistent market linkage.



- Trade, Not Aid
- Transparency Builds Trust
- Dignity Beats Sympathy
- Nature is an asset



Leading since 2014

Our Leadership

Saameer Ravindra Athavale | CEO

Production Engineer | Ex-Larsen & Toubro

- Moved from corporate to entrepreneurship, then to social entrepreneurship after engaging with 50,000+ farmers across India.
- Leads Shop for Change Fair Trade, focused on building market-led, sustainable livelihoods through Fair Trade, not one-time aid.

Governance You Can Trust.



Dr. Sudhirkumar Goel

Director & Chief Mentor

- Retd. Additional Chief Secretary
- Agriculture & Marketing
- Govt. of Maharashtra (IAS)
- PhD (Physics)



Gunjan Jain

Director

- Expert in knowledge & skill development
- healthcare, and digital initiatives



Chitra Jathar

Director

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



Nilesh Kale

Director

- Post Graduate (Physics)
- 10+ years in banking

Partnerships

Jashpur District Administration, Chhattisgarh

Ri-Bhoi District Administration, Meghalaya

Global Indian Scientists &
Technocrats Knowledge Partner

Meghalaya
Local Partner

Sustainabale Procurement
from Farmers

National Innovation Foundation
Grassroots Incubation Partnership

Regenerative Agreicutlure
Knowledge Partner

CSR Partnerships

LTIMindtree

Plantation 🌱
Bundled with Livelihoods 🤝

GeBBS Healthcare

Plantation 🌱 + Capacity Building
+ Water Conservation 💧

WNS Global Services

Plantation 🌱+ ESG Outcomes 🎯
(Auditable Reporting) ✅

Rite Water Solutions

Market Access + Value
Chain Development

ONGC

Fisherman &
Anganwadi Project

Our Friends & Partners

Shop for Change FAIR TRADE

Funding Partners

LTIMindtree
GeBBS HEALTHCARE SOLUTIONS Forward Thinking
WNS
JSW
ICCO Innovative Change Collaborative
Forbes Marshall Foundation
हमारा अधिकार•हमारी आवाज PACS Our rights • Our voice
SIR RATAN TATA TRUST & NAVAJBAI RATAN TATA TRUST

Market Linkage Partners

AXIS BANK
WNS
LARSEN & TOUBRO
DCB BANK
LEAP A SOLUTIONS COMPANY
wework
GODREJ & BOYCE
ADITYA BIRLA GROUP
Capgemini
Hindustan Unilever Limited
IndianOil
GHARDA CHEMICALS LIMITED
Ogilvy
standard chartered
HDFC ERGO GENERAL INSURANCE Har pal aapke saath
KAISER PERMANENTE
Edelweiss Ideas create, values protect
svatantra
AXIS MUTUAL FUND
ANITA DONGRE
SHOPPERS STOP
Nature's Basket
ColorPlus
ETIHAD AIRWAYS
JW MARRIOTT
Deloitte.
BLUE DART
Thomas Cook
Del Monte Quality SINCE 1892

Picture Gallery - Value Chain Creation































Picture Gallery - Jawhar Chilli Project

















Picture Gallery - Jashpure































Picture Gallery - Ai & Capacity Building Training




















Our 2028 Goals



1,00,000

Farmers And Artisans

Increase their income by 3X by Dec 2028 through our interventions



Plant 2M+Trees

We Are Looking For Organisations To Support Us...

Thank You For Listeing!

We're inviting corporate partners to deploy CSR funds where outcomes are auditable and long-lasting for communities, for ecosystems, and for Bharat.

Connect: sameer@shopforchange.ngo | +91 9320032675