



Poverty is not only about shortage of money. It is about rights and relationships; about how people are treated and how they regard themselves; about powerlessness, exclusion and loss of dignity. Yet the lack of an adequate income is at its heart.....



“Support a child for a better future”

TARA is a member of World Fair Trade Organisation, WFTO-Asia, Fair Trade Forum India and Emmaus International.



**SUPPORT FAIR
ational Campaign f**



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FAIR TRADE PRINCIPLES

- Creating Opportunities for Economically Disadvantaged Producers
- Transparency and Accountability
- Fair Trading Practices
- Payment of a Fair Price
- Ensuring no Child Labour and Forced Labor
- Commitment to Non Discrimination, Gender Equity and Women's Economic Empowerment and Freedom of Association
- Ensuring Good Working Conditions
- Providing Capacity Building
- Promoting Fair Trade
- Respect for the Environment

TARA MISSION STATEMENT

“TARA is dedicated to the development and empowerment of grassroot producers and marginalised sections of society. TARA strives for social equity, justice and environmental sustainability whilst promoting Fair Trade”.

For over forty years TARA Projects has been working to fight exploitation, poverty, illiteracy and protect the rights of marginalised communities. The organisation draws its inspiration from the basic principles of Fair Trade and the protection of fundamental rights.

TARA is actively engaged in providing support to grassroots producers and

underprivileged sections of society in the production and marketing of handicrafts. Using revenues generated from the sale of handcrafted products TARA supports a number of community development projects, such as health programmes, micro credit schemes, learning centres for children, capacity building and adult literacy programmes. The resulting employability and enhanced earning capacity impacts the lives of thousands of young people and adults and helps children continue their education and reduce the prevalence of child labour.

TARA's commitment to the environment

includes reforestation projects and rainwater harvesting initiatives to address the extreme demand for water in many regions of India. Tara has recently initiated an eco-tourism project.

TARA has become a leading voice in campaigns against child labour, illiteracy, and unfair trading practices.

TARA's philosophy is, and always has been, to bring about positive change and economic justice while endeavouring to consolidate and extend this work by seeking new trading partners and fresh opportunities.

