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PUDUCHERRY

A 'push' for Fair Trade and climate justice

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Braving the rain activist Pushpanath Krishnamurthy embarks on a 450-km walk from Puducherry to Udhagamandalam,

'Go Push Go!' and 'We want Fair Trade,' they cheered even as nature seemed to oblige when the rain let up for a brief period on Friday morning.

Around 100 people from Puducherry, Auroville, NGOs, schools and colleges gathered on Beach Road to show their support as activist Pushpanath Krishnamurthy embarked on a 450-km walk from Puducherry to Udhagamandalam, braving the rain and more, to create awareness on Fair Trade and climate justice. The walk has been timed to coincide with the United Nations Climate Change Conference COP21 in Paris. The event is also kick-starting an initiative to make Puducherry and Auroville the world's first 'Fair Trade Twin Towns' which is supported by Puducherry-based Mandala Apparels, Fairtrade India and NGO PondyCAN.

The flag-off was attended by Environment Minister T. Thiagarajan, Tourism Minister P. Rajavelu and MLA K.

…tesa Iyer. He will also be accompanied by …rom Mr. Krishnamurthy's team who is …th had a place to rest in case it gets dark …th him success stories about Fair Trade in …es on the way, as he walks 20 to 25 km a …as the way forward to ensure a better …in other countries are also undertaking …ntarily.

…'Fair Trade Twin Towns', said, "We hope …nploying child labour, paying fair wages …ment of the Sexual Harassment of

…ool, Puducherry, who walked with him …so participating in a walk.

"Fair Trade offers producers a better deal and improved terms of trade. It allows them the opportunity to improve their lives and invest in their future, their environment and their communities," according to Fairtrade India.

Fair Trade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers.

What is a Fair Trade Town?

"Any community that makes a collective commitment to Fair Trade. Each Fair Trade Town campaign is unique but all Fair Trade Towns bring people together and raise awareness and understanding of trade issues," according to the website of Fair Trade Towns.

"FAIRTRADE Mark appears on products that meet Fairtrade standards and come from Fairtrade producer organisations."

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