

TAMIL NADU

Fair trade activists organise a walk in Puducherry



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PUDUCHERRY, APRIL 30, 2017 00:00 IST

UPDATED: APRIL 30, 2017 03:41 IST

10 businesses given milestone stickers to mark the occasion

In an effort aimed at creating awareness among the public on fair trade business and put the spotlight on the injustice prevailing in the international trading system, a Fair Trade Walk was organised in Puducherry on Saturday. The walk covered 6 km and celebrated the efforts of traders in Puducherry who are adopting fair trade practices. In November 2016, activist and global Fair Trade campaigner Pushpanath Krishnamurthy embarked on a 450-km walk from Puducherry to Udhagamandalam to create awareness on fair trade and climate justice. The event kick-started the initiative to make Puducherry and Auroville the world's first 'Fair Trade Twin Towns'.

"Fair trade is a global movement which supports farmers, workers and those involved in the supply chain. Customers are supporting us across the world because they want sustainable and fair market," Mr. Krishnamurthy said.

The walk was held to celebrate the day in solidarity with the global festival of Fair Trade Walks across the world.

The initiative is sponsored by the Puducherry Auroville Fair Trade Twin Towers.

Creating awareness

The main objective is to raise awareness on injustice prevailing in the international trading system and to motivate people to join the campaign to emphasise significance of getting fair and better wages in safer conditions for workers, said Natesa Iyer,

an entrepreneur.

