

# CEC Annual Report 2014-15



Centre for Education and Communication

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## ED's Notes

'Civil society' is a topic of live contemporary debate in India. The role of civil society, the types of activities that can be undertaken by agency claiming to be part of the civil society, its national and international linkages, its financial linkages are all being debated.

Where is CEC in all these? CIVICUS: World Alliance for Citizen Participation, funded by international funders, in its first report, State of Civil Society 2011, defines civil society as 'the arena, outside of the family, the state and the market, which is created by individual and collective actions, organisations and institutions to advance shared interests'. It adds, civil society therefore encompasses civil society organisations (CSOs) and the actions of less formalised groups and individuals.

CEC is part of 'civil society' because it operates outside the arena of family, statecraft and is not determined by considerations of profit making, but CEC is in contestations with the state and the market in our activities.

In 1998, CEC defined its area of operation as follows, "CEC engages in 'knowledge generation', 'knowledge dissemination' and 'capacity building' with the objective of enhancing the dignity of labour and small producers. Nature of CEC's activities is discursive and advocacy oriented. The discursive character makes CEC a knowledge based organisation. The knowledge it receives is the knowledge from the workers and the community. The transformative character of this knowledge is such that in CEC's engagement with knowledge, it considers the 'subject' as an 'active entity' rather than a 'passive entity'. It is distinct from political parties and social movements, but exists in contestations with them."

CEC continues to be a knowledge generating and knowledge disseminating organisation. In the project, child labour in craft based homeworking, implemented in partnership with Fair Trade Forum - India and Traidcraft Exchange, CEC has been leading the action-reflection-action research. It developed a model on how to address child labour in the sector after extensive field research and in consultations with partners. As the elements of the model were being implemented by the partners, CEC took the lead in documenting the process, which was then shared with the partners. CEC also took the lead in engaging in advocacy activities and producing training materials. Similarly, in the project, eradicating bonded labour in

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brick kilns, implemented in partnership with Volunteers for Social Justice, Punjab, Jan Jagriti Kendra, Pithora and Anti-Slavery International, CEC develops training materials for the activists and conducts training. CEC reports, on a quarterly basis on the progress of the project implementation in all localities.

However, in the case of our work in the tea sector, we have slightly moved beyond our initial explication of our arena. In its engagements with various elements in the tea value chain, especially with small tea farmers and their vulnerabilities in their locational disadvantage in value chain, CEC began mobilising tea farmers into collective entities. Interestingly, there were two levels of mobilisation. One, strengthening state level associations and Confederation of Indian Small Tea Growers' Associations (CISTA), a national body that we facilitated in its formation. These are bodies that represents the universe of small tea growers for policy level changes and articulates small tea growers' needs and interests. CISTA is an independent registered entity and work on its own steam, except our occasional contribution to their capacity building. The second level of mobilisation is different and it is specifically intended to build institutions of small tea growers which can withstand the pressures of the market in their day-to-day operations. STGs produce tea leaves for the market and the formation of collectives of small tea growers usually of not more than 100 were as direct interventions in tea value chain - a necessary activity in claiming a share of accrued value of tea. First, it was the contestation in the policy sphere, the second was a contestation in the sphere of market.

Till March 31, 2015, in India, about 42,900 STGs have been organised into 523 Collectives, which we call Primary Producer Societies. Important point is that the growers who are members of PPSs engaged in collective leaf trade obtained higher prices per kg (Rs.2 to Rs.4) for their green leaf.

It must be pointed out here that though CEC do not have Core funding - unrestricted fund to pursue activities of its own choice, CEC has been consistent in its area of specialisation. Our Partnerships with Anti-Slavery International and Traidcraft have stood the test of the time and has helped us in consolidating our expertise in contemporary slavery like practices and in taking innovative steps in value chain struggles.

CEC has submitted two proposals to the European Union in response to their Calls for Proposals. Both intends to take forward the activities that we are engaged in. In the case of bonded labour in brick kilns, it asks the question, why brick kiln industry imbibes lock stock and barrel the caste prejudices of an agrarian economy and remain as the least innovative in all industries, which incidentally is also the

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biggest contributor of suspended particulate matters that impact health of the workers as well as the environment.

The second proposal intends to take the value chain struggles to the next phase wherein we propose creation of small tea grower owned tea manufacturing units and small tea grower owned tea marketing company where the profit, if generated, will go back to the farmers. This is broadly within the framework of a 'social enterprise', a genre of alternative to the mainstream economy which is gaining the attention of activists and academics in recent times. In the latter, Traidcraft is our Co-applicant and in the former, the Co-applicants are ASI, TdH Germany and Prayas. We are also in negotiation with International Justice Mission in documenting governmental orders with reference to Bonded Labour System Abolition Act, 1976.

CEC must be pro-active to the new challenges, if it is to continue to perform its role as a civil society entity. Absence of a regular Core funding keeps us always on the edge, imposing restrictions in long term planning and defining our scope of work. We have to remain alert to the Calls for Proposals which have limited and pre-determined focus and timelines. Structures and requirements of these proposals differ, articulations becomes the job of full time skilled proposal writers, the efforts of whom may be without results at the end. However, our experience shows that EU Calls give greater space for organisations to develop proposals without loosing their priorities within the limits of broader framework set by the EU.

Governmental regulations are making it difficult to access funds from foreign sources, while domestic sources, including CSR funds, are carefully channelised and corporate led private sector is reluctant to fund change-seeking activities.

In a piece written by Darren Walker, President, Ford Foundation in the "State of Civil Society Report 2015' he talks about tyranny of donors and their insistence on funding for 'incremental change' and their concomitant reluctance to invest in institution building of organisations and their self reliance. How far he can walk the talk is a moot question.

While acknowledging that these issues are generic to civil society as a whole, CEC needs to take the lead or be part of the efforts being made in envisioning the creation of new change agents.

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## Child Labour in Craft Based Homework

The project “Sustainable solutions in the fight against child labour in home-based craft production” addressed the issue of child labour in home-based craft production. The project attempted to ensure changes in the lives of children working in the craft industry.

The project had been implemented jointly by Fair Trade Forum - India, Centre for Education and Communication and Traidcraft Exchange in fair trade and non-fair trade supply chains since February 2012. It was supported by European Union; and Traidcraft Exchange was the main recipient.



The focus of the project was to ‘improve the quality of life of children involved in home-based craft works’ and promote their best interests by mainly ensuring quality formal education for children involved in home-based work and/or children of home-based workers, addressing the causes of child labour in home-based work, ensuring minimum

wages to home-based workers and using fair trade as a starting point to understand the different ways in which child labour can be eradicated. The project intended to develop an effective model for addressing child labour issues in the home-based crafts sector, a model which would be sustainable, viable, replicable and appropriate. Further, it intended to set up monitoring mechanisms that confirms that the model addresses child labour issues in the home based craft sector’.

CEC led the action research and advocacy activities.

### Action Research

CEC, in Year 1 & 2 facilitated the development of a model for addressing home-

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based child labour through rigorous consultations with all stakeholders and an analysis of best practices. The model was concerned with disengaging children from regular remunerative work including home based craft work. 65 organisations were mapped. The model was to be tested in both in the fair trade and non-fair trade supply chains of the project.

The model got rolled out in 13 learning centres including 7 fair trade member organisations and 6 non-fair trade organisations in the project locations. In the field, the model was implemented by The Child Trust in Daryaganj, New Delhi and Raipura, Firozabad, TARA in Labour Colony and Nikaun, Firozabad, Conserve in Bahadurgarh, Delhi NCR, Literacy India in Bhati and Neb Sarai, New Delhi, Bharat Janta Siksha Kendra in Jafrabad and Seelampur, New Delhi, HOPE Worldwide (India) in Sangam Vihar, New Delhi, Society for Civil International in Nangloi, New Delhi and HANDS in Shiv Nagar and Meena Nagar, Moradabad.

The action reflection action exercise conducted by CEC reviewed the model based on activities undertaken. Action research exercise focused on the key elements and basic themes, including: empowerment of participants, collaboration through participation, acquisition of knowledge and social change. Reflections on the experiences and learning from the model roll out were collected through a participatory process. This process helped in extracting the best practices and implementing them appropriately in the select project locations. Reflection exercise helped in identifying the challenges in implementation and facilitated ways of overcoming it. It also analysed the impact and result of the project and effectiveness and efficiency of the model implementation.

The reflective action of the action research helped in bringing about implementable changes that motivated stakeholders to take action in implementing the defined changes. This, in turn, helped in reducing child labour in the home-based craft sector and also ensured quality learning and capability development for children.



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## Report of Action Research

The report based on action research focusing on rights of children involved in home-based craft work and promoting their best interests by encouraging quality formal education has been prepared. The report is a reflective action by the project implementing partners. It is not a reflection of the work of the implementing partners, but a reflection of all the stakeholders. The manuscript of the report has been completed, got copy edited, proof read and designed and is ready to get printed in the book form. This report will also serve as the basis of the development of a guidance document.

## Guidance Document

A guidance document was prepared on the basis of the action research. This was developed by a consultant specialised in preparing guidance document along with the support of the project team. Inputs have largely been drawn from previously published reports and meetings conducted during the project and from observations from the project locations.

This document gives guidance on how to find practical pathways to address child labour and provide support to craft workers and their communities, in particular, in the home-based sector.

The document captures the learnings and good practices from implementation of the project. It is designed to serve as a guiding principle for policy makers, organisations of handicrafts, home-based craft workers and employers, and other sectoral institutions, development practitioners, the general public and all those who wish to address the issue of child labour in the home-based craft production sector. The observations and recommendations drawn in this document can also be replicated by stakeholders in private sectors as well.

## Advocacy with Government to Improve Policy

A majority of the advocacy activities were carried out during the third year of the project. Advocacy activities were carried out at different levels -national, district and local.

Advocacy activities on a broader perspective of the project addressed issues including: changes/amendments to CLPRA - in the definitions and schedule; implementation of the right to education; adequate formal schools; improved technical education; fixation of minimum wages for home-workers, etc. among

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other things. As part of the advocacy strategy, priority issues were identified and brought to the attention of concerned officials through the submission of different advocacy tools at the national, state and district levels in coordination with key stakeholders.

## **Briefing Papers and Lobbying Materials**

Four briefing papers elaborating on the elements of advocacy and policy interventions were prepared. They covered information collected and research conducted during the initial part of the project and through information collected via secondary research. Field visits to the project locations were also conducted in order to gather first-hand information of advocacy issues. The briefing papers including: (i) on CLPRA and craft sector , (ii) on RTE and vocational training , (iii) on health and social security; and (iv) on wages and supply chain were prepared in consultation with the partners taking data from the project locations through local beneficiary survey. Inputs from implementing partners and other stakeholders were also taken into consideration before finalising the briefing papers.

The briefing papers contextualising the issues and policy recommendations were submitted online to different Ministries including the Ministry of Labour and Employment, Ministry of Human Resource Development, Ministry of Women and Child Development, Ministry of Textiles, Ministry of Health and Family Welfare, respectively.

## **Representation at the International Seminar on Occupational and Health Issues**

As part of the advocacy dissemination activity of the project on a broader level, CEC prepared and presented a paper in the '2nd International Conference on Occupational and Environmental Health' organised by OHS-MCS & Department of Community Medicine, MAMC, New Delhi. The paper was prepared on the basis of extensive primary research conducted at the field level and it highlighted on the issues of occupational health hazards among the workers in the home-based craft industry with special reference to the bangle making industry in Firozabad and the brass industry in Moradabad. The paper titled 'Behind the Glitter: A Study of Occupational Health Hazards in the Home-based Bangle Works in Firozabad and Brass Works in Moradabad' deals with hazardous occupations that hampers the health of workers, including children (Annexure 14). The participants, including medical practitioners from all over India and abroad, were informed about the

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health issues faced by the home-based workers. They agreed to bring this matter to the attention of relevant authorities.

### Childhood Choked by Fumes

*Fatherless Pooja aspires to take up a job someday in the city after completing her education. Battling odds at every turn, Pooja draws strength from her dreams as heat and fumes from the kerosene lamps and gas burners choke her childhood. Deep in her heart, the 12-year old knows that her dreams may never be realized...*

*Glittering glass bangles play jingles of new unions, and prosperity. Beautiful yet fragile, the ornament of varied hues and colours, is not just an auspicious symbol for women in India but style and fashion statement the world over. The city of Firozabad, which markets its famous glass bangles the world over, has earned the sobriquet of Suhag Nagri (literally translated - City of Brides or contextually the city that produces bangles for married women). Yet the same trade, that garlands Firozabad as the City of Brides, is snatching fathers from their children and husbands from their wives. The business of bangles, which demands handling fragile glass with extreme care, thrives on its callous treatment of valuable lives of children or child workers.*

*Children, working in the home based craft sector work at the cost of their right to education, leisure and play, and end up permanently trapped in the cycle of poverty. The glass bangle industry greatly depends on home-based labour, the informal sector, and children constitute a major chunk of the labour force working below minimum wages and in most hazardous conditions. Children as young as 5-year olds work alongside their elders in dark dingy rooms, their health at the mercy of chemicals from paints, toxic fumes from kerosene lamps and gas burners. Respiratory problems are common and so is loss of life due to extremely unhealthy conditions. Many a child has lost his/her one or both parents to the trade of glass bangle making.*

*About two kilometers from the city of Firozabad is Raipura Village, home to a largely scheduled-caste community involved in the production of glass bangles. Chhatai (segregation), judai (attachment), sandhai (shaping) and making big kadas (bangles) are some of the major activities of the people in Raipura.*

*12-year old Pooja hails from one such family in Raipura whose survival hinges on the glass bangle trade of Firozabad - the same trade which has claimed the life of her father. Like Pooja, many children of Raipura have lost their fathers or even both parents to the death-trap bangle factories where labourers work in temperature close to boiling point over primitive furnaces and fumes of*

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chemicals.

Pooja's family is settled in Raipura. Her father, Late Bidgaram, breathed his last in 2010 after suffering from respiratory diseases for many years. Two of Pooja's eldest siblings, both girls, were married off when their father was alive. Pooja now stays with her mother Krishna Devi and two of her elder sisters Ruby (16) and Anjali (14) in a dingy seven-foot by five-foot one-room accommodation belonging to their uncle.

Both Ruby and Anjali learnt the craft working alongside their father even as they attended the Learning Centre. The two sisters had to leave their education when the father passed away. Since then, they have been working full time from home to put food on the plate. Their mother who suffers from severe back pain cannot lend a hand as the job entails squatting for long hours.

Pooja's eyes swell up with tears as she recalls the suffering their dad had to undergo till the time of his death. Just a 6-year old then, when their father was taken seriously ill, Pooja remembers the anxiety of the family. The family didn't have enough money to spare for treatment of Bidgaram. The survival of the family depended on the father and while Pooja's two elder sisters had learnt some bit of the craft, they were not competent enough to feed the family on their own. So it was then that Pooja, barely past her sixth birthday, was made an apprentice to her father. The tender hands soon learnt to bear pain - cuts, burns. And Pooja's childhood prematurely faded away as her tolerance to pain increased.

Pooja now works alongwith her sisters and she is not cut any slack for being the youngest. Her only incentive is the few hours spent in the Learning Centre acquiring basic education.

The unregulated nature of the home-based work that forms the backbone of the glass bangles industry means no adherence to the minimum pay scales set by the government. The compensation is pittance.

Pooja and her sisters do judai (joining of the opening ends of the glass bangles) using burners. Due to the suffocating heat created by the burning flame, judai work is done in the early morning and afternoon hours. Pooja, Anjali and Ruby start work at 4 am and stops at 7 am. Pooja then rushes off to the Learning Centre where she spends the best hours of her day. After school, she again joins her sisters to work from 2 pm to 7 pm.

Pooja can finish judai work on 10-15 toras in a day, a feat which demands work without any break. For each complete tora, which has 120 bangles, she is paid Rs.4 INR. So for eight hours of hard labour, she manages to earn Rs.60 at the most in a day. The three sisters together, clocking 24 hours, barely manage to

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earn Rs.180 INR daily. Roughly, they manage to earn around Rs.4000 a month or sometimes even less.

The small producer groups know that their products are sold in the local markets and tourists both domestic and foreign flock to purchase the bangles; however, they do not have any information about other actors in their work-supply chain. They have to be satisfied with what the thekedar and the ones in the top rung of the supply chain dole out as payment.

Pooja knows that she and her sisters are all vulnerable to respiratory diseases, which claimed their father's life. But there is no other way out. "We know we will die like our father, but then there is no other work."

The child workers (and also the adults) of the bangle industry are plagued with health issues but they have learnt to live with them. Most children suffer from skin infections, musculo-skeletal disorders, dehydration due to working in high heat and anaemia due to lack of adequate nutrition, unhygienic and unhealthy living and working conditions and constant exposure to toxic elements.

"Burns and cuts on fingers are common and we do not stop work because of burns and cuts. They just heal by themselves," Pooja says nonchalantly as she shows a scarred hand.

There are times during the year when the whole family falls ill. Then the family takes a loan from the thekedar (contractor or middleman), who supplies the raw materials and pays him back as they resume work.

Food for the family means roti and alu (chapatti and potatoes) while there are times when they have to do without potatoes.

Pooja's mother is worried. With no male member in the family, the onus of earning bread rests on her three daughters. The eldest Ruby has reached marriageable age but the family cannot afford any extra expense.

Ruby and Anjali had to give up on education after the demise of their father to run the family. It would be Pooja's turn in the event of Ruby's marriage to engage full time fending for the family.

Pooja has never stepped out of her village - not even to see Firozabad city. The Learning Centre run by Child Trust is the haven where she nurtures her dreams of moving out of the vicious cycle of poverty and ignorance and taking up a job in the city.

The Child Trust runs a learning centre with the help of the local community in Raipura village which is two kilometers away from Firozabad. Children below the age of 18 years form the majority in this village and nearly 50 per cent of

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*them are not attending schools. They work either with families at home or with neighbours and other relatives. The majority of the families in this village are doing home-based works. Kanch (glass used for making bangle) is the dominant work in this area and the workers do all kinds of kanch works including: chhatai (segregation), judai (attachment), sandhai (shaping) and making big kadas (bangles).*

*The Learning Centre received a much-needed shot in the arm towards its fight against child labour with the intervention of the European Union. The Learning Centre authorities realized at the very initial stage of their venture against the practice of child labour in Raipura that the home-based workers' families cannot be stopped from employing their children in the bangle craft with just the threat of law. They have to be provided solutions and alternatives. The European Union-funded project 'Sustainable solutions in the fight against child labour in home-based craft production', seeks to do just that with a multi-pronged approach addressing the health, livelihood and social security concerns of the families in order to stop engagement of children in labour.*

*So while girls like Pooja found new hope, their families have also realised that confining children to labour would not rid them of their poverty. With interventions of the project in connecting the home-based workers to social security schemes, the burden on the children is easing.*

*Life is a challenge everyday but Pooja has learned to live with that. Deep in her heart Pooja knows that life is cruel and but her dreams may still be realized. As she rushes barefoot to the Learning Centre every morning to learn about new people and places, the 12-year old has only dreams in her eyes and family now shares in her dreams.*

## **Advocacy on Policy Issues**

The advocacy activities of this project covered a broad range of actions designed in drawing the community's attention to the issues of their concern and directed it to policy-makers for their intervention. District level advocacy activities was undertaken at the project locations. Priority was given in identifying the key issues in each district of the project locations and bringing it to the notice of concerned authorities and working out ways to address it in consultation with the district departments. Some of the common concerns that prevent children from attending schools include lack of schools in the project areas, lack of awareness on the importance of education, parental illiteracy, poverty, difficulties in sending children to schools, etc. The different advocacy activities conducted at the district level include:

## RTI Campaigns

A total of 13 RTI applications were filed in various government departments from the select project locations in Firozabad, Moradabad and Delhi. While 8 RTIs were filed on health and educational facilities in two project locations in Firozabad, 2 RTIs on health and education were filed from Bhati Khurd, Delhi. Three RTIs on voter's identity cards and ration cards were filed from two project locations in Moradabad. The RTI campaigns started from the month of May 2014. The responses to the RTIs received during the month of July, August and all the relevant data/information were incorporated in other advocacy tools for liaising with government authorities. The district and state level authorities were also sensitised about the issues of relevance with regard to the conditions pertaining to home-based craft workers in the project locations.

## Memoranda

Memorandum depicting concerns in each of the project locations was prepared with the help of a local consultant after rigorous consultations with the community members and workers. A total of five memoranda: (i) access to healthcare facilities in Bhati Khurd, New Delhi; (ii) lack of schools and poor quality of education at the already existing school in Bhati Khurd, New Delhi; (iii) access to healthcare facility in Raipura, Firozabad; (iv) access to ration cards, Shiv Nagar, Meena Nagar, Moradabad; and (v) access to voter ID cards, Shiv Nagar, Meena Nagar, Moradabad were prepared and submitted by the community representatives to the concerned district level authorities. The process was facilitated by CEC. Concerned authorities ensured support to the initiative.

## Posters

Posters and brochures on child labour, education, health and social security were prepared and distributed in the project locations.



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CEC took the lead in preparing posters along with the help of designers. Posters were displayed and shared with the workers and the community through various mobilising programmes, and other activities planned by the project team, including street plays, local stakeholder meetings, health camps, documentary screening etc. The impact was analysed on the basis of its reach-out and influence on the targeted audience, involvement of the public, direct effect on the workers and public attitude and behaviour.

### **Post Card Campaign**

Considering their ability to generate a high response rate, post cards were designed and made available to catch the eye of the intended audience. Two post cards were prepared based on priority issues concerning home-based craft workers which include (1) 'demanding recognition of home-based craft works and providing artisan cards for craft workers' targeting offices of DC Handicrafts, Ministry of Textiles in Delhi, Lucknow and Bareilly; and (2) 'the demand to recognise work and ensure minimum wages for craft workers' addressed to the Ministry of Labour and Employment. The cards containing the name, return address and signature of the workers and the contact details of the learning centre in each of the project locations was sent to the concerned agency by the workers with the support of the field partners.

### **Case Study and Photo Book**

An illustration of the stories of home-based craft workers, collected as part of the case studies-year 2, has been converted in the form of a photo book. Some of the stories are the follow up of the case studies conducted already during year 2 of the project.

### **Video Documentary**

The short film documenting the learnings from the project was prepared with the help of professionals. The documentary film covers certain aspects of reality that captures the objectives/outcomes of the project for generating public interest and engagement with the project for wider dissemination and sharing the learnings of the project.

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## **Eradicating Bonded Labour in Brick Kilns**

With the aim of eradicating Bonded Labour within 300 brick kilns in Punjab and Chandigarh. Besides CEC, other Partners in the project are Volunteers for Social Justice (VSJ), Punjab (destination states); Jan Jagruti Kendra in Chhatisgarh (source state) and ASI, UK. The project commenced on August 15, 2012.

The intervention has four fold strategy 1) reduce workers' poverty and vulnerability to bondage through facilitating their access to entitlements, benefits and government programmes; 2) improve working conditions through engagement with kiln owners and government officers, and seeking implementation of employment and other legislation; 3) obtain releases from bondage, using the court system, of workers who are experiencing extreme vulnerability and abuse; 4) empowerment of workers by facilitating their self-organisation as fully functioning and autonomous associations.

The role of CEC in the project is of training, advocacy and reporting. Specific responsibilities of CEC include conducting the project team meetings, developing training & campaign materials, designing monitoring & evaluation framework, reporting to ASI and conducting national advocacy.

In 2013-14, the interventions were concentrated in the Ferozpur, Taran Taran and Amritsar districts (cluster I) of Punjab. The operational area got extended to Mansa, Bhatinda, Muktsar (cluster II) in 2014-15.

### **Training of Trainers**

The TOT have been designed and developed to meet the goals including:

- Enhanced technical competence of staff of VSJ and JJK in themes including workers' rights, unionisation, migration, wages, among others and capacity and leadership building in order to enable effective implementation of the project.
- To build community capacities at kiln level with a view to promote participatory and self-reliant actions of the workers engaged in brick kilns in order for them to demand for their rights and entitlements and to deal with their concerns more rationally and sustainably.
- To accelerate the process of empowerment of brick kiln workers, particularly women, children and the most vulnerable groups through

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access to entitlements, equal pay for equal work, promoting decent work conditions, etc.

Tool-kit and materials for training were prepared in consultations with VSJ and JJK. Participants profile were collected in advance to facilitate the planning process. A mix of both new and senior staff of VSJ and JJK were considered because prior experience in the field and the ability to engage in the field for a substantial period in the future enrich the impact of the programme. Tool kit including training modules on labour rights, trade union, migration, wages were prepared along with short and detailed description. Most frequently used applications, grievance redressal forms were also collated and shared with the trainees to get them equip with filling and filing complaints and grievances. Training modules were prepared both in Hindi and Punjabi.

An interactive and participatory learning approach was adopted in the training rather than the dominantly dependent use of lectures. They were motivated to be interfering and anxious to know and learn new things by asking questions/doubts/concerns and exploring alternate solutions with the help of experts.

## Reporting

CEC reports quarterly to ASI on the activities of VSJ, Punjab, JJK, Chhattisgarh and on the activities of CEC

Tracking Tables

Cumulative Data Sheet

Narrative Report of CEC

Translated Narrative Report of JJK

Annual tracking tables

Advocacy Meetings

## Material Development

33,000 Toll free number cards were printed in Hindi and Punjabi for VSJ and JJK. These were pocket size cards mentioning toll free numbers, which the brick kiln workers could call in case of emergency. While a total of 10,800 toll free cards printed in Hindi was shared with JJK, 10,900 toll free cards in Punjabi and 12,000 cards in Hindi was given to VSJ. While designing the material, following points

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were kept in mind: The advocacy document was designed as a card so that it could be conveniently and safely carried by workers in their pockets or purse. The material must be visually conveying considering the fact that many workers are illiterate. However, it also narrated some basic situations in which they could call the number. The card clearly mentioned that those who make the call will not incur any cost. It was free of charge. It has been reported by the VSJ team that toll free cards have been distributed among workers, including the large number of migrant labourers who came from Chhattisgarh, the JJK volunteers distributed toll free cards during their campaigns in railway and bus stations.

## Newsletter

The second Newsletter for the year II included stories from the field as well as report of the national seminar and advocacy meeting.

## International Meeting on Brick Kilns in Kathmandu- A Workshop on Global Policy and Advocacy Network- A UN Initiative

As part of advocacy work, Mr. J John attended an international meeting on brick kilns in Kathmandu, Nepal along with participants from Latin America, Africa, West Asia, East Asia and South Asia (including India, Bangladesh, Nepal and Pakistan). This was a workshop on Global Policy and Advocacy Network (PAN) organised by International Centre for Integrated Mountain Development (ICIMOD) in joint collaboration with the Climate and Clean Air Coalition (CCAC) and Brick Production Initiative (BPI). He presented a paper in the workshop titled: 'Labour Policies/Programmes in Promoting Decent Working Conditions in Brick Kilns in India: The Political Economy of Debt Bondage' largely on labour rights of brick kiln workers based on insights from work among brick kiln workers in India in collaboration with ASI, VSJ, JJK and UPGSS. He highlighted that in South Asian kilns, the brick kiln labour market, the division of labour and the labour relations reinforced caste and ethnicity based social relations. Such mutual reinforcements prevented innovations in brick kiln industry. No other industry in India emulated caste based occupations and indentured labour systems as was being done by the brick kiln industry. He observed that 'slavery like situations' in Indian brick kilns were not changing in spite of the existence of a number of legal provisions. He urged strongly that 'free' and 'decent work' in kilns must be a factor that defines 'clean' or 'sustainable' bricks. CEC advocated that 'sustainable bricks' be produced in 'slavery free' kilns

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## The Seminar on Bondage and Informality-A case of Brick Kilns in India

Committee Hall, Convention Centre, JNU, New Delhi, 17 November 2014

The national seminar 'Bondage and Informality-A case of Brick Kilns in India' was organised jointly with the Centre for Informal Sector and Labour Studies< Jawaharlal Nehru University, New Delhi. It aimed to look afresh and in an unconventional manner some of the issues confronting bonded labourers. It derived its relevance from the fact that various studies and anecdotal experiences have shown that the warp of time and space that used to define bonded labour as traditional and static phenomenon has been seriously challenged. Losing its intergenerational and permanent character, bondage in contemporary India has become seasonal and temporary. It has transformed into a flexible and adaptive system of employment that institutionalises labour vulnerability through debt. Public policy and the existing regulatory mechanisms, geared to identify and eradicate bondage, have failed in preventing its reproduction. Globalisation and new forms of capital accumulation operating through contractualisation and casualisation of work processes are reinforcing this vulnerability exacerbating social and economic dependency and subjugation. Bonded Labourers are poor, socially excluded with no assets other than their labour power which they are forced to pledge/sell.

Brick Kilns present a classic case where debt or advance is a precondition for entering the labour market. In a situation where worker has less control over his or her own agency, he or she is unable to defend even the basic and inalienable human rights at workplace. Though covered under various labour laws, none are applied in the brick kilns. Brick Kilns employ family labour including children and no separate wages are given to the women workers. Further, control is exerted through delays, deductions and withholding of wages. In addition exorbitant interest rates and fudged accounting leaves the bonded labourer with the burden of a sizeable debt.

The seminar helped in making bonded labour an agenda of debate as there was participation from trade unions, academia and civil society organisations during the seminar. Volume / publication including all the papers presented will follow.

## Strategy & Advocacy Meeting - II

Vishwa Yuvak Kendra, New Delhi, 18 November 2014

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The strategy and advocacy meeting focussed on some of the key issues of bonded labourers. There were discussion on labour market in brick kiln and how it continues to operate through debt bondage. The needs of workers in the brick kilns who are from the marginalised section, vulnerable and unaware of their rights was brought out. The vulnerability of a worker once he takes loan and comes under the control of thekedar or middleman, wage as an instrument of control, denial of workplace rights and decent work conditions were among the other issues discussed. It was also discussed that the government working within the framework of identification, release and rehabilitation provided by the BLSAA 1976 has proved unsuccessful in curbing the occurrences of bondage. The meeting emphasised that though there is the Protocol on Forced labour 2014, there is a need to ensure that in India rights of workers are protected. There needs to put in place a national policy or plan of action to eliminate forced labour while ensuring that victims have full access to legal remedies including compensation. Human rights at workplace and the basic social security guarantees have to be enforced. Given that the brick kiln industry is a major partner in the construction boom that is



taking place in India, it becomes the responsibility of the government to ensure that rights of workers are not compromised. The results of this exercise were that there was a consensus among key partner organisations and other stakeholders attending the meeting on a draft charter of demands and to launch an internet based campaign from December 10, 2014 to January 26, 2015. CEC circulated the Draft charter of demands among the partner organisations for their comments, suggestions and approval.

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## Annual Review & Planning Meeting

Hotel Fortune Park Boulevard, New Delhi, 19-20 November 2014

The second year annual review and planning meeting under the 'Eradicating Bonded Labour in India's Brick Kiln Industry' programme was organised on 19th -20th Nov, 2014. The meeting was held at Hotel Fortune, New Delhi. Participants were from all partner organisations - Anti-Slavery International, Volunteers for Social Justice, Jan Jagriti Kendra and Centre for Education and Communication. There were 2 participants from ASI, 4 participants from JJK, 4 participants from CEC and 40 participants from VSJ. There were also 2 supportive staff members that is one admin representative of CEC and the driver from VSJ. 52 participants attended the meeting on 19th Nov 2014. Other than project staff, one translator also participated in this meeting.

The meeting focussed on understanding what the project implementer dreamt of at the time of the commencement of the progress; what were the project objectives set; as per the project objectives and the ultimate dream, whether there has been any progress, how the activities can be further fine-tuned to be able to help us work better. There was a mutual sharing between the partner organisations. Key aspects of each others' activities could be captured through this meeting. This includes understanding how in Punjab there was an emphasis on enrolling the workers into the Building and Construction Workers Welfare Board Act which lay getting aadhar card and having bank accounts as a precondition. Moreover, this was one registration that enabled workers get access to a series of benefits including health and the information on the efforts that were being put in the source states and so on.

## Dialogue on Minimum Wage with the Government of India

CEC suggested to the GoI the National Floor Level Minimum Wage to be set as per the Supreme Court Judgment in Reptakos Bret and Co. case. The floor level wages should not be lower than the minimum rate of the lowest paid government employee. Floor level minimum wages be reviewed every three years.

## Against Denial of Right to Vote for Migrant Brick Kiln workers

India was in the grips of General Election fever in February and April 2014. However, it was realised that migrant workers in brick kilns in the project area are not exercising their right to vote. India does not have the provision for those

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migrating out from the constituency from where the voter ID card is issued could vote in a different location. Migrant workers in the kilns could not go to their home Constituency because the employers were not giving them leave.

Considering that the effective denial of right to vote was not only happening in the project area, but also to hundreds of thousands of migrant worker, VSJ and CEC demanded that:

1. Employers should provide paid leave to labourers to go and cast their vote. The average daily or Minimum wage should be paid to labourers.
2. Election commission must take note of this serious rights violation and develop a mechanism by which the inter-state migrant workers are not denied their right to exercise their votes.
3. District authorities or labour department should maintain records of the migrant labourers who are willing to visit their respective States, must facilitate the process and ensure that their jobs are protected.

## Forced Labour Convention Protocol: Appeals to Government of India

In a significant move, International Labour Organisation (ILO) set in a process to adopt a Protocol to the Forced Labour Convention - 29 during International Labour Conference in May-June 2014. This was a new instrument to supplement the Convention 29 to address what is termed as 'contemporary forms of slavery' and to establish the accountability of State parties.

### Submission of memorandum to the Government of India

CEC drafted a memorandum addressed to the newly formed Government of India to unflinchingly endorse a Protocol to the Forced Labour Convention 29.

The text is as follows:

*According to ILO's new global estimates (2012) nearly 21 million people are victims of forced labour across the world, trapped in jobs which they were coerced into. The Asia-Pacific region accounts for the largest number of forced labourers in the world - 11.7 million (56 per cent), followed by Africa at 3.7 million (18 per cent) and Latin America with 1.8 million victims (9 per cent).*

*The International Labour Organisation (ILO) will have its 103rd International Labour Conference (ILC) on 28 May-12 June 2014. The focus of the discussion*

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*is the standard-setting item on the elaboration of a Protocol to the Forced Labour Convention, 1930 (No. 29), supplemented by a Recommendation, or of an autonomous Recommendation, on action to end forced labour.*

*The decision to include the elaboration of a Protocol on the agenda of the Conference was a result of the ILO Governing Body's 317th Session in March 2013 "to address implementation gaps to advance prevention, protection and compensation measures, to effectively achieve the elimination of forced labour" This decision followed the first recurrent discussion on fundamental principles and rights at work in June 2012, and a Tripartite Meeting of Experts on Forced Labour and Trafficking for Labour Exploitation in February 2013. The conclusions of the 2012 Conference discussion called for "a detailed analysis, including through the possible convening of meetings of experts to identify gaps in existing coverage of ILO standards with a view to determining whether there is a need for standard setting to: (i) complement the ILO's forced labour Conventions to address prevention and victim protection, including compensation; and (ii) address human trafficking for labour exploitation".*

*The Government of India has not yet publicised its position. Government of India may only propose a Recommendation and not a Protocol. Recommendation is not binding. Since, India has already ratified Forced Labour Conventions, India must take leadership role in supporting a Protocol.*

*A protocol will be extremely useful in securing the rights of Indians working in other countries and will also show our resolve to address forced labour practices in the country.*

*We, the under signed, urge Government of India, not to compromise on its leadership in global developments, and take proactive role in ensuring the adoption of a Protocol to the Forced Labour Convention during the ILC 2014 (May 28 - June 12) for the prevention of forced labour and protection and compensation of victims.*

## **Signature Campaign through 'Change.org'**

CEC registered at the 'Change.org' web-site and facilitated an online petition campaign. <https://www.change.org/en-IN/petitions/all-concerned-urgent-appeal-to-endorse-protocol-to-the-forced-labour-convention>. More than 100 people and organisations signed the petition. The signed petition was sent to

Shri Thaawar Chand Gehlot (tc.gehlot@sansad.nic.in)

Shri Ram Vilas Paswan through Shri Raosaheb Danve Patil (raosaheb.danve@sansad.nic.in)

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Shri Nitin Gadkari (connectme@nitingadkari.org)

Shri Narendra Singh Tomar through Smt. Gauri Kumar ( IAS, GJ..1979 ) (secy-labour@nic.in )

Dr. Sanjay Paswan (drspaswan@gmail.com)

### **Lila Foundation for Translocal Initiatives Debate on ILO Protocol**

On invitation, J John contributed to an online debate on Protocol to the Forced Labour Convention 29 and India's role at the ILC. <http://www.lilainteractions.in/2014-6-25-forced-labour-over-timed-feudalism-john-praveen-jha/>

### **ILO Supported Publication - Labour File**

The International Labour Organisation India Office collaborated with Labour File, an Indian journal on labour economics and movements to bring a volume on bonded labour in brick kilns in India. J John wrote an article, "Brick Kilns and Slave Labour: Observations from Punjab" (Labour File, Vol 9. No.1-2, 15-26) on bonded labour in brick kilns mostly based on the initial assessment survey conducted in 2012-13 in the project areas in Punjab. Other contributors in this included Minister of Labour, Government of India; Director, ILO India Office; Director, NHRC; President, Brick Kiln Employers Association of India. ILO procured 5000 copies of the journal for distribution.

### **Campaign Documents from Labour File**

With the permission and active collaboration of Labour File, CEC reproduced selected articles from the bonded labour issue in Hindi and Punjabi. These documents were to be used as educational as well as advocacy materials by the staff team and worker leaders.

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## EqualiTea or Intervention in Tea Value Chain

The project, 'EqualiTea' or 'Sustainable Livelihoods for Small Tea Growers' is being implemented by CEC in partnership with Traidcraft, UK and supported by the European Commission. The project period is from April 2011 till March 2016 and is being implemented in the states of Assam, West Bengal, Tripura, Arunachal Pradesh and Mizoram. The overall objective of the project is to reduce poverty among small tea growers (STGs) in India and Bangladesh. The project intends to reach 50,000 small tea growers (STGs), with focus on those who own less than 5 acres of land in India and 1000 STGs in Tetulia Block of Panchgardi District in



Bangladesh. Additionally, it is also expected to cover 10,000 tea workers (mainly women) who are employed by STGs in India and 100 workers in Bangladesh. The project engages with regional and state level associations of small tea growers, bought leaf factories (BLFs) and tea estates who purchase green leaves from the STGs, the Tea Boards of India and Bangladesh, technical and financial institutions,

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local non-state actors and the private sector.

The project follows five key approaches: (i) creating a collective voice and identity for STGs by organising them into Primary Producer Societies (PPS) of STGs; (ii) capacity building and institution building for STG representative bodies by providing them trainings on technical, organisational/ management and market issues; (iii) formation/strengthening of a national representative body of small tea growers - the Confederation of Indian Small Tea Growers Associations (CISTA) for national and international advocacy; (iv) building sustainable supply chains for STGs in both countries, through transparent linkages with bought leaf factories and encouraging them to set up their own factories (wherever possible) to help them move up the supply chain; and (v) ensuring sustainability through policy protection for STGs, collective bargaining, access to resources and technical support to enhance productivity and access to markets.

## Formation of Collectives (PPSs)

### Assam

Total number of PPSs formed in Assam is 356 covering about 27095 growers across an area of 45356.43 acre. The average landholding size is 2.1 acre. 98 primary producer societies of the STGs have obtained society registration certificates. In Jorhat, 37 PPSs have been formed covering 3530 growers and 5421 acres of land. The average landholding size is 1.5 acre. In Golaghat 47 PPSs have been formed covering 4758 growers over an area of 8889 acres. The average landholding size is 1.9 acre. In Karbi Anglong about 22 PPSs have been formed with 1559 growers covering an area of 2559.19 acres. The average landholding size is 1.6 acre. In Tinsukia a total of 4123 growers have been organised into 45 PPSs with a total landsize of 6571.92 acres. Average land holding size is 1.6 acre.

### The Dhoroni Small Tea Grower Society - an example from India

*Puna Kachari, a small tea grower in Assam, has almost doubled his income from tea cultivation Rs.45 000 to Rs.80 000 (approx. €640 to €1 100) a year. He also recorded an increase in productivity of 1 quintal (100 kilos) per cycle. His produce has improved after being trained on the use of proper chemicals, pesticides and best methods of plucking and pruning in workshops conducted by CEC. "Now I pluck in 5 days and get finer quality leaves which fetch a higher price", he informs.*

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*Kachari shares a common dream with all 104 members of the Dhoroni Society. "We see ourselves as co-owners of a factory within the coming years where we will process our own green tea leaves. Now we know even that is possible".*

*"The project has opened up new vistas for the small tea growers of Milanpur. In 2011, a year before the formation of the society, growers got Rs.14 to Rs.16 per/kg (approx. €0,20) for the green tea leaf. Now in 2014, the rate fixed by Bishnu Tea Industry - the bought leaf factory with which Dhoroni Small Tea Grower Society has a contract for supply of green tea leaf - is Rs22.50 per/kg (approx. €0,30). The change began when 24 growers came together to form the Dhoroni Small Tea Growers (STG) Society. By the end of the five year project we expect that 50 000 growers will have been assisted to organise themselves and improve their returns. Approximately 500 primary producer cooperative societies of growers are to be set up and given technical, organisational and marketing support in terms of tea trading. Advocacy with the Tea Board and other officials is to lead to social protection measures for tea labourers", explains J. John, Director of Centre for Communication and Education (CEC).*

*[https://ec.europa.eu/europeaid/case-studies/sustainable-livelihoods-small-tea-growers\\_en](https://ec.europa.eu/europeaid/case-studies/sustainable-livelihoods-small-tea-growers_en)*

## West Bengal

In the districts of West Bengal, a total of 10589 growers have organised into 88 societies covering a total of 19400.77 acre. Average landholding size is 1.8 acre.

In Jalpaigudi 45 PPSs have been formed with about 5285 members covering 10566 acres of land. The average landholding size is 2 acre. In Uttar Dinajpur 3068 growers have been organised into 26 PPSs covering 44414.7 acres of land. The average landholding size is 1.4 acre. In Darjeeling 7 PPSs have been formed with about 804 members over an area of 1534 acre. The average landholding is 1.9 acre per person. In Cooch Behar 1432 growers have been organised into 10 PPSs covering an area of 2886 acres. The average landholding size is 2 acre.

## Tripura

In Tripura focus has been on organising small tea growers in the Unnakoti district of North Tripura. About 37 PPSs have organised about 2283 growers across 4475 acres. The average landholding size is 2 acre.

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## **'EqualiTea has opened new horizons before us,' exclaims Dhanya Manik Debbarma**

*Debbarma is secretary, Fatikchara Hamari STG Society among many that Centre for Education and Communication (CEC) has helped set up in Tripura as part of the EqualiTea project. The society has recently been allotted a leaf shed by the tribal welfare department, government of Tripura, costing about Rs 9.5 lakh. Construction has started in full swing and should be ready by the coming plucking season.*

*The story of the society started sometime in 2009-10. The farmers in Fatikchara village of Kumarghat, in Unakoti district of Tripura, were given land and saplings for tea cultivation. This was part of the tribal welfare grant given by the government of Tripura. Centre for Education and Communication as part of the EqualiTea project initiated a primary producers society here in the year 2012. On 23 April 2012, the general body meeting for society formation was held.*

*At that time, a few growers whose bushes were three years old were doing some plucking but it was too less to be traded collectively. The growers were individually selling this leaf to Manuvalley Estate Factory, at a rate of about Rs 11 per kg. When CEC explained to the growers about the benefits of a collective, all the 117 small tea growers of the area were convinced and gave their consent to be part of the society and participate in its functioning. The executive committee was elected from amongst the STGs and the EC selected the president and the secretary.*

*In those early days, the main concern of the STGs was the availability of tea saplings to bring more area under tea cultivation as well as for infilling in the existing tracts. This issue was taken up by the society, who approached the government for help and got it as well.*

*'When we met CEC for the first time, we were at an incipient stage of tea cultivation. The bushes were still young and chemicals had not been sprayed,' recalled Biralal Rieng, president of the society. A series of technical training and continuous mentoring helped the growers in producing chemical-free tea. The benefit of this was clear - better price for green leaf as well as the possibility of moving up the value chain in the near future.*

*At present, the total area of all the growers in Fatikchara put together is 117 hectares. The total area under tea plantation is 115 acres. The society is engaged in collective leaf trade. The leaf traded in 2014 stood at approximately 12,000 kg. Growers got a price of Rs 12.5 to Rs 15 per kg. With CEC's help, about 112 small farmers have submitted their application for Tea Board smart cards. 'We hope that our relationship with CEC deepens and that we will be*

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*able to rise further in the tea value chain,' remarked Riang.*

## Mizoram

In Mizoram no new groups have been formed in the fourth year. The existing groups have been strengthened. Mizoram has about 11 PPSs with about 2257 growers and the average land is less than 1 acre.

## Arunachal Pradesh

Growers in Arunachal are largely concentrated in the Chanlang district. EqualiTea has started working in the Mio subdivision in Changlang. About 676 STGs have been organised here into 31 PPSs covering 1442 acres.

Till date, 58% PPSs in Assam possess bank account; Tripura 22%; West Bengal 66% and Mizoram 45%. The Equilitea team putting a place a system by which financial transactions of the PPSs with the factories and growers alike will be done through cheque payment. The project team is also working on ensuring individual bank accounts of the small tea growers who are members of the PPSs.

## Bank Linkage

In Assam out of 356 PPSs formed till now, 207 have been linked with banks. They have accounts through which they are managing leaf trade as well as their savings. In Tripura out of 37, 8 PPSs have been linked with Banks (Fig). In West Bengal out of 88 PPSs formed, 58 already have bank accounts .

## Leaf Trade & BLF Linkage

In Assam 179 PPSs have been linked with factories. Jorhat- 29, Golaghat-22, Karbi Anglong-10, Tinsukia-28, Sibsagar-20 and Udagudi-45. In West Bengal 51 PPSs have been linked with factories -Jalpaigudi-33, Uttar Dinajpur-10. In Tripura 19 PPSs have been linked with BLFs - Unnakoti-6, Dhalai-6 and West Tripura-6.

## PPS Registration

In Assam 272 PPSs have been registered with the Registrar of Societies - Jorhat 28, Golaghat 32, Karbi Anglong 14, Tinsukia 44, Sibsagar 21, Udagudi 57 and Sonitpur 42. In West Bengal 66 PPSs have been registered/applied for - Jalpaigudi

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42, Uttar Dinajpur 13 and Cooch Behar 9. In Tripura 29 PPSs have been registered/ have applied for- Unnakoti 13, Dhalai 8, and West Tripura 7.

## Capacity Building

Several capacity building workshops of small tea growers are being conducted on the field. The workshops are aimed at addressing technical skills to improve quality and productivity; institutional development to improve governance and organisational development; advocacy skills to improve STG's understanding of rights and entitlements and access to resources; business skills to improve STG's links with the international supply chain and markets and business services from the representative bodies to the STG sector so that STGs have access to affordable services as they build their enterprises.

### Recognising the Role of STGs in the Global Tea Industry

*Recognising the contribution of small holders in the global tea industry, the 21st session of the Intergovernmental Group (IGG) on Tea has declared the setting up of a global confederation of small tea growers. This significant move is expected to bring the tea-producing countries together on various issues.*

*The summit, held in Bandung, Indonesia, on 5-7 November 2014, was attended by 101 delegates from Bangladesh, Canada, China, Germany, India, Indonesia, Italy, Japan, Kenya, Malawi, Morocco, Sri Lanka, Turkey, the United Kingdom, the United Republic of Tanzania, the United States of America, and Vietnam. These countries account for almost 93 per cent of world tea production, 87 per cent of global tea trade and 72 per cent of world consumption.*

*The 11-member Indian delegation included Bijoy Gopal Chakraborty, president, and Dinesh Kumar Sarmah, vice-president, Confederation of Indian Small Tea Growers' Association (CISTA).*

*Globally, small tea growers who produce nearly 70 per cent of tea constitute the bottom rung of the tea value chain. Located in far-flung areas, they are facing a tough situation because of fluctuating prices, rising cost of inputs, lack of market access, low productivity, heavy use of chemicals and low level of organisational support.*

*The IGG is a forum for inter-governmental consultation and exchange on trends in production, consumption, trade and prices of tea, including appraisal of the global market situation and short-term outlook. The working group has noted that the situation of tea smallholders continues to be problematic because of the high cost of production associated with this farming system. Governments*

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*have formulated policies to promote long-term buying commitments that will ensure economic stability and sustainability for smallholders in rural areas. The group has emphasised the importance of institutional setups to promote effectiveness of smallholder integration in the tea value chain.*

*The challenges include: fluctuating prices, input cost inflations, appropriate climate change adaptation strategies and compliance cost to meet a plethora of certification requirements which add to cost of production and reduce their margins. In all this, adequate emphasis must be put on the importance of the smallholder sector in generating employment and income in the rural areas, contributing significantly to national food security.*

*Mr Chakraborty represented India in the working group on smallholders meeting held on 5 November 2014. Indonesia, Kenya, Sri Lanka and Tanzania were also part of the working group. The group called for strong commitment from governments and influential international organisations such as FAO in supporting smallholder growers, campaigns to generate awareness among tea consumers, and brand-building. It was also suggested that an International Tea Smallholders Society be established.*

*(Traidcraft, UK (EqualiTea) facilitated the travel of CISTA delegates at the IGG.)*

## **Technical Trainings certified by the Agricultural Skill Council of India**

Training were given to small tea growers in Unnakoti District and Dhalai District in Tripura. Each group consisted of 35 participants. Trainings are provided by persons who have 10-15 years of experience in tea plantation and work. Training programme covers all aspects of tea plantation like nursery bed preparation, land preparation, training and pruning, manure, pests and disease management, irrigation and harvesting. Course material for training tea workers has been accredited by ASCI. The trainings are meant to encourage skill enhancement of the small tea growers for improving their livelihood and incomes. They are a part of the Star Scheme of the National Skill Development Corporation. The Star Scheme encourages youth to join skill development programmes towards enhancing their employability and livelihood options.

### **Training of Master Trainers**

EqualiTea's third workshop for master trainers was conducted by Traidcraft and was held from April 9-21, 2014 at Kolkata. The workshop was aimed to enable the

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participants to thoroughly assess the viability of 'STG Primary Producer Societies' moving-up the tea value chain and capturing more value from their crop, and further to enable the workshop participants to support STGs to be more business-orientated in their approach to running their PPSs. Topics of the workshop included 'Tea - The Finished Product, And Understanding Consumers', 'Motivations For Buying Specific Products/Brands', 'Mapping The Tea Value-Chain', 'Situating The Tea Value-Chain Within A Larger 'Market Model', 'Context Of Environmental Factors And Services Used', 'Thinking Like An Entrepreneur', 'The Market Access Cycle - A Framework For Strategising Market Access And Costs, Profits And Breakeven Analysis.'

## Moving up the Value Chain: Business Planning Workshop

CEC has engaged Start Up!, to conduct business feasibility study for small tea growers to set up their own tea manufacturing units..

The context was the desire expressed by the PPSs to:

- i Set up their own micro-tea manufacturing units
- ii Set up super aggregators to enlarge their collective tea leaf trade
- iii Engage in wholesale and retail sales of tea in domestic and international markets through their own market-ing platform

The consultant is expected to provide following key outputs:

- a. A comprehensive landscape assessment, demand assessment, competition analysis report , leading to a feasible and balanced marketing strategy and marketing collaborators for TPCs and the Marketing Federation.
- b. Training and coaching 10 TPCs in strategic planning, business plan development and financial modelling.
- c. 10 feasible business plans and operational plans for the identified TPCs;
- d. A five-year strategic roadmap and business plan for the Marketing Federation (Tier-three entity);
- e. A detailed financial model and ownership structure for the Marketing Federation Company;

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## Governing Board - CEC

### Duarte Barreto

#### *President*

Dr. Duarte Barreto, President, CEC, is a social scientist. He is executive trustee of FEDINA (Foundation for Educational Innovations in Asia), since 1996. Dr. Barreto is former Deputy Director of Indian Social Institute, Bangalore

### Philip Jadhav

#### *Secretary*

Mr. Philip Jadhav, Secretary, CEC, is a social activist. He has long association with the YMCA movement and has worked in senior posts with the Delhi, national and international YMCAs.

### Dominic D'Souza

#### *Treasurer*

Mr. Dominic D'Souza, Treasurer, CEC, is Associate Director, Laya, Visakhapatnam. He is also involved in the governance of other NGOs: founder member, of YUVA (Youth for Unity and Voluntary Action), Mumbai; member of YUVA-Rural, Nagpur; Trustee of National Youth Foundation (NYF), and Samvada, Bangalore. He is elected as the Executive Council Member of the Asia South Pacific Association for Basic and Adult Education (ASPABAE), Philippines till 2016.

### Surinder S. Jodhka

#### *Member*

Dr. Surinder S. Jodhka, an eminent scholar and writer, is Professor, Centre for the Study of Social Systems, Jawaharlal Nehru University, New Delhi. He is on the Boards of Institute of Rural Management, Anand and Indian School of Political Economy, Pune.

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**Deendayalan E.**

*Member*

Mr. Deenadayalan E., a social activist, has long association with the human rights movement in the country. Mr. Deenadayalan returned to serve CEC in its Governing Board after a stint as its Executive Director in 1992. He is the founder member of The Other Media.

**Gunasekaran S.**

*Member*

Dr. Gunasekaran S., a researcher and writer, is Assistant Professor, Hindu College, University of Delhi (North Campus), Delhi.

**J John**

*Executive Director*

Mr. J John is Executive Director, Centre for Education and Communication (CEC) and an Ex-officio member of its Governing Board. J John is among the founders of the English bi-monthly, Labour File.

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## Other General Body Members

**Gazala Paul**, a social activist, is based in Ahmedabad

**Sreerekha M S**, women's rights activist and writer, is Assistant Professor, Centre for Women's Studies, Jamia Millia Islamia

**Jaya Srivastava**, women's rights and child rights activist, is based in Delhi

**Ashim Roy**, a trade unionist, is based in Ahmedabad

**Sobin George**, a researcher and writer, is Assistant Professor, Centre for Study of Social Change and Development, Bangalore

**Xavier Dias**, a social activist and writer, is based in Ranchi

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## Staff Team

Pallavi Mansingh is Programme Manager

Meena Sharma is Manager - Administration

Gautam Chatterjee is Manager - Finance & Accounts

Prasad R is Administration Assistant

Gijo P. Mathew is Driver

Zeenat Afshan is Researcher

V.K. Vinayaraj is Manager - Campaign & Advocacy

Ruchi Gupta is Research & Training Officer

Priyanka Bhardwaj is Project Officer, Management Information Systems

Bhupali Vitthal Magare is Learning & Training Officer

Subhash is Finance Assistant & Cashier

Minto Goswami is Senior Project Officer, Tinsukia & Karbi Anglong

Kaustav Roy is Senior Project Officer, Jalpaiguri, Cooch Behar, Darjeeling

Pijush Goyary is Project Officer, Bodoland & Sonitpur

Sujit Hazarika is Project Officer, Jorhat & Golaghat

Dayananda Pashi is Project Officer, Tripura

Shampa Das is Project Officer, Shibsagar

Ratul Gogoi is Project Officer, Dibrugarh

Ayananta Roy is Project Officer, Uttar Dinajpur

Mungrei P. is Project Officer, Arunachal Pradesh

V Rajanagam is Project Officer, Tamil Nadu & Kerala



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# CEC Annual Report 2014-15

Centre for Education and Communication