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GFI Newsletter: Brookings Institution on GFI Success

Need to Wind Down?

**Here's your chance:
listen to live music, have
a drink or two, and
support the Global
Fairness Initiative!**

Thursday, February 9,
join us at Guarapo in
Arlington anytime from 6-
10:00pm for our Happy Hour
Fundraiser. Stay for live
music, and keep our fund-
raising efforts strong!

80% of all proceeds will go
to the BeFair Campaign!

**Guarapo
Thursday, Feb 9
@ 6:00pm
2039 Wilson Blvd
Arlington VA
(closest metro:
Courthouse - Orange
Line)**

[RSVP here!](#)

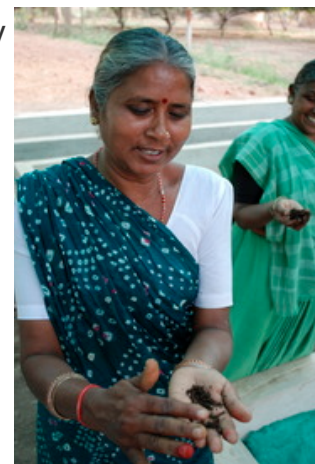


The Brookings Institution releases report on Global Fairness & SEWA Success

The Brookings Institution recently issued a report on the strong impact of GFI's successful program Women Farmers With Global Potential (WFGP).

Implemented in partnership with the Self Employed Women's Association (SEWA) in India and funded by the Tecovas

Foundation, WFGP is a multi-stakeholder project for the economic and legal empowerment of women farmers. It focuses on integrating the women into local, national, and international markets and structures so they too can benefit from India's economic growth. The report shows that the Farmer Development Centers (FDC) created during the program were especially successful at targeting the poorest of SEWA's





Can't Make it Feb 9 to Guarapo?

On Thursday, February 23, catch us at Madam's Organ Blues Bar and listen to some cool live music.

Just eat, drink, and have fun - \$1 from each drink ordered and 20% of food purchases go directly to the BeFair Campaign.

It's a great reason to indulge in some of the best soul food in town!

Madam's Organ
Thursday, Feb 23
starting at 5:00pm
2461 18th St NW



You Can Help

The Global Fairness Initiative

members. The FDC's:

1. increased awareness
2. helped link to the financial sector
3. diversified opportunities
4. served as a link to markets

Under WFGP participant women farmers increased income, food consumption, household and farm productivity, and crop yield.

Beyond noting income improvements, the report also stresses the role that SEWA plays in growing the collective bargaining power of women, securing inputs, selling outputs, decreasing transaction costs, improving production efficiency, and increasing equity within their communities.

[Read the full report here!](#)

Beyond Vulnerability

The core success of the WFGP program lies in the innovative Farmer Development Centers (FDC), which provide a safe haven for women to consolidate production and increase wholesale capability while gaining access to needed services. Registered under Sec. 25 of the Indian Companies Act, the FDC is a legal entity incorporated as a business with a cause. Women, the shareholders of the FDC, elect the board of directors and manage the Center themselves, sharing the profits from sales as well as reinvesting part of their gains into services for the community and for the growth of the business.

The Centers address the most vulnerable communities who face the daily disadvantages of middle men exploitation, climate change risks, and

launched the [BeFair Campaign](#) to bring low-cost technologies that improve livelihoods.

Farmer Livelihood Kits use low-cost drip irrigation and specialized trainings to help farmers improve their nutrition and increase their incomes by as much as 50%. Your contribution of \$40 will deliver one irrigation kit plus technical trainings to an indigenous farming family in Guatemala.

Donate \$40 or more and receive a BeFair water bottle!



LEARN MORE AT BEFAIRCAMPAIN.ORG

exclusion from services and infrastructure. Thanks to WFGP over 150,000 women now have a secure buyer for their produce and products. Selling wholesale under the same brand guarantees them a better price and gives them a common identity when talking with buyers, government, universities, and more. In Ganeshpura FDC members negotiated with government officials to obtain legal licenses for previously unused government land. A partnership with Anand Agricultural University has provided trainings on cropping patterns, use of fertilizer, and other techniques to improve productivity. These and other partnerships demonstrate SEWA's and the WFGP program success through organized collaboration.

FDC's also provide the opportunity to decentralize production and hence adapt to the demands of womens' schedule. In the field of embroidery for example, SEWA linked women workers with designers who provide trainings and set quality standards. Producers can then sew the garments at home, around their own schedules, and bring the finished work to the FDC at the agreed-upon time.

Targeted Development

Organizing SEWA members has taken 22 years of hard work. Today SEWA is known in Gujarat and beyond through word of mouth from mothers, family members, friends, and neighbors, encouraging more young girls to join. It is SEWA's targeted and effective approach that keeps the Association growing. For example, unlike standard micro finance approaches, SEWA will provide loans to a woman member who has been saving for 6 months. Not only does this requirement promote a culture of savings, but it also

provides financial access to women normally considered unbankable.

As stated in the recently released Brookings Institute report on SEWA's work under the WFGP program, SEWA's impact is beyond economic. In the words of Ghanian small holder farmer and partner Zaharawa Imran "The sense of belonging of women that SEWA is their own association is very commendable. They take pride in introducing themselves as shareholders of the company. The fact that they started on a very small scale and made it big is learning for all."



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