

- **Dr.K. Panchaksharam** (known as Panchu – to Friends / Colleagues in Fair Trade world) is actively involved in promoting, strengthening ‘Social enterprises’ and the concept of Fair Trade since 1975 - for the last 38 years.
- Has done Masters in Economic from Madras University in 1970, later M.B.A in Madurai Kamaraj University and got his doctorate in Social Entrepreneurship in 2009.
- Though **started his career as one of the first set of professional Community Organizers in India** after his training in Manila in Philliphines and Kuala Lumpur in Malaysia in 1972 and actively involved in training of several social activists through ‘Board for Community Organization’ - between 1972 – 74 and in the process got interested in the concept of Fair Trade- that encompasses, People, Livelihood, Dignity, Ethical consumption – thus fairness for all.
- **Between 1974 – 76, worked with Marginalized women & slum communities in North Madras Slums – strengthening their Income Generation Project and then took the opportunity of promoting a Womens’ Industrial Cooperative Society in 1976** for the women artisans from the Slums - that was based on the concept of Self help. **Thus, got very good grass-root exposure & experience of working in Livelihood sector to the advantage of the Marginalized communities.** Later, had started an NGO in 1977 to provide marketing support to the marginalized artisan communities, but that was short-lived.
- From 1981, **Worked with OXFAM**, (UK based International charity) **for its ‘Bridge’ programme in South India for eight years** covering all the five southern states - focussing Livelihood support and in strengthening fair trade initiatives at grass-root level.
- **Promoted SIPA** (Federation of SOUTH INDIA PRODUCER ASSOCIATIONS) **the first fair trade network in South India, a not-for-profit service Society in 1986** that supports the livelihood initiatives of over 6000 marginal artisan families (from the Southern states) now. The concept fair trade facilitates Dignity to the marginalized, while facilitating sustainable livelihood & participatory development.
- Since 1991, SIPA as an active member of the Global Fair Trade Movement, and he (Panchu) had **served as Vice-President of World Fair Trade Organization** (earlier known as International Fair Trade Association) during **1995 – 97 and organized and coordinated the IV<sup>th</sup> Biennial Fair Trade Conference in 1997 and Ooty / India;**

- During 1998 – 99, **Promoted Fair Trade Forum – India**, the national network for fair trade groups in India and served as its **Founder President upto 2003**. This network has a membership of over 100 NGOs & Social enterprises, covering nearly 200,000 artisan families of farmers across the country.
- Has been **part of the founding team of Asia Fair Trade Forum** (now known as World Fair Trade Organization – Asia) in 2000 and served as **Vice-Chair of for four years** from 2004 – 2008.
- Since the beginning of SIPA's membership with IFAT / WFTO in 1991, took active interest in promoting 'ethical standards' in fair trade and **worked on 'code of ethics'** among fair trade partners. At the 2<sup>nd</sup> Biennial Conference in Manila in 1993 (on behalf of SIPA), presented a paper & lobbied on the need for Code of Ethics in Fair Trade and SIPA had facilitated the Working Group that was responsible for promotion of fair trade standards between 1995 & 97. Had been trained in PCI and served as a Mentor for promotion of Fair Trade Standards through SHARE / EU Project in 2007 – 09 being implemented by Fair Trade Forum – India.
- From Asia Fair Trade forum, has been **one of the front line advocates, speaking the need for Fair Trade Label that will facilitate the Producer partners in reaching-out to better market (mainstream market) and in creating a brand image for sustainable livelihood** towards a balanced global economy.
- During 1989 – 93, had been actively **associated with ASSEFA** (Association for Serva Seva Farms), one of the largest community based organizations in India and with them **promoted over 35000 Self Help Groups** in one District (South Arcot Dist) in Tamilnadu between 1989 – 2003, and supported the efforts of Tamilnadu Corporation for Women Development in building training programmes and systems for capacity building and livelihood programmes, for thousands of SHGs across the State.
- In the year 1998 – 99, served in the **Expert Committee that evolved Ambedkar Hastshilp Vikas Yojana (A.H.V.Y.)**, a cluster based livelihood program for artisans for **Development Commissioner (Handicrafts), Govt. of India** and facilitated several clusters for sustainable livelihood of grass-root artisans in the country.
- During 1998 - 2000, served as a **Member of the Marketing and Media Committee in CAPART (Council for Advancement of People's Action and Technology) under Ministry of Rural Development, Govt. of India** – with a focus on strengthening Livelihood efforts of the Marginalized.

- **Awarded SEVA RATNA in Feb 2008** by Friends of Fair Trade and from Foundation for Development Initiatives, at a function held at Pondicherry.
- Through SIPA, had promoted and coordinated network of NGOS in Tamilnadu. SIPA had been an **active member of VANI** since the beginning and **served in Executive Council of VANI**, for two years during 1999 – 2001.
- SIPA – network for sustainable livelihood support, promoted in 1985 continue to be active in **Consortium marketing & in exporting** variety of Crafts, Textiles & Food products from the network of Marginalized communities to several Fair Trade and Mainstream market in Europe, US & other countries – to the benefit of over 6000 artisan families. SIPA provides & support training programmes on **capacity & skill-building** (strengthening of Products & production-base), **Entrepreneurship development & Enterprise Management, International market and on Networking & Advocacy** – thus promoting & facilitating Fair-trade at local, national & global level.
- Had **extensively travelled overseas since 1986** – for participation & presentation in Fair Trade Conferences and for Fair Trade Market promotion & network meeting.

**Personal Particulars:**

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***SIPA – Working towards sustainable livelihood for the Marginalized – since 1986***

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