

# COO COMMUNIQUE- INTERNATIONAL WOMEN'S DAY



Date: 8<sup>th</sup> March 2021

## [Greetings from Fairtrade NAPP on International Women's Day 2021](#)

This year, the theme, **#ChooseToChallenge** aims to highlight and recognise the achievements of women while also addressing the challenges women face in their day to day lives. It is time to celebrate the tremendous efforts and resilience demonstrated by women and girls around the world in shaping a more equal future while recovering from the challenges of the COVID-19 pandemic.

As the world moves towards Generation Equality, women deserve equal freedom and liberty in every sphere of life.

The social and cultural stereotypes are changing towards being more equitable and inclusive in providing these opportunities and we are witnessing that women are at the forefront of the continuing global trend towards increasing gender equality at all levels. This is an ongoing movement and organizations need to examine their own culture and see what needs to be changed to remove the headwinds women face. What we need to see is right strategy being put in place followed by actions that support to promote the advancement of women as well as help them develop an empowered mindset.

**Diversity, Equity, and Inclusion;** we at Fairtrade NAPP, set and follow standards that do not discriminate and in, fact promote gender equality with added focus on providing support to women to be a part of the democratic decision-making process. The aim is to provide platforms for women to be heard and have a say in the governance of their communities and workplaces.

Although women's role in agriculture has increased over time, women have historically had less access to productive resources such as land rights, information, credit schemes and other technical assistance. Our actions are helping to challenge this recurrent gender gap, enabling women to stake their claim and succeed on their own terms.

At Fairtrade NAPP we believe that we need to be the change, we would like to see world-wide, and that change is to have a Gender balanced approach to all the initiatives we are engaged in. In line with this philosophy, NAPP started its flagship program, Gender Leadership School in the APAC region. This gender balanced sustainability program aims to provide opportunities for women and men from smallholder-based supply chains leading to economic empowerment and achieving community development goals.

The Fairtrade Premium funds that are generated by selling on Fairtrade terms directly benefit the community while also supporting women's businesses and other advocacy programs.

The movement has begun, but there is much work yet to be done to ensure that the Generation Equality is to act towards an equal future for all.

We invite likeminded and committed individuals/organizations to collaborate with us in this journey with vim and vigour.

*Celebrate Women's day...everyday!*

Sanjeet Singh Khurana  
Chief Operations Officer