

# Project Green Challenge Greener



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## Questions

- The article that resonated with me the most was the article, “Fair Trade for Women’s Health”, by Abidé Awesso. I thought it was amazing how the company Alaffia has funded maternal healthcare for disadvantaged women in West Africa since 2006. It’s mind blowing how much Fair Trade means to those women, and how those products have helped support many women in need. This gives them many more opportunities, and expands their horizons in terms of helping them to have access to proper healthcare & eliminating poverty.

## Latha Maheshwari & Guatam



This is Latha and her son Guatam, who have both benefited immensely from Fair Trade. She has worked so hard to create a better future for herself & her son. Fair Trade has allowed them many more opportunities to provide for themselves, and to further her son's education.

## Latha Maheshwari & Guatam

Latha Maheshwari is an employee at Beststich Knits in Tirrupur, India. This is a Fair Trade Certified factory, where safe working conditions, a living wage, and fair income is guaranteed. She has a son named Guatam, and he was struggling to pay for the remainder of his education, as he wanted to get a degree in commerce. As soon as the Fair Trade Committee found out about this obstacle he was facing, they offered him a full scholarship to fund his undergraduate education. This was so meaningful to their family, because it was a way to sustain their lifestyle, & to have Latha's son continue to broaden his schooling. They are both so thankful to the Fair Trade Committee, because it makes Latha's job much easier, and fulfilling to do. In other factories, an employee's labor is often exploited, so if she were in a similar situation, she would not have time to spend with her family, or even a decent livable wage. Latha stated, *"After work, I'm not too tired when I get home and I can take care of my family. At other factories, this was not the case."* Thanks to Fair Trade, people like herself are able to benefit their families, and provide for themselves in various ways.

# Social Media Post



Sabira Cveta Ahmic added 2 new photos. \*\*\*

Just now · 👤 ▾

Hi everyone! Today is the 18th day of #PGC2018! The focus of the day was #FairTrade! I was supposed to research somebody who's life was changed just by the implementation of Fair Trade within their community. This is Latha & her son who are extremely grateful to the Fair Trade Committee, because it meant furthering her son's education. Fair Trade is very important to both farmers, as well as consumers because it means a secure living wage, safe working conditions, and fair income for labor. I highly recommend you check out this website to learn more about the significance of Fair Trade! Turning Green Fair Trade Campaigns Fair World Project <https://www.fairtradecertified.org/ne.../meet-latha-and-guatam>

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## Sources

- <https://fairworldproject.org/fair-trade-for-womens-health/>
- <https://www.fairtradecertified.org/news/meet-latha-and-gautam>