**A. RATIONALE:**

Gender strategy serves as the main focus in addressing gender inequality in every organization and thus by far an agenda for collaboration and synergy to combat gender-related violence and implement programs that will protect and benefit women. FT NAPP holds the responsibility to account for all possible interventions to remediate gender discrimination especially in the workplace and in the field of operations. The Gender Strategy Implementation workshop will assist in setting measurable guidelines and activities to address gender issues and concerns within the region.

The activity is co-funded by the European Commission Funding Framework Partnership Agreement (EC FFPA) program. The EC FFPA is strategic partnership program, that aims to strengthen Fairtrade as a representative, member -based regional, EU and global Civil Society umbrella organization, giving voice and empowering over 1900 Fairtrade Producer Organizations globally. Within this program, NAPP focuses on operational zing gender strategies, which seek to strengthen gender inclusion at regional and national level and providing leadership training for people. This aims to promote a greater of gender inclusion, into the various stages of agricultural supply chains. NAPP is conducting activities and trainings that empower gender involvement with the knowledge and tools they need to thrive within product value chains, contribute to their personal growth and the overall development of sustainable agriculture. Greater gender inclusion also provides an opportunity to strengthen intergenerational dialogue and knowledge transfer, contributing to the development of the next generation of Fairtrade producers.

**B. OBJECTIVES:**

* To create awareness about the Fairtrade NAPP Gender Strategy Outcome–India.
* To discuss the mainstreaming of gender equality in Fairtrade and its recognition across all levels of operation.
* To address the current gender-related challenges and issues in ecosystem.
* To conduct a SWOT analysis to evaluate gender-related practices and policies.
* To prioritize areas for gender-focused interventions.
* To explore livelihood alternatives for women.
* To promote women empowerment within the Fairtrade framework.

C.**MANDATE:**

* Awareness Creation: Provide an in-depth understanding of the Fairtrade Gender Strategy Outcome and its importance in fostering gender equality and women’s empowerment in Fairtrade operations.
* Mainstreaming Gender: Discuss strategies for mainstreaming gender in the core activities of Fairtrade organizations and ensure gender recognition in all relevant processes.
* Current Issues/Challenges: Examine the prevailing gender-specific challenges and issues within the Fairtrade framework, including barriers to equal participation, opportunities, and decisionmaking.
* Empowering women’s participation in POs function.
* Build understanding of gender sensitive governance and compliance frameworks.
* Livelihood Alternatives: Explore sustainable livelihood alternatives that can promote gender equality, particularly focusing on empowering women in rural and marginalized communities.
* Women Empowerment: Engage in discussions on the empowerment of women through training, access to resources, skill development, and leadership.
* Vision Board: Gender Equitable PO of the future: Inspire Pos to shared vision and set target for showing a gender equitable Pos(include leadership, livelihood mix and decision making, etc).

**D.OUTCOME:**

* Enhanced understanding of the Fairtrade NAPP Gender Strategy and its role in gender equality.
* A practical framework for integrating gender mainstreaming into Fairtrade activities.
* Identified challenges and strategic solutions for addressing gender gaps.
* Prioritized areas for gender-focused interventions and empowerment programs.
* Strengthened commitment to promoting women’s economic and social empowerment.