

# Fairtrade: a World of Difference

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Agrocel, India, Rice



Photos: Traidcraft/Shailan Parker

## Agrocel

Agrocel Pure and Fair Rice Growers' Association helps farmers in Haryana, India to improve their farming of Basmati rice and benefit their local communities. Agrocel also supplies rice, cotton, grapes and nuts. It aims to increase the net earnings of farmers and help them with market support as they develop sustainable agricultural practices. It provides advice, agricultural supplies and a place for farmers to purchase crops.





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“I am getting a better price from Agrocel and of course, the minute I start earning more money, my family starts to eat well and I find other ways of spending money too. For instance, if I did not have that money, my children would be going to government school but now I can send them to a private school. They will get a better education.” Dhaman Ram, rice farmer, Agrocel, India



In the UK, there is a good system of education funded by the government. That is not the case in India where government schools are often very poorly funded. They often have very large classes and may not have many books or other resources, making it difficult to learn. Many parents will therefore try to send their children to private schools if at all possible.



One of two hand pumps bought with the Fairtrade premium to provide fresh water for farm workers in Harinagar, where around 75 families live.

On their website Agrocel say that one of its underlying principles is “extracting advantage out of difficult situations”. Fairtrade supports the organisation and its farmers to do this.



Agrocel has links with various research organisations and NGOs involved in water management work and other similar initiatives. Support from Traidcraft has meant that Agrocel has been able to export to the Fairtrade market, which now accounts for a key proportion of its sales.

