



**National Conference on
Arts, Humanities and Social Science (NCAHSS – 2020)
29TH June 2020**

CERTIFICATE NO : NCAHSS /2020/ C0620128

**FAIR TRADE VS. SWACCHA VYĀPĀR: WOMEN'S ACTIVISM AND
TRANSNATIONAL JUSTICE REGIMES IN DARJEELING, INDIA**

BISWAJIT NANDI

**Research Scholar, Ph.D. in History,
Dr. A.P.J. Abdul Kalam University, Indore, M.P.**

ABSTRACT

In the framework of the case study Debarati Sen Fair Trade vs. Swaccha Vypr, the political activism of women and the transnational justice systems at play in Darjeeling, India Throughout the course of my ethnographic research among women who cultivated organic tea in rural Darjeeling, India, I was continuously presented with tough concerns regarding the value of fair trade and its practical application. These problems included: Women who grew tea on smallholder plots gradually became aware of the popularity of the organic tea that their farms produced on a global scale. This awareness occurred as the women farmed more and more tea. Prema, one of the farmers, would always provide comments such as "Another one!" everytime. I exhibited examples of promotional materials for fair trade to her. I would show them to her and she would comment on them. You are aware that the happy woman portrayed on the tea package does not represent either you or us in any way. It is reassuring to realize that so many people from many parts of the world care about us; nonetheless, the question that must be asked is: why now? When there were no roads, when no one would offer us loans, and when all we had to eat was stale rice, where were these people? What use are they to us if they don't care about the things that we women want if they don't want the same things? This sarcastic statement from Prema is an effective indictment of the moral basis of the empowerment guidelines espoused by the fair-trade movement. Tea cooperatives in producer communities are governed by these directives, which also have particular ramifications for the political lives of smallholder women tea growers. This is another critique that can be leveled against the culture that exists online and upholds the legitimacy of fair trade. Similar pointed remarks on "fair trade" gradually revealed to me how the intended beneficiaries of the global fair-trade movement perceived the value of fair trade in the context of their placed identity struggles and their efforts to obtain social and economic justice. This was revealed to me by the global fair-trade movement.

Keywords: Fair Trade Vs. Swaccha Vyāpār, Women's Activism, Transnational Justice Regimes, Darjeeling.