

Press Release  
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## **Fair Trade Twin Towns Puducherry Auroville bake Fairtrade Gratitude Cakes to appreciate and recognise the efforts of the frontline workers in times of Covid 19**

Puducherry and Auroville are working towards becoming Fair Trade Twin Towns joining over 2000 Fair Trade towns globally. A Fair Trade town is driven by residents who form a town's steering committee that aims to work towards building a sustainable society, one that empowers farmers, artisans and workers. They aspire to build a holistic society that works towards greater social and environmental justice.

The towns steering committee of Puducherry and Auroville has initiated an act of kindness in these unprecedented times to spread some joy and recognise the efforts of the frontline workers who have been working day and night to keep us safe. They are encouraging other towns to join them in expressing gratitude by baking Fair Trade cakes.

A conversation between two people sparked a citizen's initiative wherein the people of Fair Trade Twin Towns of Puducherry and Auroville have come together and are making cakes at home to express their gratitude to the Covid-19 frontline workers who have been helping keep them safe through the pandemic.

"The Fair Trade Gratitude Cakes project began in Auroville," explained Uma Prajapati, the Steering Committee Member of the Fair Trade Towns movement in Auroville. "One of the nurses in Auroville Frontiers, while working amongst the Covid frontline workers, told me 'I just wish there was some cake and a cup of coffee'. So when I got back home, I thought about it: all the frontline workers were putting their lives on the line to help us stay safe and maybe we could do a little something for them."

Acts of kindness are known to be infectious and motivating and just so happened with these cakes. The act that started from Auroville gained momentum in Puducherry and they grew from 400 to 5000 cakes over a week.

Anjali Schiavina, who is leading the Fair Trade Towns movement in India says, "I wanted to recognise farmers as essential workers in times of Covid-19, as they are working very hard to bring food to our tables. We chose to add Fairtrade cocoa in these cakes. And then we focused on making it a citizens' movement, with a lot of help from local business and bakeries."



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The Fairtrade Gratitude Cakes have Pascati Cocoa as their key ingredient, a Fairtrade India certified cocoa that is sustainably grown by farmers from Kerala and is available at Grinde, a popular store in Puducherry that has stocked many fair trade products on their shelves. The Gratitude Cakes baked using Fairtrade Cocoa are also introducing the concept of sustainable consumption to the citizens of the towns and have thereby contributed to the goals of the Fairtrade India project co-funded by the Switch Asia programme of the European Union.

“It has been inspiring to see the Fair Trade Gratitude cakes initiative grow so spontaneously and rapidly in the Fair Trade Twin towns of Puducherry and Auroville. The initiative which is becoming a grassroots citizens movement channels the community spirit and shows how interconnected we are. Recognising farmers as essential workers who provide us our daily sustenance at one end- through the Fair Trade sourcing- and the medical, police, sanitation and administration workers at the other end as being critical to our safety and social functioning.” Abhishek Jani, Fairtrade India Project CEO

Local restaurants and bakeries like Baker’s Street, iPondy, Palais de Mahe, Villa Shanti, Smackalicious, and Meraki also decided to join in by baking the gratitude cakes.

Children of our Fair Trade Twin Towns joined in by making hand made ‘Thank You’ cards to thank the frontliners who really deserve a big applause.

The cakes have reached the doctors and nurses at 8 primary health centers and hospitals, 2 municipalities, the workers at Swachh Bharat and the policemen of the town. Gratitude has also been expressed to the government officials who have been touched by this gesture of the citizens, this includes the honourable Chief Minister V. Narayanasamy, honourable Lt. Governor Dr. Kiran Bedi, DGP Thiru Balaji Srivatstava and Collector Dr. T. Arun.

The initial goal of 5000 cakes has already been surpassed as more and more people are getting involved in baking from their home kitchens. If others are keen on joining this gratitude drive, all one needs to do is log onto the Fair Trade Twin Towns social media platforms and send them a direct message. On the page one can also find the recipe to bake the cakes along with the ingredient list.

This goes to show that gratitude has a greater effect when expressed as a collective. That small acts of kindness have ripple effects and in these unprecedented times what we need to do is to express our respect and compassion for those on the frontline.



#SwitchtoSCP  
#FairtradeGratitudeCake

For further details, any other information or high resolution photos please feel free to reach out to Anjali Schiavina at [anjali.fairtradetowns@gmail.com](mailto:anjali.fairtradetowns@gmail.com) or +919894042756

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