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India's Pratibha Syntex & Fairtrade distribute sewing machines, FDs

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Dec '21



Pic: Pratibha Syntex

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Pratibha Syntex, a vertically integrated manufacturer of knitted textile products, in association with Fairtrade, distributed sewing machines and fixed deposits to its 3,024 employees recently. The initiative supported by elite brands like Patagonia, Prana and Pact, aims to bring visible change in overall livelihood of grassroots employees, creating a more enriching work environment.

One of the employees, Baliram Savle, who received fixed deposit for his child's education, expressed gratitude towards the management and Fairtrade for letting his children dream big.

"The sewing machine will open up new avenues of income. In evening hours I will earn extra money by carrying out tailoring work," said another associate Kali Dodve, who had opted for sewing machine.

"We are extremely grateful towards the initiative by Fairtrade and our brand partners. Since 2014 our associates have been benefiting under the programme, and it is satisfying to see their progress over the years," *H S Jha, VP HR, Pratibha Syntex Ltd*, said in a statement.

Fairtrade is one of the most trusted sustainable trading standards in the world that transfers wealth back to farmers and workers in developing countries ensuring a decent income and decent work.

Notably, Pratibha Syntex has been organising Fairtrade Premium Programme since 2014. Over the years, raincoats, water purifier, mixer grinder, cookware, refrigerator, washing machine and other home appliances were presented to associates.

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