



STRONG WOMEN = STRONG COFFEE CASE STUDY

Building Awareness, Strengthening Communities

Each year, the women and men of WCA-India host an event whose impact and reach will resonate for generations to come across several communities.

"Coffee Santhe (Coffee Market)" is held by the Women Coffee Alliance (WCA) WCA-India Chapter annually. Since the inaugural event in 2014, the Coffee Santhe has not only increased the visibility of the organisation in Bangalore, the coffee capital of India, but also helps to raise funds for the various projects of the Alliance. The Santhe brings together women from diverse coffee growing regions in India to provide a forum to demonstrate the diversity of the Indian coffee community, forge new connections, and generate support for critical programs to support those in need.



The First Coffee Santhe

In 2014, WCA-India held the first 'Coffee Santhe' in Bangalore, the coffee capital of India. It was an event and approach not yet tried in this community. Throughout the weekend, coffee roasters, exporters, accessory makers, artists, equipment manufacturers, and cafe workers showcased coffee in all its forms to educate the public. Lectures and seminars on coffee were offered to present various aspects of coffee around the world. Some participants even launched new coffee products! The event was held along a well known boulevard in Bangalore that sees a lot of foot traffic, entry was free, and attendance was high. Funds were generated from the santhe and some small donations were provided to sponsor specific events.

India Country Context

- **Population** (2017): 1,339,200,000
- **Poverty** (2011): 21.2% population at International Poverty Line (US\$1.90/day)
- **Gender Inequality Index (GII)** (2015) : 0.47
0=equality, 1= high inequality
- **World Risk Index Ranking** (2015): 78
1=high disaster risk, 171=low disaster risk

References

Population and Poverty: <http://povertydata.worldbank.org/poverty/country/IND>

GII measures human development & status by gender:

<http://hdr.undp.org/en/composite/GII>

World Risk Index measures exposure & vulnerability to natural hazards: <http://www.uni-stuttgart.de/ireus/Internationales/WorldRiskIndex/>



Summary

Through the leadership and vision of WCA-I, the Coffee Santhe generates support to connect, empower, and advance coffee communities long after the event has concluded:

Nayan Tara: Sponsorship program to support children studying in government-run and private schools in coffee growing regions. Every year, additional children are able to be sponsored, to help encourage education of young girls.

Nanhi Kali: Support for the education of young girls in the tribal belt of the coffee growing area in the Araku Valley. These children are being looked after by the Naandi Foundation.



Su Prana: Health camps held in traditional coffee growing regions of Araku Valley in Andhra Pradesh and Sakleshpur in Karnataka State. Two follow-up health camps were also carried out in the Araku Valley, to ensure that the findings at the first health camp were addressed. Two WCA-India members funded the Araku camps. Proceeds from Coffee Santhe 2015 and from a donor in the Indian coffee value chain were utilized for the second and third health camps at Sakleshpur in 2016 and 2017.

Kushal Maya: Provides Medical insurance for women coffee plantation workers and their families, irrespective of gender, who are under the 'Nayan Tara' project.

Aa Haar: Provides nutrition support to women coffee plantation workers and their families through a weekly egg distribution.



Women Stars Brewing Skills Championship: Started in 2015, the championship provides an opportunity to encourage women baristii from café chains all over the country to participate and upgrade their brewing skills. It also empowers women with confidence, determination, and enthusiasm to help other baristii and develop a passion for their profession. The members of the international jury for the finals are chosen from members of the IWCA and others in the field of coffee, such as buyers, roasters, and brewers.

Art Competition for Children: An art competition for children is held each year at the Santhe. This provides a large number of school children the opportunity to engage with coffee, through painting and other creative, coffee-themed competitions.



About the IWCA India Chapter

The Women's Coffee Alliance India Chapter (WCA-I) registered as a Charity Trust on July 10, 2012 with the vision of "Empower[ing] Indian Coffee Women, including Coffee Women Plantation Workers and their Girl Children". The WCA-I has 33 members, including coffee women from the tribal belt of Andhra Pradesh plus 3 male members, representing the different facets of the coffee value chain. The India chapter strives to bring transformation to the lives of women who are at the bottom of the coffee value chain and provide support to these women through financial, emotional, and technical support at every stage of the coffee chain - from the sapling to the cup. Their pledge is to enhance health, education and livelihood opportunities for less privileged women in the coffee value chain. Visit the IWCA Chapters page to connect with WCA-I: www.womenincoffee.org.

New for 2018

Kou Shalya: Skill building program for young women in coffee growing regions in subjects such as sports, athletics, computer science and English.

Sam Raksha: Program to care for community elders, with funding generated by the WCA-I.

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.