



Product: Baby Blankets  
Country: United States of America

**Imagine:** a young passionate entrepreneur who realizes her social /corporate responsibility and wants to give back a portion of sales to the development of humanity.

**Inspire:** a personal vision and mission of Rekha Krishnamurthi, owner of Divine Living and Home, is to give back and help women, children and communities locally and around the world and partnering with L.I.B. International is the first step in achieving this goal

**Improve:** Rekha works with every client to create the most Divine product suitable to their individual wants. Currently she is the designer and producer of Divine's products, however in the future she is looking to team up with a women's group in an impoverished community for the manufacturing of the product. This partnership would help create jobs for the women under fair trade principles, and providing a safe and healthy work environment.

**Invest:** 10% of every Divine baby blanket sale will be donated to L.I.B. International.

DIVINE Living and Home



## L.I.B. INTERNATIONAL IN FAIR TRADE

Our commitment to supporting entrepreneurs of the world focuses on creating financially stable markets for disadvantaged grass root entrepreneurs and artisans. We work to achieve this by fostering relationships with artisans and importing goods for sale in Canada through various distribution channels under fair and ethical trade practices.

Our fair trade program is based on the principles that trade should have a conscience of both buyer and seller to provide a greater justice to people in world labour markets and is based on the following values and principles:

- Quality and environmentally produced products
- Production of products in a safe and healthy work environment
- Neutralization of human rights related to working conditions, gender equality and child labour
- Creation of jobs for disadvantaged people
- Stimulates and invests in the development of social conditions in a community
- Connects the world through positive trade

Fair trade has been a proven catalyst in alleviating poverty in developing countries. By providing an individual or group the opportunity to create financial independence it will in turn increase access to education, health, housing, food, water and sanitation - ultimately changing the detrimental cycle of poverty.

### Questions/Reorder:

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