

## Index

➤ <b>Introduction</b>	p. 1
➤ <b>Chapter 1</b> → The context	p. 4
1 <u>India</u>	p. 4
1.1 Presentation of the country	p. 4
1.2 Indexes about Indian situation	p. 9
2. <u>Fair Trade and social business</u>	p. 13
2.1 Fair Trade and Fairtrade	p. 13
2.2 The history	p. 14
2.3 Focus on India	p. 17
3 <u>The North-East Region</u>	p. 18
3.1 Presentation of the area	p. 18
3.2 The negative connotation and the “discrimination” from from other Indians	p. 32
3.3 North-Easterns integration in Bangalore	p. 34
4 <u>Bangalore</u>	p. 35
➤ <b>Chapter 2</b> → The Ants Craft Trust	p. 37
1 <u>How did it start?</u>	p. 37
1.1 <i>the ant</i> and its main objectives: education and health	p. 37
2 <u>The Ants Craft Trust in Bangalore</u>	p. 42
2.1 The Fair Trade context	p. 44
2.2 Internal organization	p. 47
2.3 Benefits provided by TACT	p. 48
2.5 The shift from <i>Trust</i> to <i>for-profit</i>	p. 51
➤ <b>Chapter 3</b> → Impact evaluation	p. 52
1 <u>What it is and why it is used</u>	p. 53
1.1 Prospective vs. Retrospective evaluation	p. 54
1.1 Experimental vs. Quasi-experimental methods	p. 55
2 <u>Steps in setting up an evaluation</u>	p. 57
3 <u>Brief introduction to the main impact evaluation methods</u>	p. 61
3.1 Randomized Assignment	p. 62

3.2	Regression Discontinuity Design	p. 63
3.3	Difference-in-Differences	p. 65
3.4	Matching	p. 67
4	<u>Why just an evaluation <i>plan</i> and not a real one</u>	p. 69
➤	<b>Chapter 4</b> → Impact evaluation <i>plan</i>	p. 70
1	<u>Objective 1 → To promote a positive connotation to the North-East Region</u>	p. 70
1.1	The problem	p. 70
1.2	SWOT analysis	p. 71
1.3	Results chain	p. 74
1.4	The evaluation design	p. 77
2	<u>Objective 2 → To improve livelihood conditions for artisans' families, focus on children school attendance</u>	p. 84
2.1	The problem	p. 84
2.2	SWOT analysis	p. 86
2.3	Results chain	p. 88
2.4	The evaluation design	p. 90
➤	<b>Chapter 5</b> → Conclusions	p. 99
➤	<b>Acknowledgements</b>	p. 102
➤	<b>Bibliography</b>	p. 103
➤	<b>Webliography</b>	p. 105