

When the luxury craft sector contributes to developing microfinance

Paris, 7 September 2017. NGO GRET and online platform Archibald London have just signed their first partnership. For each product purchased on its website in France priced over 150 euros, Archibald London commits to donating five euros to the GRET endowment fund dedicated to innovation - Find. This partnership is aimed at developing agricultural micro-businesses in the Ayeyarwaddy Delta region in Myanmar.

Since 2012, GRET has been proposing financial services in the Ayeyarwaddy River Delta region. These services are aimed at small rice producers and bauthama (small Myanmar producers with little or no land). They contribute to revitalising agricultural activity, which is the main source of income in the region, and to responding to the financial service requirements of agriculture and family farming in a region that was badly hit by cyclone Nargis in 2008. To date, more than 2,000 small farmers have already benefitted from these micro-credits, in the form of traditional micro-credit, leasing to acquire equipment, or storage-credit. The rate of reimbursement is 100 %.

In order to make these financial services sustainable, GRET is now backing the creation of a network of credit unions. *“Archibald London’s support will enable GRET to continue to the development of agricultural micro-businesses in the Delta region via access to microcredit for small farmers. This project aims to revitalize agricultural activity in the Delta while participating in the social and economic development of rural populations in Myanmar”*, explains Olivier Bruyeron, Managing Director of GRET. For his part, Rohan Dhir, founder and CEO of Archibald London, is looking forward to this collaboration. *“The signature of this partnership is very timely. It corresponds to the launch of our brand in France and the values of Archibald London are perfectly in line with GRET’s objectives.”*

The partnership, signed on 1 August 2017, will be effective until 30 September 2018, with a possibility of renewal.

About

Founded in 1976, GRET is an international development NGO working to combat poverty and inequalities by providing appropriate, sustainable responses to disadvantaged populations. In 2011, GRET created Find, an endowment fund dedicated to financing its innovative actions in the field. Since its creation, Find has supported approximately twenty actions, half of which in partnership with companies and foundations.

Archibald London is an online platform providing products made by master craftsmen, selected for their traditional know-how. Its retail model is based on direct sales, with as few intermediaries as possible. On its online platform, Archibald London offers high end products at accessible prices and thereby contributes to enhancing artisan and traditional craft professions.

[More information on the Inclusive Finance project in the Delta of Myanmar \(FIDEL\)](#) (in French only)
[More information on FIND](#) (in French only)
[More information on Archibald London](#)

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Founded in 1976, GRET is an international development NGO governed by French law, which acts both in the field and at political level to combat poverty and inequalities. Its professionals work on a broad range of subject areas in over 30 countries, to provide sustainable innovative responses for fair development.