Fair Trade, a market based social justice movement, aims to empower marginalized producers through creating sustainable trade-links between reflexive Western consumers, activists, and Southern producers. What remains unexplored within this abstract global discourse on Fair Trade is how subjects of justice, in this case women tea farmers in rural Darjeeling, understand and mobilize around the governance practices of Fair Trade in light of their specific community-based struggles over resources and identity. Through an ethnography of Fair Trade operations and their effects on a small-farmers' tea cooperative in Darjeeling, I contend that Fair Trade interventions can inadvertently strengthen patriarchal/gendered power relations in producer communities, but that women tea farmers also creatively use specific Fair Trade interventions to defend their own priorities and rupture Fair Trade’s imbrications with local patriarchies. Women tea farmers creatively juxtapose Fair Trade and swaccha vyāpār, a local translation of Fair Trade, to defend their own entrepreneurial ambitions and question the depoliticizing tendencies within transnational justice regimes that use them as instruments of market based justice. Therefore, in Darjeeling, we witness the emergence of new modalities of women’s collective self-governance, which are influenced by interactions with market forces but at the same time stand to critique them.