

Better Cotton Initiatives Program

Supported By:



Guided International donor institutions (www.bettercotton.org) to set up and implement farmer support programme in Indian Cotton Sector which has brought direct benefit and networking of more than 3,00,000 farmers across major Cotton growing states of India, by working with various like-minded organisations across these states.

WCS acted as an Implementing Partner by implementing BCI projects in Karnataka and Madhya Pradesh which resulted in low-cost production, environmental impact and supply chain linkages in these 2 states covering nearly 50,000 farmers and more than 55,000 Ha of cotton growing area.

Enabled farmers to organize Farmer Producer Organizations (FPOs) for self-sustenance and market aggregation of produce to the tune of 10K MT of superior cotton.

Acted as their Project Manager for India Centric programs, during the initial phase.

Conducted third party evaluation of the BCI projects across the nation for other Implementing Partners

- WCS managed all the end-to-end activities of BCI in India before they established their office in the country
- The tasks involved organizing trainings and seminars for newly appointed Implementing Partners and their staffs from various states
- Scheduling meetings with Govt. officials at various state headquarters
- Managed BCI officials training schedules both in India and abroad
- Established the project linkages and managed good relationship with entire Cotton value chain players such as farmers, ginners, spinners, weavers, manufactures, brands etc. on behalf of BCI



Why The Better Cotton Initiative? (Mission)



Better Cotton Initiative exists to make global cotton production:

- better for the people who produce it
- better for the environment it grows in
- better for the sector's future

What is Better Cotton?



The Better Cotton System



BCI: Long Term Objectives



1. To demonstrate the inherent benefits of Better Cotton production, particularly the financial profitability
2. To reduce the impact of water and pesticide use on human and environmental health
3. To improve soil health and biodiversity
4. To promote Decent Work for farming communities and cotton farm workers
5. To facilitate global knowledge exchange on more sustainable cotton production
6. To increase traceability along the cotton supply chain