

ARVIND



B E T T E R C O T T O N I N I T I A T I V E

ARVIND AGRIBUSINESS

Vision

To promote a vibrant rural economy that is driven by the sustainable growth of Agriculture.

Mission

To encourage a transition from conventional fibre cultivation to a sustainable farming system by extending support and coordinating the dissemination of knowledge in a socially fair manner, which will promote the rural economy and create a healthy ecosystem.

Contract farming

Sowing hope, growing prosperity

As the leader of Indian textile industry, Arvind has taken it upon itself to develop models that make production of it's most valued and most extensively used raw material more sustainable. Which is why, Arvind Agribusiness has initiated contract farming projects in Akola district of Maharashtra State .

The initiative was introduced with an aim to:



Improve the farmer's productivity and income

Develop environmentally sustainable business models

Enhance the region's biodiversity

Promote decent work ethics

Develop a lasting social infrastructure & support system



better cotton initiative

BCI farm projects at a glance



Map of Akola, Maharashtra



Details of Project	Akola (MH)
No. of Villages	109
Total area covered (Ha)	15815
No. of farmer's benefitted	4000
No. of farm family members benefitted	20000
Employment generated (Farm workers)	30000

SOWING SEEDS OF CHANGE

Arvind's approach to contract farming

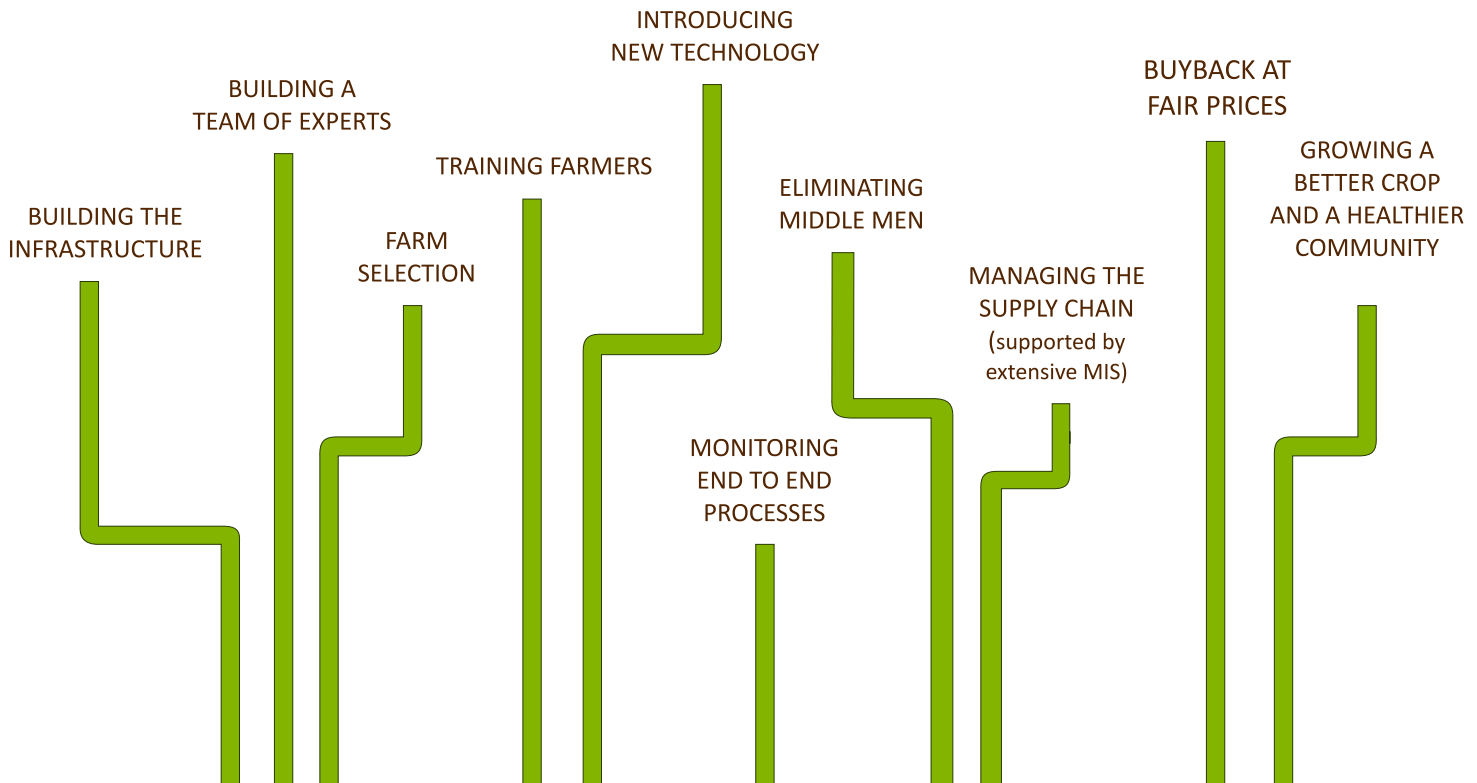
From the farm to the fashion industry, Arvind's approach to contract farming is extensive and thorough. Arvind plays a key role in every single process involved in this initiative.

- **Infrastructure and capacity building** : This includes – research, collaborations with national & international organizations, research institutions, etc. strong HR policies, capacity building for extension activities.
- **Building the right team** : A team of 20 field experts including agronomists, soil scientists, pest and disease specialist and MSW (for carrying out decent work activities) are put in place.
- **Training** : Highly qualified agronomists train and educate farmers about crop, nutrient, pest and disease management, decent work ethics (no child labour, discrimination, gender issues, etc.) and business models to improve productivity. Guidance material on better management practices based on Better Cotton Production criteria is developed.
- **Technology and skill development** : Participatory Technology Development in collaboration with project farmers, helps in finding location-specific solutions.



- **Monitoring** : Regular farm visits are made. Detailed farm records, soil tests, and constant monitoring ensure a healthy crop. Validation work on better management practices is carried out.
- **Elimination** : Middle men are eliminated. Farmers are also introduced to dependable farm input suppliers.
- **Assured buy back** : Arvind buys the crop at market prices and guarantees Minimum Support Price. A 'Farm Gate' payment policy ensures that payments are made to farmers within seven working days.
- **Managing the supply chain** : Arvind Agribusiness maintains a fully traceable supply-chain and an extensive management information system. It is involved in establishing an effective producer organization, the segregation of better cotton, chain of custody procedures and engagement with ginners and other organizations.

THE ARVIND AGRIBUSINESS CONTRACT FARMING PROCESS



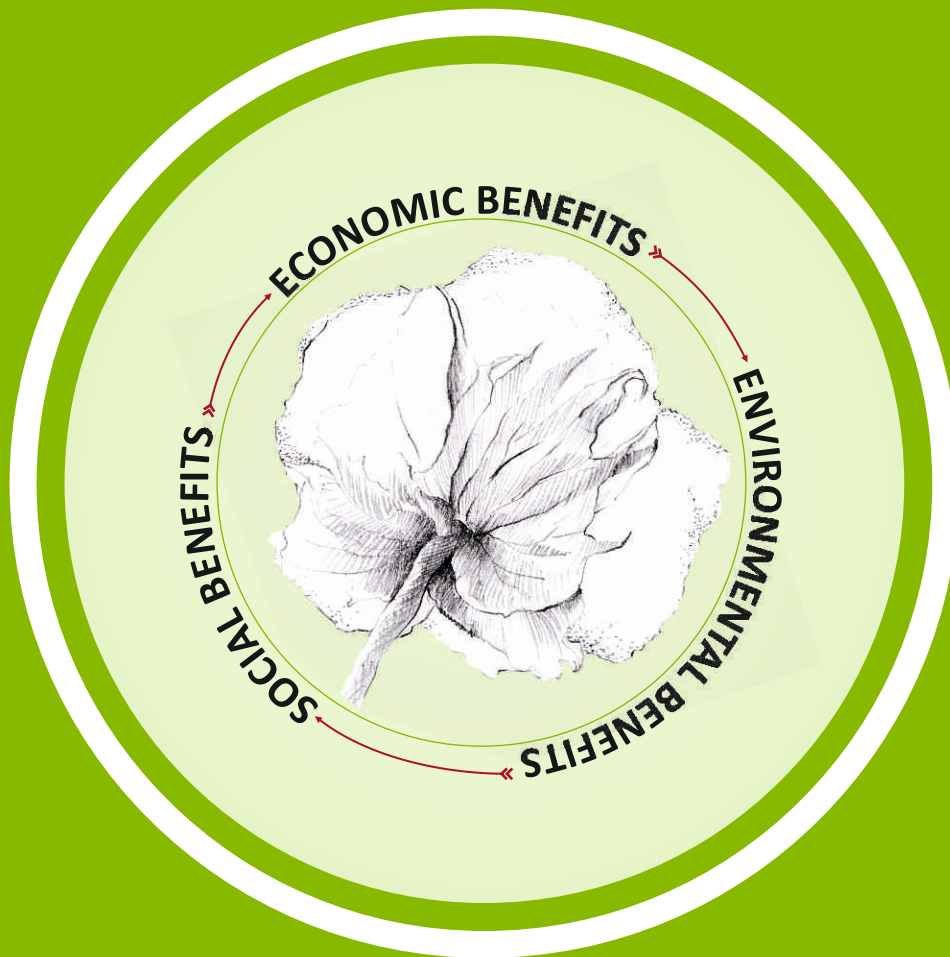
BENEFITS
Reaping Happiness



“ Arvind has formed learning groups (LGs) to make farmers aware of various techniques that can help them become more efficient.”

A HOLISTIC APPROACH TO CONTRACT FARMING WHERE THE ECONOMIC, SOCIAL AND ENVIRONMENTAL BENEFITS NOT ONLY CO-EXIST BUT ALSO AUGMENT EACH OTHER.





Benefits in Nutshell



Economic benefits

- **Reduced cost of production** : The cost of production is reduced through the collective purchase of farm inputs and better, economical deals from suppliers.
- **Better profitability** : The need for middle men has been eliminated as Arvind ensures that the produce is bought at the farmer's door step.
- **Better access to affordable finance** : Dependence on local moneylenders has also been reduced as farmers are encouraged to deal with reliable financial institutions.
- **Better nutrient, pest and disease management** : Better management practices ensure reduced use of inputs (like synthetic pesticides & fertilizers), untimely reducing the risk taken in synthetic pesticides handling and application.
- **Knowledge sharing and skill development** : Farmers receive practical knowledge on production principles that can decrease the cost of production and increase profitability.
- **Quality of fibre** : From soil preparation to harvesting and segregating better quality cotton at the farm gate, our agronomist are involved in every process to ensure better quality cotton.

Environmental benefits

- **Water efficiency** : The learning forums provide know how on using water efficiently through micro irrigation.
- **Soil health** : Reduced use of pesticides, micro–irrigation and regular soil tests ensure better soil health.
- **Habitat conservation** : The initiative helps to conserve their natural habitat by minimizing the harmful effects of crop protection by reducing use of pesticides.

Social benefits

- **Decent work ethics** : The initiative gives men, women and backward classes equal employment and income opportunities (equal and approved wages).
- **Abolishing social evils** : Social and cultural programmes are regularly organized in order to create awareness about child labour and gender discrimination. Presently, both the projects put together employs 30,000 farm workers both men and women.
- **Building a healthy community** : Internationally recognized health and safety standards are followed. The initiative also works towards building a strong social structure based on mutual cooperation and understanding.

A close-up photograph of a field of white, fluffy seed heads on green stems. The background is a soft, out-of-focus green and yellow, suggesting a field of similar plants. The lighting is bright and natural, creating a warm and serene atmosphere. The text is overlaid on the lower-left portion of the image.

“I love my
farm & family””



Farmer Testimonials

“Arvind's project promotes fair trade practices and environment conservation. It organizes cultural and educational programmes for abolishing child labour which is very crucial.”

Gorakhbhai (Rajpur Village, Gujarat)

“Arvind's initiative not only gives scientific knowledge, but also social and environmental education to us farmers. I believe that more and more farmers should come and join such programmes.”

Santoshbhai (Devada Village, Gujarat)

“By buying cotton at fair prices, there has been a drastic change in the socio-economic condition of our village.”

Harishbhai Patel (Balda Village, Gujarat)

“My involvement in the BCI project has resulted in reduction of spraying application as compared to the previous years. Training on the usage of botanical based pesticides have had a good effect on crop growth and increased the micro-fauna of the soil. Alternate furrow irrigation system has helped me to save irrigation water for taking an additional winter crop like wheat, chickpea, etc.”

All these better cotton farming practices make me proud of my association with Arvind - Better Cotton Initiative. **Ganesh Shyamrao Nanote**, (Nimbhara village of Barshitakli Taluka of district Akola)



Sowing Hope, Growing Prosperity

Project Location

Akola (Maharashtra)

Project Since	2010
Cotton Acreage (ha)	15815
Capacity (Bales of 165kgs)	35000
Cotton Type	Bunny / Brahma

Quality Parameters

Akola (Maharashtra)

Length (Staple in mm)	29.0 +
Strength (Grams per tex)	29.0 +
Micronaire	3.5 - 4.3
Grade	Strict Middling
UBI Codes	Upon Lifting
<i>Advantage Arvind</i>	5% HVI Results

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