

BCI

Better
Cotton
Initiative

BETTER COTTON INITIATIVE PROGRAMME

Solidaridad



WCS

We
Care
Society

KRUSHI
Foundation



ANANDI
ENTERPRISES



**PARTICIPATORY RURAL DEVELOPMENT
INITIATIVES SOCIETY (PRDIS)**

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PRDIS - AT A GLANCE

Participatory Rural Development Initiatives Society (PRDIS) is a registered and reputed professional National Level Development Organization (NGO) established during the year 1999 operating from Hyderabad, Andhra Pradesh, India.

Participation, Partnership and Empowerment are the guiding principles of PRDIS. It has been working on the areas of Sustainable Agriculture, watershed development, Agri-business, rural development, Entrepreneurship and Natural Resource Management. This organization has also been providing consultancy services to the Central Government various State Government, Agro Based Industries, international Development Agencies on Field activities, Monitoring, Evaluation studies, base line survey and capacity building activities concerning with Sustainable Agriculture, Agribusiness and Rural Development issues.

Dr. S.V.Reddy, The chief functionary of the organization has served in various capacities, ranging from Professor of Agricultural Extension in ANGR Agricultural University to special assignments as Advisor (Agricultural Extension) to the Government of Uganda and Consultant to the World Bank and FAO in Sub-Saharan Africa and India. He is assisted in this endeavor by 15 full time professional staff and senior consultants, 31 part time staff and consultants, 30 Field staff and 8 support staff, incurring an expenditure of Rs. 100 lakh annually.

In addition to Andhra Pradesh, India, PRDIS has also been involved in implementation of projects in Chhattisgarh, Jharkhand, Karnataka, Tamilnadu, Pondicheery and Kerala. It has also been invited as resource organization to implement Farmer Field Schools (FFS) in Orissa and Madhya Pradesh. PRDIS continues to offer Agribusiness consultancy to large scale irrigated rice programme undertaken by J.N.

Agri-tech International Limited, Uganda, East Africa, Bio fuel project of Rusni Bio Fuels company, Organic Inputs of Prathista Industries Ltd., Hyderabad, India and to several Agripreneurs.

The staff and consultants have 10-35 years of experience on the concerns of Participatory Approach, Agribusiness, community mobilization, information and communication, Gender, Agriculture, Health, Education and Natural Resource Management including Irrigation and Water Shed Development and Farmer Field Schools (FFS). It has successfully completed water shed programmes as PIA in Boothpur mandal of Mahabubnagar District under APRLP and also being implementing mega IWMP project. It has branch offices at Kothamolagara, Boothpur mandal, Bijinepally, Kesampet. Most of the programmes are funded by FAO, DFID, WHO, Ministry of Rural Development, CAPART, Gol, Government of Andhra Pradesh, Chhattisgarh, Jharkhand, MANAGE, A.N.G.R. Agricultural University, Agro Industries etc. The organization has also undertaken District Level Monitoring of Rural Development Programmes by Government of India, Agricultural Technology Management Agency (ATMA), Baseline and Impact Assessment studies of FAO, IFAD and CAPART, Government of India. At present PRDIS is also implementing BCI & Sustainable sugarcane programmes.

PRDIS is a National Level Monitor (NLM) for Ministry of Rural Development, Gol and it has distinction of having invitation and receiving memento from H.E. the President of India on 15th August, 2006 at Rashtrapathi Bhavan, New Delhi for outstanding work in Sustainable Agriculture for working with small scale farmers in Tribal areas. It has also received award for creating public awareness on biodiversity and environment with people participation from A.P. Biodiversity Board.

Better Cotton Initiative Implementation Experience

PREAMBLE

Globally and domestically, cotton is an important agricultural commodity. In India, cotton exports are not only a source of vital foreign exchange earnings, but also account for a substantial proportion of their GDP and tax income, leading to significant economic and social development. About 70% of the global cotton production comes from 4 countries, which include China (27%), India (22%), USA (13%) and Pakistan (8%). However, the productivity is considerably low especially in rainfed areas.

Andhra Pradesh had 22.69 lakh hectares of cotton cultivation during 2012-13. About 65% of cotton cultivation is under rainfed and Mahabubnagar district belongs to this category. The major constraints in cotton production have been the use of unsustainable production practices including intensive input application of pesticides and fertilizers, not following water and soil management techniques at individual farmer level, and poor harvesting and post harvest practices. Besides, poor supply chain linkages, environment, health, biodiversity and social impacts are the key issues need to be addressed for sustainable increase in cotton productivity and quality.

Solidaridad manages several projects in India in collaboration of local partners. PRDIS is chosen as Local Partner during 2011 based on its successful track record on productivity enhancement programmes over a decade. PRDIS worked with 2000 farmers (1000 farmers each from Boothpur and Bijinepally mandals with eight villages in each mandal) grouped into 81 Learning Groups (LGs) with each LG having about 25 farmers and covering an area of 2000 hectares. The coverage is increased to 2500 farmers in 2012 and continuing with same farmers during 2013.

The learning groups were empowered through Farmer Field Schools to reduce harmful impact of use of chemicals, banned pesticides and to promote water conservation, soil health management, protection of natural habitat and management of fiber quality. Farmer Life Schools were used to imbibe knowledge and change attitude on Decent Work including Formation of Farmer organizations (to take up supply chain activities and voice for betterment of farmers), arresting child labour, abolishing forced labour, controlling hazardous work done by people below 18 years, non-discrimination etc.



Better Cotton Initiative Programme (BCI)

Better Cotton Initiative is a global nonprofit membership organization, supported by a range of stakeholders, such as producers, global retailers, traders and financial institutions. The purpose of BCI is to promote strong supply chain linkages with measurable improvements in productivity and reduction in costs of cultivation without adversely affecting the environmental and social impacts.

PRDIS and Solidaridad Initiative on Better cotton

As an endorsed BCI implementing Partner,

Results

The programme has amply demonstrated the potential as an holistic, futuristic sustainable agricultural extension model and contributed for increase in human, social and economic capital and establishment of market linkages. Farmers participating in the programme had 25-30% higher yields than control farmers and were able to reduce the input costs specially due to reduction in use of pesticides (80%), Fertilizers (20%) thereby able to get 60% of net additional income, participating farmers also benefited

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socially (better capacities, organizations, recognition, working conditions and health benefits) and the contribution to environment in terms of biodiversity is also acknowledged by farmers. Furthermore, the application of decent work criteria has contributed especially in not using child labour, forced labour, indiscrimination etc. Thus the programme has led to inclusive market oriented development and improvement of livelihood of cotton farmers. We expect lint of licensed Better Cotton of about 1600 MT during 2013 out of this initiatives.

PRDIS as an Implementing partner (IP) for BCI
PRDIS is a member of BCI and a recognized IP for BCI. It is authorized to work with local partners in

Andhra Pradesh, Maharashtra and Karnataka on BCI Programme from 2013 Initially Krushi – an NGO (Karimnagar district) and WCS – an NGO (Karnataka) were chosen as Local Partners. Besides, PRDIS is also preparing about 500 farmers in Kesampet mandal of Mahabubnagar District. About 3000 farmers 1400 hectares are being covered under the programme. BCI and Government partners are supporting the programme. This year the programme is confined to capacity building of facilitators and farmers working in these areas. However all the BCI principles are being followed in producing Better Cotton. We expect lint of about 1000 MT during 2013.



Future Strategy

The programme will be scaled up in collaboration with BCI, BCFT, Supply chain stakeholders, Local Partners and government to the extent of 65000 farmers covering 140000 hectares expecting 1 lakh MT of lint by the end of 2016 harvesting season. During 2014 PRDIS will work with 11,000 farmers producing 16,000 MT lint of Better Cotton. Besides PRDIS intend to work with more local partners from 2014.

Supply chain partners

- * AMIT COTTONS, Shadnagar, Mahabubnagar, Andhra Pradesh,
- * Anandi Enterprises, Tiruppur, Tamil Nadu.

Technical Partners

- * Acharya N.G. Ranga Agriculture University, Andhra Pradesh.
- * University of Agricultural Sciences, Raichur, Karnataka.
- * Departments of Agriculture, A.P. and Karnataka.

Cotton Parameters

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|---------------------|---|
| * Variety | Bt 2 (Bunny, Tulasi, Marvel, Jadhu , Prateek, etc) |
| * Staple length | 28 to 30mm |
| * Micronaire (Avg) | 3.5 to 4.0 |
| * Strength | Min 28gm/tex |
| * Trash | < 2% |