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PAK

2014

Market Transformation Initiative

Pakistan Sustainable Cotton Initiative



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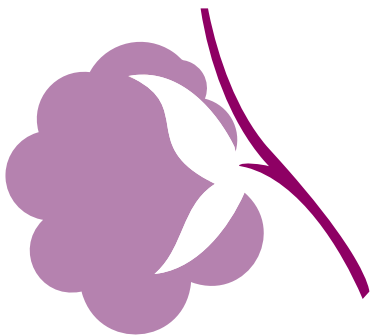
Donor: IKEA

Duration: 2005 - Present

The Pakistan Sustainable Cotton Initiative (PSCI) project was initiated by WWF-Pakistan with the collaboration of WWF-Sweden, IKEA and Chenab Limited. The project was started with an aim to achieve complete compliance to Better Cotton Initiative (BCI) production principles and criteria to improve sustainability of cotton production, resulting in substantial benefits for people, the environment and the cotton sector.

Objectives

1. Strengthened Producer Organizations (POs) are to enabled to act as BCI Implementing Partners in future.
2. Ensure that 100 per cent of farmers who participated in project activities during 2010 qualify as producing Better Cotton.
3. POs support compliance with BCI Decent Work criteria by at least 40,000 farmers, and strategies are in place to address child and forced labour, discrimination, freedom of association, and hazardous work.
4. A sustainable mechanism is in place to facilitate and encourage uptake by farmers of the Better Cotton System.



Brief Description

The project is working for widespread dissemination of Better Management Practices (BMPs) in cotton growing areas of Bahawalpur, Lodhran, Rahim Yar Khan, and Toba Tek Singh districts in Punjab and; Sukkur and Ghotki districts in Sindh.

Limited activities were started in Bahawalpur in 2005, enhancing capacities of around 250 farmers with 400 hectares of BMP cotton through participatory approaches of Training of Trainers (ToT) and Farmer Field Schools (FFS).

Farmers involved with PSCI over the years have a better understanding regarding biodiversity, interaction between beneficial and harmful organisms, minimizing pesticide use and promoting botanical pesticides to improve environmental health. Through BMPs, these farmers grow cotton with less water and fertilizer by wisely using irrigation and fertility indicators, altering application techniques and enhancing use of organic manure and compost.

In one year (2013 data) WWF-Pakistan facilitated over 36,300 smallholders and more than 620 large farmers, in districts of Bahawalpur, Lodhran and Toba Tek Singh to implement Better Cotton System (BCS) over an area of 115,000 hectares of commercial cotton cultivation. These farmers made better crop management decisions which resulted in 21 per cent reduction in irrigation water utilization, 38 per cent in pesticide use and 22 per cent in synthetic fertilizers without affecting the yield. This reduction resulted in more net economic benefits of 13 per cent for Better Cotton farmers. A total of 160,000 Better Cotton bales were produced by BCI designated ginners. A large quantity of Better Cotton was procured by local suppliers of IKEA and other international brands.

The Better Cotton Initiative makes global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future, by developing Better Cotton as a sustainable mainstream commodity.



Main Objective

By 2015, 40,000 family smallholders / smallholder employees and 500 large farmer employees in three districts in Pakistan produce Better Cotton with support from Producer organizations.



Beneficiaries

Farming communities including smallholders, smallholder employees and large farmer employees of Bahawalpur, Lodhran and Toba Tek Singh districts in Punjab and Sukkur and Ghotki districts in Sindh.