



FACTSHEET

PAK

2014

## Market Transformation Initiative

# Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs



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**Donor:** SWITCH-Asia Programme, European Union

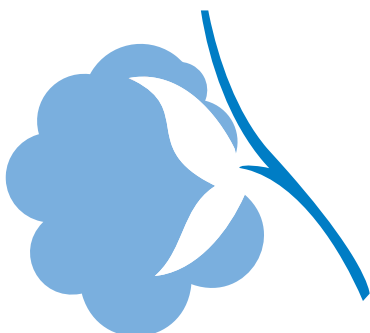
**Duration:** January 2012 – December 2015

WWF-Pakistan's Sustainable Cotton Production in Pakistan's Cotton Ginning SMEs (SPRING) project was initiated as part of its Sustainable Agriculture Programme (SAP). The project has been implemented in two provinces of Pakistan: Bahawalpur and Rahim Yar Khan districts, in Punjab province, and Sukkur, in Sindh province. In order to effectively implement sustainable cotton production, the project is targeting 500 Small and Medium Enterprises (SMEs) gins, Cotton Standards Institute, industry associations (Pakistan Cotton Ginners Association, Small and Medium Enterprises Development Authority); and Ministries of Textiles, Agriculture, Labour, Industry and Trade as working partners. In doing so, 500 target gins, and 60,000 employees and their families will benefit from the SWITCH-Asia sustainable cotton production project.

The project has improved the understanding of smallholders regarding biodiversity, interaction between beneficial and harmful organisms, minimal pesticide usage and promoting botanical pesticides to improve environmental health. Further, they have also learned to reduce water and fertilizer usage by wisely using irrigation and fertility indicators, altering application techniques and enhancing use of organic manure and compost.

Involving ginners in Better Cotton production through this project means:

- Reduced energy costs in factories, improved ginning out-turn, increased business and better returns due to improved fibre quality, and ultimately higher profits.
- Reduced dust and noise pollution in 500 ginning SMEs as well as improved cotton gin waste management practices.
- Reduced environmental footprint of cotton production on farms through



reduced use of pesticides, synthetic fertilizers and efficient use of freshwater resources.

- Improved energy efficiency, processing efficiency and waste management in gins.
- Better protection of labour rights, improved working conditions and positive impact on livelihoods of workers and their families.
- Reduced water extraction, pollution and land degradation due to promotion of sustainable cotton production in local communities.

Better Ginning Practices and lessons on adoption will be disseminated to at least 500 gins (out of 1,000 in Pakistan) through the Pakistan Cotton Ginners Association (PCGA), trainings and exposure visits.

## Brief Description

The project encourages the sustainable production and consumption of cotton by focusing on increasing the capacity of the ginning industry, improving business capacity to produce more market-driven products, ensuring the right skill set of workers, establishing linkages between Better Cotton farmers, ginners and other supply chain actors sustainable service provision, and campaigning to increase demand of sustainable cotton and cotton products as well as supportive policies for the sector.

During the second year of implementation, the project has achieved its main objectives of gathering technical information through integrated gap analyses, selecting and mobilizing its primary target beneficiaries while continuing to have a productive and collaborative mechanism among partners, associates, and stakeholders required to execute core activities to improve performance of cotton ginning SMEs.

A comprehensive technical gap analysis was used to develop custom-tailored modifications in equipment and practices for STEP-I ginners. This has provided a sound base to develop training material for 500 SMEs that will participate in the remaining project cycle.

Extensive trainings on improving ginning efficiency and productivity were also conducted for STEP-I ginners on other aspects of sustainable cotton production and processing such as Better Cotton Bale tracking system, cotton fibre quality on farm and in gin, and on use of standardized tools in ginning operations. In order to achieve a sustained impact among participating SMEs, the project's training approach incorporated on-site demonstrations. The customized training methodology has actively supported SMEs in upgrading their standards in their ginning facilities. Participating SMEs are also expected to benefit from expert support in developing and implementing economically and environmentally sustainable production practices as well as required low cost modifications.



## Overall Objective

By 2040, sustainable production and consumption in the cotton market worldwide predominates as best practices, resulting in increased environmental and poverty reduction.



## Specific Objective

By 2015, at least 500 cotton gin SMEs in Pakistan recognise the benefits of sustainable cotton production and consumption and 40 per cent of these gin SMEs commit to more sustainable production practices, in line with agreed better ginning practice guidelines, and supported by the procurement practices of European retailers.



### Why we are here:

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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