

## CASE STUDY

# BROADENING THE FARMERS' PERSPECTIVE

## CHALLENGE

To familiarise farmers with the textile value chain and motivate them to adopt sustainable farming practices.

## ACTION

We arranged for 13 farmers and 3 staff members from Akola BCI Project Farms to visit Arvind Limited, Ahmedabad. The objective of the visit was to:

- Encourage the farmers to grow cotton by adopting sustainable practices
- Arrange a factory visit to make them appreciate the textile value chain
- Make them understand the importance of contamination free cotton (clean cotton)
- Show them the process flow from bales to spinning, weaving, fabric and to garment
- Motivate the farmers and development of the project

The participants were part of Arvind's BCI farm project and are lead farmers or influencing farmers who actively participate in BCI project activities and follow sustainable farm practices. These farmers also adopt new technologies and can motivate other farmers to implement good practices.



## OUTCOME

The two-day visit achieved the set objectives and gave them an overview of the Company. The interaction with the management and other concerned people, showed them the current scenario and the direction of the future.

**Arvind is part of the Water Resources Group, funded and founded by IFC and UN, and is engaged with them in improving the livelihood of cotton farmers in Maharashtra.**