



India –A Year in Review.

Presentation

By

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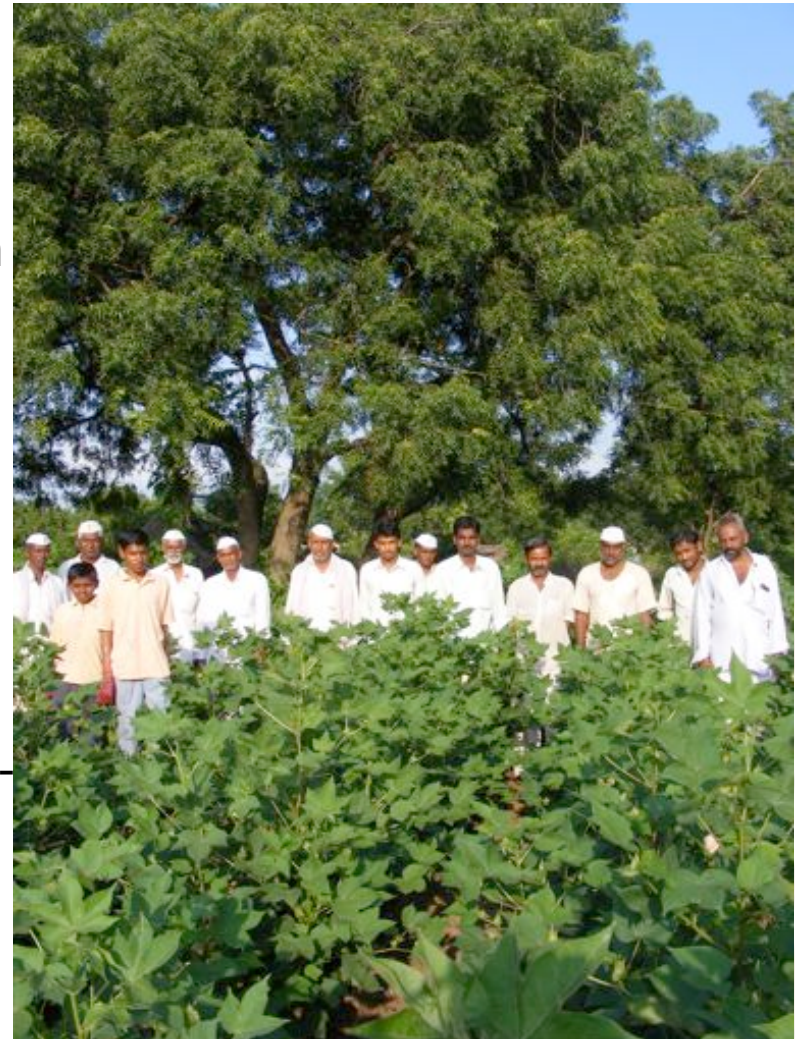
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Moving ahead

- Creating awareness about Organic cotton and its market Potential.
- Tremendous surge in Growth In area and no of farmers.
- Growth in organic and fair trade cotton.
- Newer areas, more marginalised profile.
- Govt of India being more supportive and proactive.





Working towards the Farm Devt Program Goals which are....

- Assessing the economic, Social and educational Issues In organic cotton Farming and farmers lives.
- Identifying supply chains that are close to OEs goal of using Organic cotton as a strategy to eradicate poverty and enhance opportunities for small holding farmers.
- Gaining a better understanding of business models that could maximise returns for the Farmer and make him a more Significant Stake holder.





Using strategies....

- COMMUNICATION about OE tools such as farmer Visibility.
- OUTREACH to :
Womens self help groups
Agricultural colleges
Fashion and design,
Indian retail.
Farmer leaders.





Networking with:

- Central and State Govts.,
- District level govt
- Bodies
- Local agri bodies.
- Certification agencies
- Technical wings for Cotton such as CICR, CIRCOT .
- Trade bodies such as SIMA, SICA.
- International bodies such as FAO
- Other NGOs.





Hosting and participating.

■ India regional Meeting
Nov 2006, bangalore.

India Organic 2006
Bangalore, Nov/Dec 2006

India Organic 2007, Nov/
Dec 2007, New Delhi .

India Regional Farm and
Supply Chain Meeting
Jan 2008, Maharashtra.

Organic India Jan /Feb 2008
New Delhi.





Organic exchange.

Our Stall was one of
The most visited,

Many farmers and
Farm groups had
Dialogues about Org-
-anic cotton.

Obtained a good feel
Of Organic farming
In India and Trade po-
-tential, plus gaps.





Thank You.

For listening...

For the opportunity to
Share...

And the collective
hope of participating
in Organic cotton
Farming in a true and
Integral sense.

