

**The International Forum For Cotton
Promotion**

Mentorship Program

CottonMentor
66th Plenary Meeting
Of the
The International Cotton Advisory Committee
Izmir, Turkey
October 24, 2007



CottonMentor Program

- Connects global cotton promotion activities
- Utilizes student incubator business projects
- Involves IFCP members and supporters
- Encourages active participation within IFCP



Mentorship Program

A vehicle for cotton promotion that is inexpensive, a minimal time commitment, and easily replicable around the world.

**Requirements of Effective
Cotton Demand Enhancement
Activities**

- Identification of implementers
- Communication with implementers
- Provision of project strategy for implementers



CottonMentor Program

- Identifies students as implementers
- Identifies professors as implementers and enablers
- Identifies members and supporters of the IFCP as advisors and connectors to industry



Why a Mentorship Program?

Students in textile and fashion colleges are

- Focused
- Future product developers
- Consumers and decision makers



How CottonMentor Works

- Identifies viable projects
- Advises and facilitates
- Attracts media attention



Mentorship Projects in Progress

- FIT Denim and FIT Knits, New York City
- PSG Polytechnic College, South India
- Fulbright Candidate, New Delhi



FIT Project FIT Denim and FIT Knits

- Implementers: Textile Development and Marketing students
- Enablers: Faculty
- Connectors: Eighteen industry advisors



PSG Polytechnic College Denim Project



- Implemented by a six student team



- Led by Lalith Prathibha Gunasekaran



PSG Polytechnic College Denim Project



- Enabled by Professor A.N. Sai Krishnan
- Realized by production and industrial capabilities of Appache Cotton and Arvind Mills
- Advised by Mani Chinnaswami (Appache Cotton)



Fulbright Fellowship Candidate

Emerging Solutions: India's sustainable cotton farming and textile initiatives



Elizabeth Suda

- Ms. Suda intends to study
- The spectrum of sustainable cotton cultivation methods
 - Traditional natural dye processes and hand loom weaving
- Enabled by Dr. Francesca Mancini
- Connected to industry by Prem Malik
- Connected to Indian education system by IFCP



Strategy

- Encourage colleges and universities to contact the IFCP
- IFCP will evaluate the project and find a mentor in the region or country willing to donate time
- The IFCP will advise and monitor project progress



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