

81ST PLENARY MEETING

MUMBAI, INDIA

🌐 2-5 December 2023

**Cotton Value Chain:
“Local Innovations for Global Prosperity”**



Mr Hardeep Desai

Hardeep Desai is Head of the Farm Programme for CottonConnect and has nearly 20 years of professional experience working in the development and sustainable agriculture sector, including working with brands and retailers to implement their sustainable cotton programmes. He has worked on large-scale sustainable cotton projects involving both female and male small holder farmers. He believes that supply chain sustainability is the key to addressing the social, economic and environmental issues. In his current role, he leads farm operations at CottonConnect, where he supports brands and retailers to create a sustainable cotton fibre base and strengthen sustainable, supply-chain-related interventions to help them achieve their sustainability visions.