1. Click on this icon to insert a new photo.

2. Reset the slide.

3. Where necessary, change the section using the 'Crop' function.

Global Program on “Sustainability and Value Added in Agricultural Supply Chains | Cotton”

Promotion of Extra Long Staple Cotton production in India
ELS Cotton - Situation in India

Projections for 2020 (CICR)
- Demand: 250,000 MT
- Supply: 85,000 MT

Source: Cotton outlook 2018.
Based on yarn consumption >60s count
Key issues

- Longer crop duration
- Lower yields
- Poor price support
- Traceability

Non-Remunerative Crop
GIZ Interventions

Research
- Breeding
- Fast tracking
- Tech. transfer

Production
- Seed supply
- Advisory
- Quality imp.

Marketing
- Collective marketing
- Value addition
- Industry & brand linkage

FPOs or Industry supported contract production
## Production projects

<table>
<thead>
<tr>
<th>Company</th>
<th>Farmers/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kabini Organics Farmer Producer Company</td>
<td>10,000 farmers – Karnataka</td>
</tr>
<tr>
<td>Welspun India Pvt Ltd (WIPL)</td>
<td>4000 farmers – Maharashtra</td>
</tr>
<tr>
<td>Indo Count Industries Limited (ICIL)</td>
<td>3500 farmers - MP/Maharashtra</td>
</tr>
<tr>
<td>NSL Textiles</td>
<td>500 Farmers – Madhya Pradesh</td>
</tr>
<tr>
<td>CICR – Nagpur</td>
<td>300 farmers (Demonstrations)</td>
</tr>
<tr>
<td>Bio Re India</td>
<td>500 farmers</td>
</tr>
</tbody>
</table>
Contact for ProAgriChains

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