

81ST PLENARY MEETING

MUMBAI, INDIA

🌐 2-5 December 2023

**Cotton Value Chain:
"Local Innovations for Global Prosperity"**



Mr. Rajeev Baruah

Mr Rajeev has been a cotton professional since 1992, a journey of three decades that involved pioneering the organic cotton movement and helping sustainable cotton initiatives expand its footprint in India. He is driven by his passion to work with farmers, especially education about global best practices (sustainable & regenerative). Rajeev has very close links with the global cotton research community to understand challenges and find solutions. Rajeev believes that this is the decade for action, and the responsibilities rest on the shoulders of organisations engaged with farmers. It is the moment for collaboration between academia, research institutions, scientists, and civil society to bring real change in farming. Rajeev is currently the Global Agronomic lead for the Primark Sustainable Cotton Program.