

Project Name		Better Cotton Fast Track Programme (BCFT)	
Country	India	Project Location	Yavatmal (Maharashtra)
			Dhrangadhra, Wankaner & Dhoraji (Gujarat)
Duration	Sept 2016 to February 2017	Beneficiaries	Gujarat: 28180
Client Name	Action For Food Production		Maharashtra 18000
Funding Source	IDH The Sustainable Trade Initiative		
	IKEA Supply AG		

Objective/Narrative Description of the Project

Cotton takes about six months from sowing to harvesting. Once picked, the cotton is bagged and transported to the local gin where the lint is separated from the seeds. Cotton is renewable and biodegradable, making it an excellent choice as an environmentally-friendly fiber but there are challenges to enhance the productivity which varies from environmental to social. Conventional farming techniques involve exhaustive use of water, chemical pesticides and fertilizers. At the same time, many cotton farmers struggle to make a profit, and on the other hand there are problems such as child labour, and health risks associated with the use of chemicals.

Overall Goal: Transforming Cotton Production Worldwide by Developing Better Cotton as a Sustainable mainstream Commodity.

Objectives:

- To impart knowledge and skill among farmers about Better Cotton System (BCS).
- To motivate farmers to adopt environmental friendly cotton cultivation practices.
- Reduce the cost of production.
- To facilitate global knowledge exchange on more sustainable cotton.

Description of the Actual Services Provided by Us:

Information and Communication Technology (ICT)

- a. Text and voice messages service provided to 20000+ Cotton farmers at Gujarat & Maharashtra customized in local language of Gujarati and Marathi.
- b. Local State Experts connected with the farmers for assessing the requirements.
- c. Advisories on:
 - Weather alerts
 - Crop advisories
 - Market price
 - News and subsidies
 - Training to farmers on ICT
- d. Feedback & Assessment on the disseminated Content along with review methodology

Overall Hand on Support by Krayons :

TECHNICAL SUPPORT & COORDINATION ON ICT - MONITORING & REPORTING - CAPACITY BUILDING

Farmer Registration
<p>Training of Trainers (TOT' s Trainings) (organized with active involvement of staff)</p>
<p>Modular Trainings of Learning Groups (On MPCs; Nutrient management, IPM, crop protection and soil/water moisture management, Fiber quality, supply management, marketing and decent work)</p>
<p>IEC material development (MPCs, Farmers Field Book, Leaflets, Farm assessments Formats, module on BCSS, display chart, wall paintings, decent work chart and crop calendars)</p>
<p>Setting up of Demonstration plot (Total : 1438 Demos on IPM : sticky trap, bio pesticides, INM : micro nutrient (Sulphur), and Adoption of HDPS, Fertilizers, Safety kits)</p>
<p>Farm assessment (Participatory peer reviews, 2nd party credibility check, 3rd party Verification Visit & Self-assessment process)</p>