

Better Cotton Initiative for Sustainable Cotton Production in Pakistan

Central Cotton Research Institute, Multan is executing a 3 years “Better Cotton” project in Punjab and Sindh. The project is funded by Ministry of National Food Security and Research, Government of Pakistan. “Better Cotton” is cotton produced in a way that is measurably better for the environment and farming communities. The purpose of better cotton production is to transform the cotton sector by turning Better Cotton into a global sustainable, mainstream commodity. Activities of the project are being executed in collaboration with Better Cotton Initiative (BCI). BCI is an international non-profit non-government organization that aims to produce “Better Cotton” in different countries including Pakistan.

“**Better Cotton**” is produced by:

- Minimizing the harmful impact of crop protection practices
- Using water efficiently (Water stewardship)
- Taking care of soil health
- Conservation of natural habitats
- Preservation of fibre quality
- Promotion of decent work
- Implementation of an effective management system

During the 3 years period, the project targets to register a total of 80,000 cotton farmers in Punjab (Multan & Dera Ghazi Khan) and Sindh (Shaheed Benazir Abad, Noshero Feroz). A comprehensive training program of the farmers will be launched to educate farmers about BCI criteria and principles, cotton production technology, wise use of inputs and clean picking practices. It is anticipated that 2.72 million personnel will be trained about cotton production technology and a total of 3.264 million bales of “Better Cotton” will be produced after the completion of the project.

Management team of the project comprises of **Dr. Zahid Mehmood**, Project Manager, Director, CCRI, Multan, **Dr. Fiaz Ahmad**, Provincial Coordinator, SSO/Head, Physiology/Chemistry Section, CCRI, Multan and **Mr. Abdul Wahab Soomro**, Scientific Officer, CCRI, Sakrand (Sindh).