

INITIATIVE

BROADENING THE FARMERS' PERSPECTIVE

We invited farmers involved in the Akola BCI Project to visit Arvind's Ahmedabad unit. A two-day visit was structured to make the farmers fully aware about the activities carried out to manufacture the garments. The objective was to:

ENCOURAGE FARMERS TO GROW COTTON BY ADOPTING SUSTAINABLE PRACTICES

MAKE THEM UNDERSTAND AND APPRECIATE THE TEXTILE VALUE CHAIN

EMBED THE IMPORTANCE OF CONTAMINATION-FREE COTTON (CLEAN COTTON)

SHOW THEM THE PROCESS FLOW FROM BALES TO SPINNING, WEAVING, FABRIC AND TO GARMENT

MOTIVATE THE FARMERS AND APPRECIATE THEIR ASSOCIATION

These farmers play a leading and influential role in our BCI farm project and hence enthusing them to further adopt sustainable practices will lead to a chain of good practice implementation. This visit achieved the set objectives and also gave them an overview of the company. The interaction with the management and other concerned people, showed them the current scenario and the direction of the future.



AS AN IMPORTANT STAKEHOLDER OF THE BCI PROJECT, THE VISIT REINFORCED AND RENEWED THEIR OUTLOOK REGARDING THE RESPONSIBLE METHODS OF FARMING.