



A TRANSITION TOWARDS A STANDARDIZED, COMPLIANT COTTON VALUE CHAIN TO CREATE THE ENABLING ENVIRONMENT FOR QUALITY-BASED TRADING IN PAKISTAN

📍 Region: Punjab & Sindh province of Pakistan

👉 Funded By: IKEA

📅 Duration: September 2020- August 2025



GOALS

By **2025**, a compliant and standardized quality-based procurement system/procedure will predominate in Pakistan's cotton-supply chain support by leading supply chain actors.



OBJECTIVES



Promotion of quality-based contractual trading through the creation of an e-trading platform



Promotion of harvest and post-harvest standards for value addition in cotton supply chain



Enhanced efficiency of 20 Ginning SMEs in resource utilisation and fiber quality preservation

TARGET BENEFICIARIES



15,000

Cotton Farmers



5,000

Cotton Pickers



50

Intermediary Market Actors



20

Cotton Ginning SMEs



6

Textile Suppliers

The project promotes sustainable business solutions among cotton supply chain actors through the development of a quality-based digital trading platform, Apni Kapas (my cotton). It tackles critical issues like trash contamination and fiber mix-ups by promoting sustainable harvest and post-harvest practices. Ginning is one of the earliest and most critical stages of the cotton value chain, alongside the actual cotton farming and harvesting. However, Pakistan's cotton industry lacks innovation and scientific research, making ginning a weak link. This project strengthens ginning SMEs by enhancing their capacity in smart ginning practices pertaining to energy, production, and process efficiencies in Punjab and Sindh.

 Impact Area/Interventions	 Key Achievements
Quality-Based Contractual Trading	Held 5 engagement meetings with businesses and institutions.
Empowering Textile Suppliers and Ginners	Conducted 8 training sessions for 5 textile suppliers and 20 ginning SMEs .
Digital Cotton Trade	Developed 1 e-trading platform with 27,512 MTs of cotton listed.
Connecting Ginners, Traders and Industry	Hosted 5 webinars and 5 cotton trips , strengthening buyer-seller links.
Sustainable Harvest and Post-Harvest	Trained 19,770 farmers (2,075 sessions), 5,280 pickers (830 sessions), and 80 intermediaries (15 sessions) . Achieved a 1-2% reduction in trash content.
Supply Chain Collaboration	Conducted 16 meetings/visits with farmers, ginners, and market actors, leading to better business relationships and 1-2% trash content reduction.
Smart Ginning Practices	Delivered 20 training sessions to 100 participants from 20 ginning SMEs , resulting in: 1- 20 SMEs adopting smart ginning practices 2- 5% reduction in energy use 3- 1-2% reduction in trash content 4- Improved fiber quality preservation