

# Winsome Textile Industries Ltd

## ***SUSTAINABLE COTTON STRATEGY***

### **BCI MISSION STATEMENT**

The Better Cotton initiative exist to make global cotton production better for the people who produce it, better for the environment it grows in , and better for the sector future . BCI connect people and organizations from across the cotton sector, from field to store, to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton – producing areas.

### **Introduction :**

Our company's raw material is primarily cotton which constitutes more than 50% of its consumption. It is imperative for the sustainable growth and survival of our company and along with it all stakeholders that cotton is available in India and other countries on a long term basis. The Better Cotton Initiative (BCI) exists to make Global production of cotton better for the people who produce it , better for the environment it grows in and better for the sector's future. This is exactly what is also needed for our company for its existence in the future and hence we have decided to align our company's policies in line with BCI.

### **Aim :**

The purpose and aim of this strategy is to educate farmers / Ginners and retailers /customer benefits of using BCI cotton and to increase the usage of BCI cotton vis-a-vis Conventional cotton.

### **Plan of Action:**

- 1) Education of Farmers / Ginners by cotton procurement Team about benefits of BCI cotton.
- 2) The company to participate, wherever possible, in programs/ seminars for education of farmers and ginners.
- 3) Development of New Products using BCI cotton
- 4) Using BCI logo on all visible avenues for the company such as promotional Material , Finished goods & Packing material, etc.

- 5) Aggressive promotion & Sales to brand / retailers.
- 6) Educating new retailers / Customer who are presently not a part of BCI value Chain.

**Sales Target for next 3 years for products using BCI Cotton**

- a) 2014 -2015 - 450 TON*
- b) 2015-2016 - 500 TON*
- c)2016 -2017 - 550 TON.*

**Responsibility :**

- Mr Sanjiv ( Cotton procurement )
- Mr Alok ( Export sales)
- Mr Vipin ( Domestic sales)