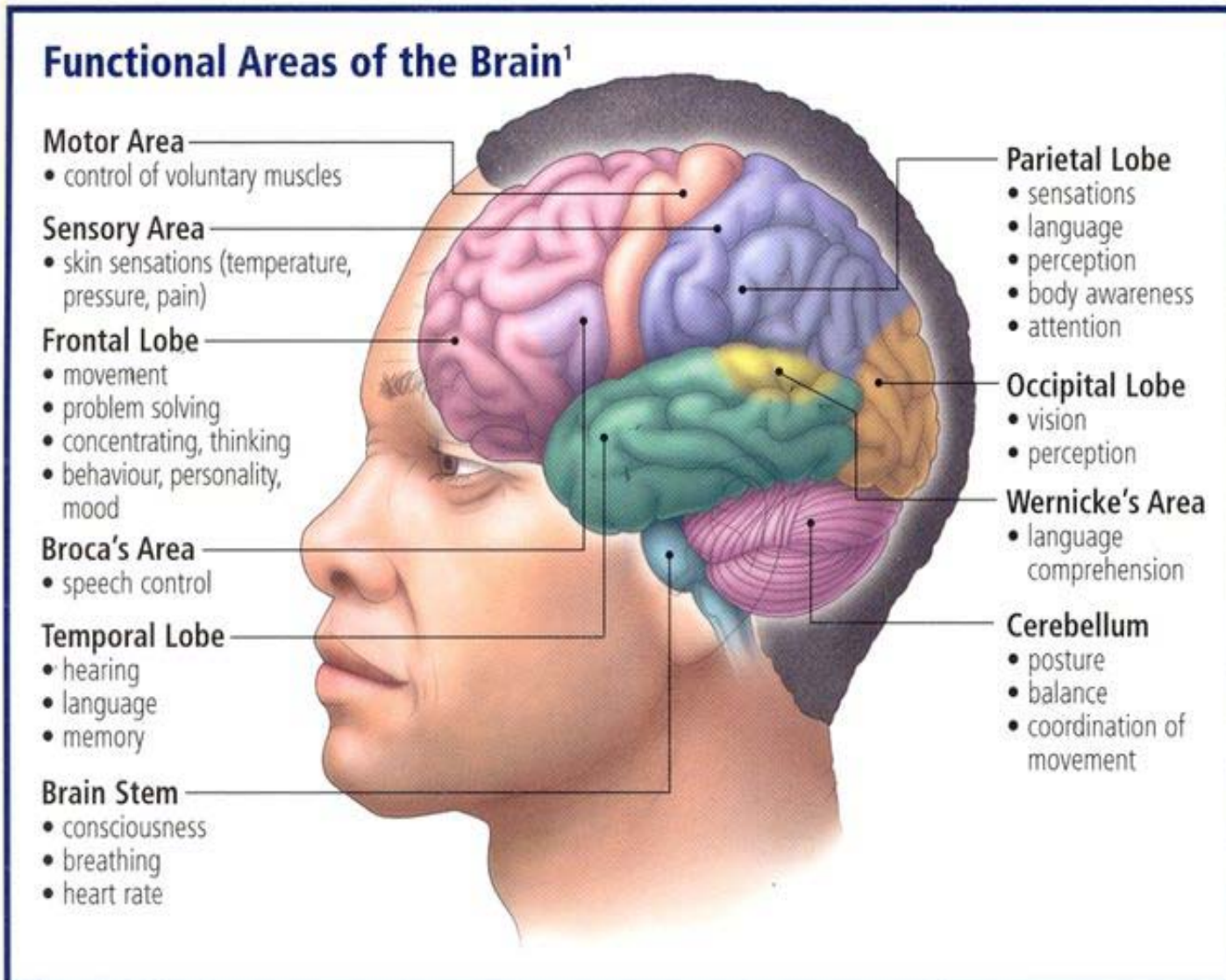


# ORGANIC COTTON IN INDIA

THE PRACTICALITY OF PERCEPTION AND THE  
VALUE OF VISION IN HANDLING CHALLENGES  
AND CREATING OPPORTUNITIES .

PRABHA NAGARAJAN  
REGIONAL DIRECTOR , INDIA ,  
TEXTILE EXCHANGE &  
DIRECTOR , ORGANIC AND FAIR TRADE COTTON SECRETARIAT  
8<sup>TH</sup> JUN 2015 FOR THE SEMINAR HOSTED BY CONTROL UNION &  
ADITYA BIRLA GROUP , TIRUPUR , SOUTH INDIA. .

# THE PRACTICALITY OF PERCEPTION AND THE VALUE OF VISION ....



# WHY THE ORGANIC TEXTILE BUSINESS EXISTS GLOBALLY.

- MEETS THE NEED FOR A MORE RESPONSIBLE , SUSTAINABLE , TRANSPARENT TEXTILE INDUSTRY WITH PROVEN BENEFITS FOR ALL MEMEBERS OF THE TEXTILE VALUE CHAIN , INCLUDING THE MOST VULNERABLE AND THE LAST LINK..THE ORGANIC COTTON FARMER.

# PERCEPTION OF ORGANIC COTTON FROM INDIA

NOSE DIVED IN 2009 OR THERABOUTS .

POLICY CHANGES AND ACCREDITATION CHANGES  
MADE.

NEED FOR MORE POLICY INTERVENTIONS.

COLLECTIVE WILL OF INDUSTRY NEEDED TO  
CLEAN UP AND MAKE THIS AN INDUSTRY WE  
CAN BE PROUD OF

# ENORMOUS CHALLENGES AND A ZILLION OPPORTUNITIES

- WE NEED TO PERCIEVE AND NEED TO ACT NOW , TO HAVE AN INDUSTRY IN 2020 ..
- INDIA AND THE WORLD NEEDS THE ORGANIC COTTON INDUSTRY .
- WE NEED TO TAKE OWNERSHIP AND RISE UP TO THE CHALLENGES..



# THANK YOU !!

- THANK YOU SINCERELY FOR  
THIS OPPORTUNITY AND FOR  
GIVING ME A PATIENT HEARING

..