



SMART - COTTON

Where Quality is not an Accident

Maharashtra initiative for clean, homogeneous, traceable cotton produced through special value chain project.



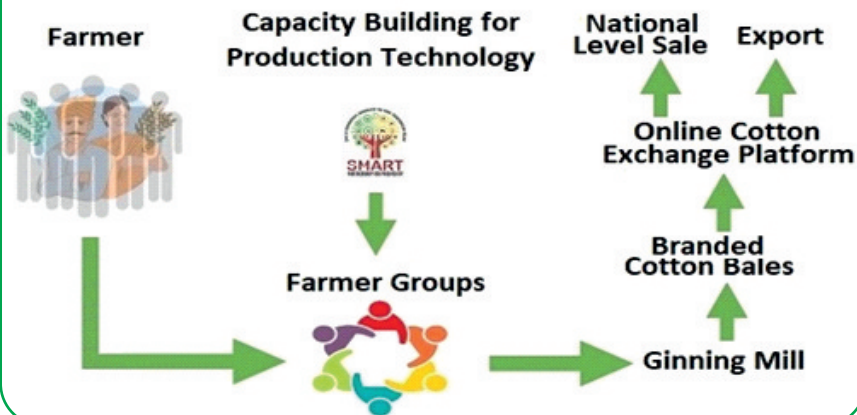
Government of Maharashtra's World Bank Assisted project - SMART (State of Maharashtra Agri Business & Rural Transformation Project) aiming at development of competitive and inclusive value chains of Agri Commodities.



Technologies:-

- “One variety one village” to maintain homogeneity.
- Ensured uniformity, homogeneity & cleanliness.
- Use of improved package of practices.
- Use of Block chain technology from seed to bale for traceability.
- Sample from each bale is checked in laboratory to maintain quality.

SMART Cotton - Value Chain



Issues in Cotton Value Chain:-

- 1) Non availability of homogeneous and clean cotton required for industry.
- 2) Farmers involvement in lint based marketing is minimal. To break this vicious circle special value chain development subproject “SMART Cotton” is implemented in Maharashtra.

Objectives:-

- 1) Production of clean and homogeneous cotton.
- 2) To increase stake of farmers in cotton value chain and thereby increase their profitability.

Project Implementing Agencies

- 1) Department of Agriculture
- 2) MahaCot – The Maharashtra State Co-op. Cotton Growers Marketing Federation Ltd.



Steps: -

- 1) Selection of villages and mobilization of cotton grower farmers into groups.
- 2) Training and capacity building of farmers by series of extension activities through Value Chain Development School (VCDS) conducted by trained extension workers.
- 3) Motivating farmers to grow one variety in one village in project area.
- 4) MoUs with ginners for separate ginning of cotton from project area.
- 5) Clean picking of cotton from project area, by trained manpower.
- 6) Separate ginning of a cotton lot from each village.
- 7) Use of Block chain technology from seed to bale to maintain traceable ledger record.
- 8) Checking of each bale in Government accredited laboratory of Central Institute for Research on Cotton Technology (CIRCOT).
- 9) Bar coded tagging of each bale for traceability.
- 10) 'SMART Cotton' brand development.
- 11) Marketing of branded SMART Cotton from separate e-auction platform. Buyers are registered on platform and reverse rating of each lot of bale is done to access credibility and encourage quality production.

Of these 11 steps Sr. No. 1 to 3 are looked after by Department of Agriculture and Sr. No. 4 to 11 are taken care by MahaCot





Project Area

Districts	-	12
Blocks	-	60
Villages	-	2,100
Ginners	-	60
No. of farmers	-	3,50,000

Coverage for Year 2021-22

Districts	-	12
Blocks	-	37
Villages	-	475
Ginners	-	37
No. of farmers	-	49,725
Area	-	98,453 Acre
No. of Community Based Organization (CBOs)	-	679



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