



SOCI

SOORTY ORGANIC COTTON INITIATIVE



SOCI | Soorty Organic Cotton Initiative

An organic cotton revolution in partnership with pioneers of organic cotton farming in Pakistan : WWF-Pakistan, the Department of Agriculture Extension, Balochistan, with support and input from the Laudes Foundation.

GOAL

Local organic cotton cultivation as a social and environmental mission to cultivate a carbon sink developed and managed by a thriving community, to improve soil health and peoples well-being and to deliver a trustworthy value added product for our value chain.



MAIN DRIVER

Use of sustainable practices – with few, if any, chemicals or fertilizers – to reap a rich and healthy crop isn't just environmentally conscious but making responsible practices mainstream and the sale of these crops also translates into more income for farmers and societies. And this has been our main driver when designing SOCI.

HOW?

Soorty Organic Cotton Initiative aims to reach out to all the farmers from the district of Khuzdar in Balochistan to identify receptive communities looking to transform their small holdings into exclusively organic farmlands over the long term. We approach organic farming differently and will be using SOCI as a vehicle for community uplift.





"SOCI goes beyond just cultivating organic cotton. It is about uplifting the farming families of this region through higher income, better schooling and access to professional health services. It's about transforming cotton buying, by creating a blockchain-based transparent digital marketplace and traceability mechanism." - **Asad Soorty**,
Director, Soorty Enterprises



"This collaboration will scale up organic cotton cultivation, which will improve livelihoods of underprivileged farming communities and meet the demand of the industry. The partnership will accelerate organic cotton cultivation & will be a model for other local textile entities as well as international brands." - **Dr. Masood Arshad**,
Senior Director, WWF-Pakistan

SOCIAL AND ENVIRONMENTAL IMPACT

Certified as Organic Cotton in the 2nd year
 Using Non GMO Seed

Working with 1,300 farmers in Naal region.
 Building a community - Liason of Soorty, WWF district administration, local administration. Cultivating a value added crop (organic cotton instead of onions) where the benefit goes to the local farmers.





NON GMO SEEDS

SOCI is cultivated with authenticated non-GMO seeds that we receive from the vendors nominated by WWF as the seeds are tested at their check points; order placement, gate-exit from vendors warehouse to being loaded on the trucks, point of receipt at the project site.



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Using cotton bags
in picking to avoid
synthetics contamination.

AUTHENTICATED RAW MATERIAL SOURCE DEVELOPED BY THE COMMUNITY



YEAR 1

We had 502 metric tonnes of IC-2 cotton. 1255 metric tonnes of seed cotton was ginned into 502 metric tonnes of cotton

YEAR 2

1795 metric tonnes of Organic-Certified seed cotton is ginned into 702 metric tonnes of organic lint cotton. Equivalent to approximately 1 million meters of 11onz 100% SOCI cotton fabric.

HIGHLIGHTS

- Certified as full-organic in its 2nd year
- Trustworthy and traceable
- Enhancing livelihoods by agro finance, womens apostrophe vocational trainings, enhancing health and educational services
- Premium product
- Creating a carbon sink

PARTNERS

WWF

OCA

Supported by:

The Department for Agricultural Extension,
Government of Balochistan

Laudes Foundation (formerly C&A Foundation)



SOCI YEAR 1

SEASON STARTED

MARCH 2021



HARVEST ENDED

DECEMBER 2021



FARMERS INDUCTED

INTO SOCI

850+ FARMERS



AVERAGE LANDHOLDING

7.5 ACRES / FARMERS



PREDOMINANT

FARMER CATEGORY

SMALL SCALE



TRAINING MODEL

FARMER FIELD SCHOOLS (FFS)



INTERNAL CONTROL

SYSTEMS (ICS) FORMED

4



TRAINED ON

**ORGANIC AGRICULTURE
BEST PRACTICES**



**BIO-PESTICIDE & BIO FERTILIZER
PREPARATION**

WATER CONSERVATION, ETC

TOTAL CULTIVATED

AREA

7,000+ ACRES OR

2,800+ HECTARES



TOTAL COTTON CERTIFIED

IC -2 | YEAR 1

500 METRIC TONNES



DATE OF CERTIFICATION

MAY & JUNE, 2022

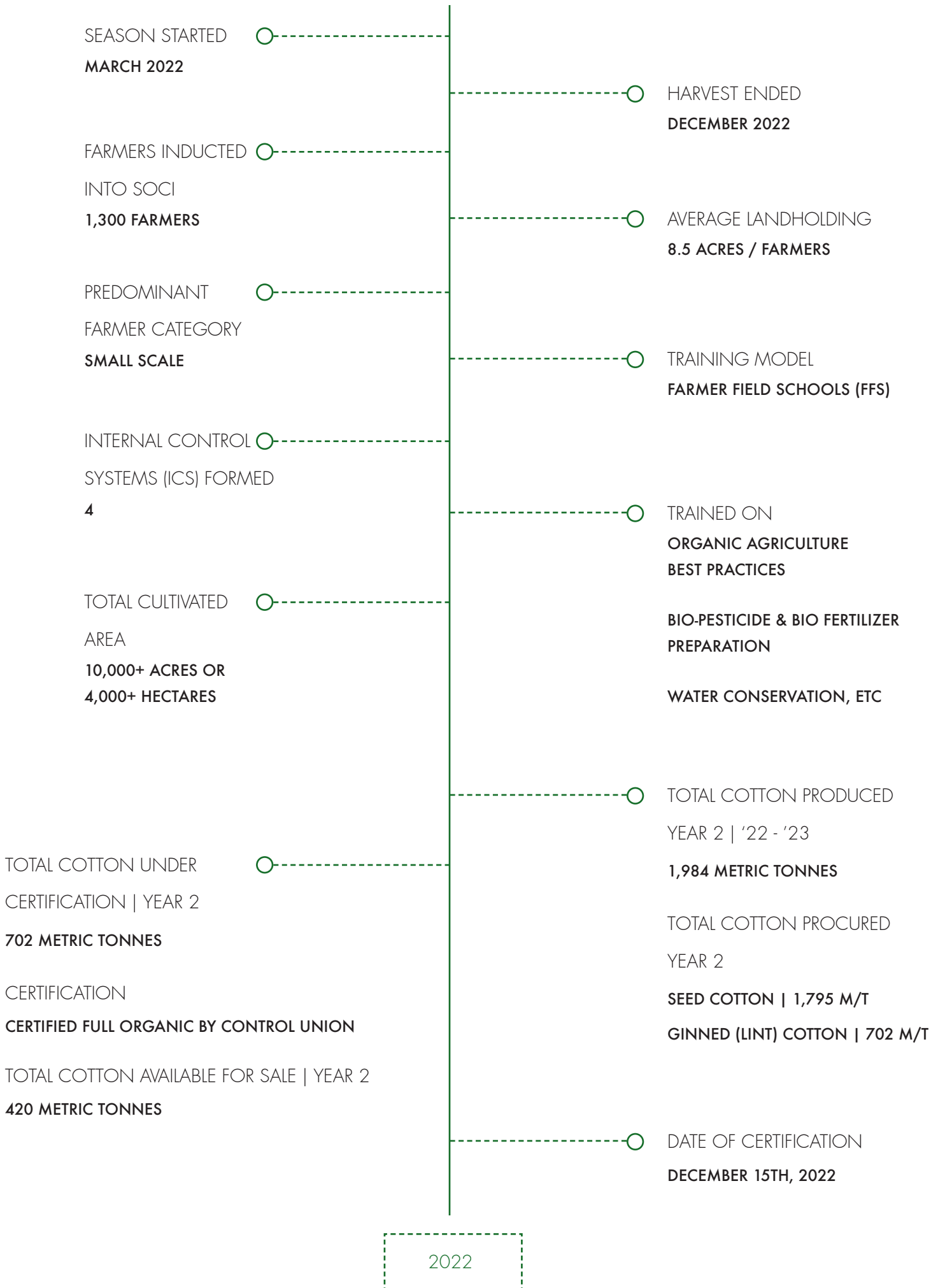
TOTAL COTTON PROCURED

500 METRIC TONNES

2021



SOCI YEAR 2



DOCH

SOCI initiative is founded on a goal to impact the community where SOCI cotton is grown and has signed and announced **a collaboration with DOCH** – a collective of Balochi Social Entrepreneurs – to support and train 100 women from Khuzdar, Balochistan annually in not just the art of Balochi Embroidery (the word “Doch” refers to this very local, traditional, beautiful form of embroidery) but also in financial literacy and digital and social media marketing skills.

These women will then link up with our partner organization to choose their own path, and design and construct handicrafts that are then sold in the international market for handsome financial rewards.

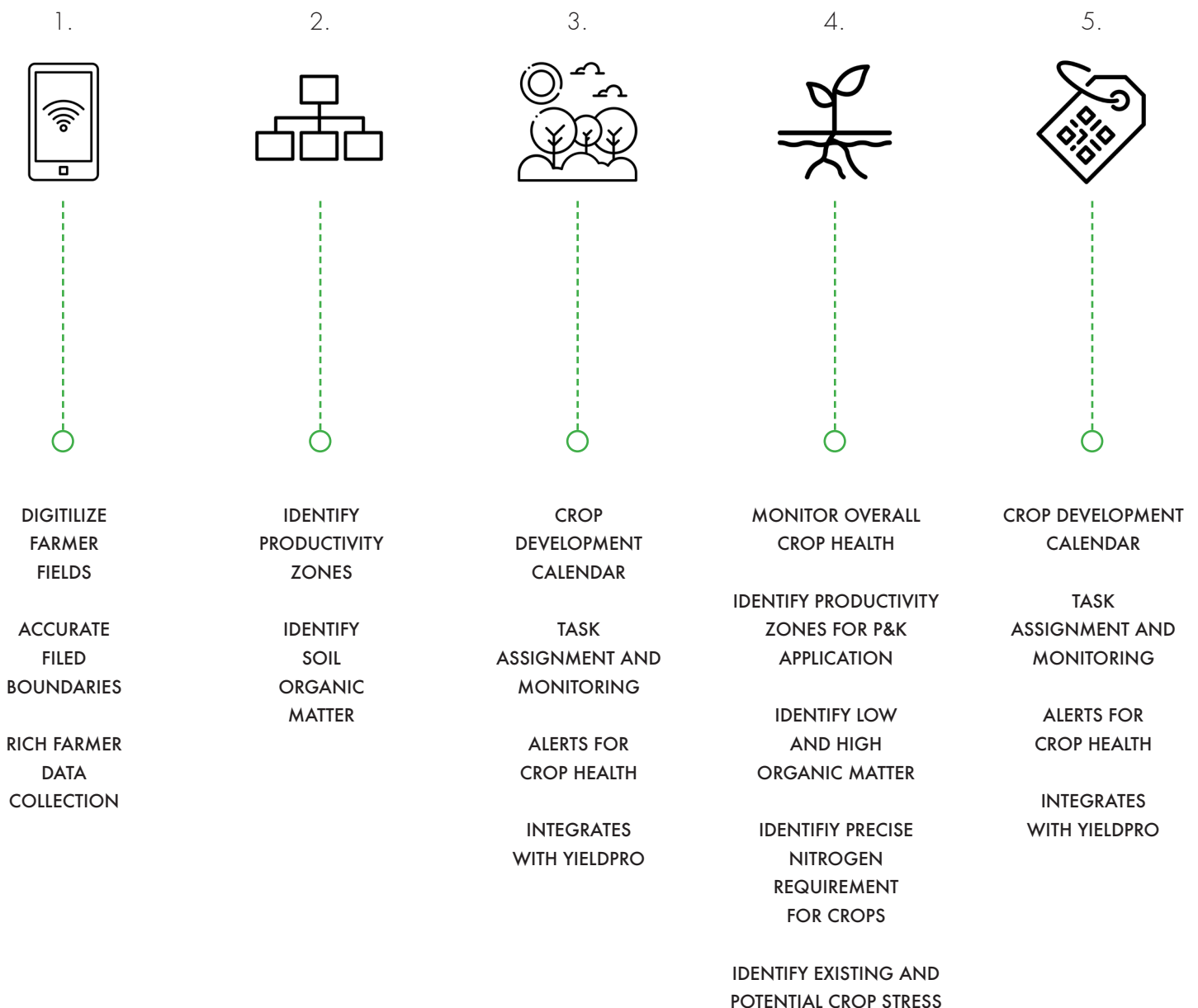


FARMDAR

Farmdar brings its cutting-edge technology, including high-resolution, multi-band satellite imagery, and data-driven insights to the table. Their expertise will play a pivotal role in optimizing farming practices and ensuring the traceability of organic cotton within SOCI.

Farmdar's deep-tech solutions will enable SOCI to monitor crop health, improve soil management, and provide precise data to enhance cotton farming efficiency. This partnership will also advance the goal of improving community development metrics in the region.

PHASES OF IMPLEMENTING TRACEABILITY SOLUTION



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