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**Soorty Launches Pakistan’s first Regenagri Initiative for Regenerative, Traceable, and Dependable Sourcing**

[City, Date] – In an effort to advance sustainable practices within the textile industry, [Soorty](https://soorty.com/) announced the launch of the Soorty Regenagri Initiative (SRI), a landmark project in collaboration with the Rural Education & Economic Development Society (REEDS), aimed at revitalizing agricultural ecosystems through regenerative farming. This return to harmony with nature promises to restore soil health, rebuild climate resilience, and create a sustainable legacy for generations to come.

"Regenerative agriculture isn't just about maintaining the status quo – it's about actively improving soil health and biodiversity. With SRI, we're proving that ecological restoration and premium cotton production are not mutually exclusive goals”, explains the Project Lead on SRI for Soorty, Dr. Muhammad Yousaf.

At its core, SRI is driven by the philosophy that coexistence with nature can lead to more sustainable outcomes for the environment. This approach not only enhances soil health, conserves biodiversity, and bolsters climate resilience but also fosters community well-being. SRI benefits the agricultural community by promoting farmer health and facilitating ecosystem restoration which is vital for ensuring long-term agricultural sustainability, and the textile industry at large. By implementing regenerative agricultural practices, SRI focuses on enhancing soil health, conserving biodiversity, reducing chemical dependency, and promoting water conservation. With the initiative, Soorty not only seeks to its produce cotton in a more environmentally friendly manner that is fostering transparency and traceability throughout the supply chain but also aims to uplift local farming communities by providing them with the knowledge and resources needed for sustainable cultivation, creating a sustainable agricultural ecosystem for generations to come.

Since its inception in April 2023, the initiative has already made significant inroads, partnering with over 1100 small-scale farmers across an expanse of approximately 5000 acres. These farmers are being trained about regenerative farming practices that not only yield immediate environmental benefits but also promise long-term prosperity and sustainability. SRI’s comprehensive approach includes the establishment of demonstration plots that serve as living classrooms for farmers, fostering a hands-on learning environment and encouraging widespread adoption of sustainable practices.

"SRI's commitment to empowering farmers and sustainable practices aligns perfectly with REEDS' mission. Together, we're fostering a future where healthy ecosystems and thriving communities go hand-in-hand”, offers the Executive Director of REEDS, Mr. Shahid Saleem.

A pioneering aspect of SRI is its commitment to inclusivity and empowerment, especially among female farmers, as women are often the backbone of rural economies. SRI lays special emphasis on their inclusion and women’s empowerment ensuring that the initiative’s benefits are shared widely and equitably. Furthermore, the collaboration with REEDS Pakistan and the oversight by Control Union certifications emphasize the initiative’s adherence to the highest standards of regenerative agriculture. This year, SRI is projected to yield approximately 1225 metric tons of cotton, providing tangible evidence of the initiative's scale and impact.

"With SRI, we’re not just sourcing better cotton, we’re investing in the well-being of entire communities. This ethical approach resonates with our customers, who understand that true sustainability extends beyond the product”, remarks Executive Director at Soorty, Ms. Ebru Debbag.

SRI integrates a sophisticated digital framework that tracks and documents the journey of cotton from seed to fabric, aiming to enhance transparency in the textile supply chain. This system not only facilitates detailed monitoring of the agricultural practices but also enables the journey tracking of cotton bales and the geolocation of farms, enhancing accountability and traceability. This allows Soorty to share the story of each garment’s origin with its customers – a story of revitalized landscapes and empowered communities that reinforces tangible impact.

"Through the Soorty Regenagri Initiative, we're not just making textiles; we're forging a sustainable future," proclaims Asad Soorty, Director at Soorty Enterprises. “This venture isn't merely about environmental responsibility; it's a call to action. It's a testament to the power of innovation, collaboration, and a deep respect for our planet - inspiring change that will resonate far beyond the fields and factories.”

As Soorty launches the Soorty Regenagri Initiative, we remain dedicated to making sustainable changes in fashion accessible, inspiring a transformation that goes beyond our industry's boundaries. Through innovation, collaboration, and transparency, we are weaving a kinder version of denim, a better future for our planet and its people.

**About Soorty**

Soorty is a family of engineers and designers who are passionate about creating denim that makes people look and feel good by imbuing its core values of innovation, design and sustainability. Believing that sustainable denim needs to be manufactured at scale, Soorty is using its comprehensive vertically integrated infrastructure spanning Pakistan, Turkey and Bangladesh to do just that. The company offers LEED certified production in cost-leading countries Pakistan and Bangladesh, a co-creation development facility in the hub of denim innovation Turkey, and design centers in the denim fashion hubs of the world - New York and Amsterdam. It has developed a strong foothold in European and US markets, producing for high street as well as premium brands in these regions.

Soorty is the only company to have LEED Platinum and Cradle2Cradle Gold certification across both its denim fabric mill and garment factory, a testament to its commitment to the circular economy and mass sustainable production.

Soorty uses its extensive factory floors as spaces for social change. Under its Prism Project, it has hired hearing impaired individuals in high-noise areas in its laundry, flipping disabilities into strengths. Its SEWS program uses a traveling street theater to sensitize male members of under-privileged households to the benefits of female employment, in order to bring a paradigm shift in women labor force participation in Pakistan.

Soorty Organic Cotton Initiative, [SOCI](https://www.future-possibilities.com/soci), is Soorty’s recent venture into organic cotton farming.  Covering 1000 farmers, [SOCI](https://www.future-possibilities.com/soci) will not only build capacity for organic cotton, but also enhance livelihoods through financial inclusion, women vocational training and access to clean water.

NASDA Green Energy limited is Soorty Group’s venture into wind power. Starting September 2021, this will produce 50 MW of renewable energy for evacuation through the national grid to unelectrified rural neighborhoods.

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[future-possibilities.com](http://future-possibilities.com)
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