

Study ToRs

Cotton Value Chain Analysis from Farm till Ginning

Background

Pakistan is the fourth largest producer of cotton in the world, and holds the third largest spinning capacity in Asia; several international retailers/brands are sourcing sustainable cotton from Pakistan for manufacturing their products. However, higher trash content and contamination is one of the critical issues faced by supply chain segments beyond farm gate. Higher trash and contamination in seed cotton and lint reduces qualitative parameters of improved cultivators and damage not only the quality of raw cotton itself but also affect the subsequent processes of the textile products. Generally, the quality of cotton is determined by its colour, fiber length, strength and finesse.

Pakistani cotton, even though it is handpicked, trades at a discount due to bad reputation on quality. Elimination of contamination is one step towards price and quality improvement. Strategies aimed at reducing contamination include offering right prices and training to the producers, and technical solutions to eliminate contamination are well known elsewhere in the world. It has been estimated that eliminating contaminants before ginning will only cost one cent per pound while it fetches extra 5 cents per pound during ginning & post-ginning processes.

There is a dire need to assess and analysis gaps along the entire cotton value chain from farm till ginning and identify the improvement potential using both qualitative and quantitative information. It will provide a base to sustainable business solution for value addition.

Scope of Work

Conduct a comprehensive study in cotton growing areas of South Punjab to analyze the entire cotton value chain from farm till ginning to identify and assess the gaps in existing practices and define role of different supply chain actors.

Specific tasks

- Identify and coordinate with all relevant stakeholders' including government, public and private sector of cotton supply chain to record their concerns and suggestions for the improvement of existing practices.
- Review current harvesting and post harvesting practices and collect/record all relevant information/communication material related to existing or previous sustainable practices.
- Collect field data from farm till ginning (including primary stakeholders' i.e. farmers, cotton pickers, traders, cotton ginners etc.) to assess and identify gaps in value chain.
- Identify and record gaps and cost incurred in all processing stages from farm till ginning (e.g. picking, handling, storage, transportation, pre-ginning (at ginning mill) and post-ginning etc.) related to quality parameters.

- Define clear role and responsibilities of each stakeholder and identify their level of influence on different aspects of the raw cotton related to quality parameters.
- Draw accurate supply mapping from farm till gin, along with the different cost being incurred at each point of transaction.
- Suggest measures/suggestions for improvement to obtain right price of cotton.

Desirable Outputs

- Share the technical and financial proposal for the Cotton Value Chain study along with work/field plan having clear (measureable) task and responsibilities.
- Designing of quantitative and qualitative study format.
- Collect and analyze all relevant field and available secondary data in cotton growing areas of South Punjab
- Prepare accurate supply mapping of cotton value chain from farm till ginning.
- Develop collate and review report comprised of exiting practices and international technical advances.
- Share all relevant raw data of study.
- Share periodic progress (monthly basis) and information regarding value chain study.
- Prepare and submit final report of value chain study comprised of all relevant information, analyzed data, graphical presentation of the results, and feasible recommendations to mitigate the identified issues.

Timeline

From: August 1st, 2017

To: October 31st, 2017

Required Qualifications/Skills

PhD/M.Phil. degree in Economics/Marketing/Agriculture with 10 years' experience in field studies preferably agri. commodities value chain analysis