



PRATIBHA-VASUDHA JAIVIK KRISHI KALYAN SAMITI (PRATIBHA SYNTEX LTD)

PRODUCER PROFILE



Vasudha Jaivik Krishak Kalyan Samiti (Vasudha Organic) is a small-scale farming cooperative and is supported by Pratibha Syntex Ltd (Pratibha), one of the world's largest textile manufacturers with a focus on sustainability. Pratibha is also one of the first textile producers in India to bring together and monitor all of the processing stages under one roof. In 1999, Pratibha founded the smallholding cooperative Vasudha Organic, which today has over 4,000 members. The farmers grow Fairtrade-certified, organic cotton in the central Indian state of Madhya Pradesh.

BACKGROUND INFORMATION

LOCATION/COUNTRY 30 Madhya Pradesh, India IN

FLO-ID 4531:

ORGANISATIONAL FORM Cooperative

AREA 2017.52 ha

PRODUCTION 9,000 t

FOUNDED 1999

CERTIFICATION 2006

FARMERS 1513

WEBSITE <http://www.pratibhasyntex.com/>

Partibha to make high-quality cotton goods. Environmentally sustainable production methods and the support of social projects for the workers are high priorities for Pratibha:

ENVIRONMENTALLY SUSTAINABLE AGRICULTURE



Over 90 percent of the water used to produce the cotton is recycled internally and comes from on-site desalination plants. All equipment and installations on site run on natural gas. Recent technological upgrades have resulted in around a 30-percent energy saving compared to previous years. Moreover, planting has begun of over 200,000 trees surrounding the production sites. Pratibha has also introduced a programme to recycle cotton products, which will shortly be going live.

SOCIAL PROJECTS



As well as building two new schools and a technical college, Pratibha is supporting a further 90 schools and several care homes for the elderly and for orphans in the neighbourhood. Everyone who works at Pratibha benefits from fair loans as well as free medical care, educational opportunities, and self-defence and yoga courses. In addition, over 2,000 women are participating in a specially designed women's development programme. The aim of the programme is to support and assist the women to achieve a more self-determined and financially independent life.

VASUDHA ORGANIC COTTON

The Vasudha Organic Project is a programme initiated by Pratibha for supporting small-scale cotton farmers in the region surrounding the city of Indore in the state of Madhya Pradesh. Vasudha received its Fairtrade certification in 2006. Today, over 4,000 farmers are benefiting from the advantages of fair trade. Agricultural scientists at Pratibha and Fairtrade officers work to support the farmers through regular visits and trainings in a variety of areas such as waste management, new growing methods, and alternatives to pesticides. These measures mean that not only is the quality of the organic cotton improved, but also the health of the farmers and that of the animals that are put to work the land.

FAIRTRADE PREMIUM PROJECTS

Irrigation equipment for fields

Training documents for farmers on organic farming methods

Warehouse in Karahi

Water tanks for schools in several villages

Extension of the school in Bandera

Public female toilets in the village of Kawadia

WHO IS BEHIND THE LABEL?

The Max Havelaar Foundation is a non-profit organisation that awards the Swiss Fairtrade label for sustainably farmed and fairly traded products. As a member of Fairtrade International, Max Havelaar improves the lives of small-scale farmers and plantation workers in developing countries and emerging economies, but does not engage in trade itself. The primary work of the Max Havelaar Foundation is to facilitate market access for Fairtrade products and to provide information on fair trade and raise awareness in Switzerland.

