Arvind
FASHIONING POSSIBILITIES

Arvind's Business Pilot

A comparative business case on human & ecological cost of sustainable & Conventional cotton production

OUR BUSINESS CONTEXT:

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- We are a conglomerate with focus on textiles, apparels, advanced materials, environmental solutions and telecom.
- As a global leader in textile manufacturing, we have a large dependence on cotton as a key raw material.
- Realising the need for securing the uninterrupted supply of cotton, Arvind has expanded it's portfolio of various Sustainable agriculture projects.
- Under current portfolio, highest number of farmers are under BCI[1] project, where we are engaged with **58000+** farmers.

Arvind's Sustainable Cotton Portfolio

better cotton™

India Organic
National Programme for Organic Production

USDA ORGANIC

Regenerative Organic Certified™

regenagri

1. Refer Better Cotton official page to learn more about the program.

INTENT OF USING THE OPERATIONAL GUIDELINE

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INTEGRATING THE CAPITAL'S APPROACH INTO OUR BUSINESS STRATEGY

- For identifying the risks and opportunities for Arvind in terms of interaction of our farm projects with natural, social and human capitals.
- Measuring and valuing our farm project's impacts and dependencies across the capitals.

ARVIND'S BUSINESS APPLICATION

Our business application focused on monetary evaluation of upstream natural and human capital impacts associated with BCI cotton projects in Gujarat, India.

IMPACT PATHWAY

Impact driver-Water Use:

Lower water consumption in BCI practice, compared to conventional practice.

Change in Capital

Natural Capital: Reduced effect of freshwater consumption on terrestrial ecosystem quality in the watershed.

Human Capital: Reduced impact on human health.

Consequence:

Impact on business:

Improve access to sustainable cotton and securing supply.

Impact on society:

Benefits on health of people and enhancement in overall ecosystem quality.

OBJECTIVE OF THE ASSESSMENT

Evaluate and compare the human and ecological cost of water use per kg of seed cotton produced under BCI and conventional practices.[2]

Measure: Cubic meter of water consumed by BCI and conventional farmers for growing 1 kg of seed cotton.

Value: Economic value of impact on human health and ecosystem quality per kg of seed cotton production **($/kg)**.

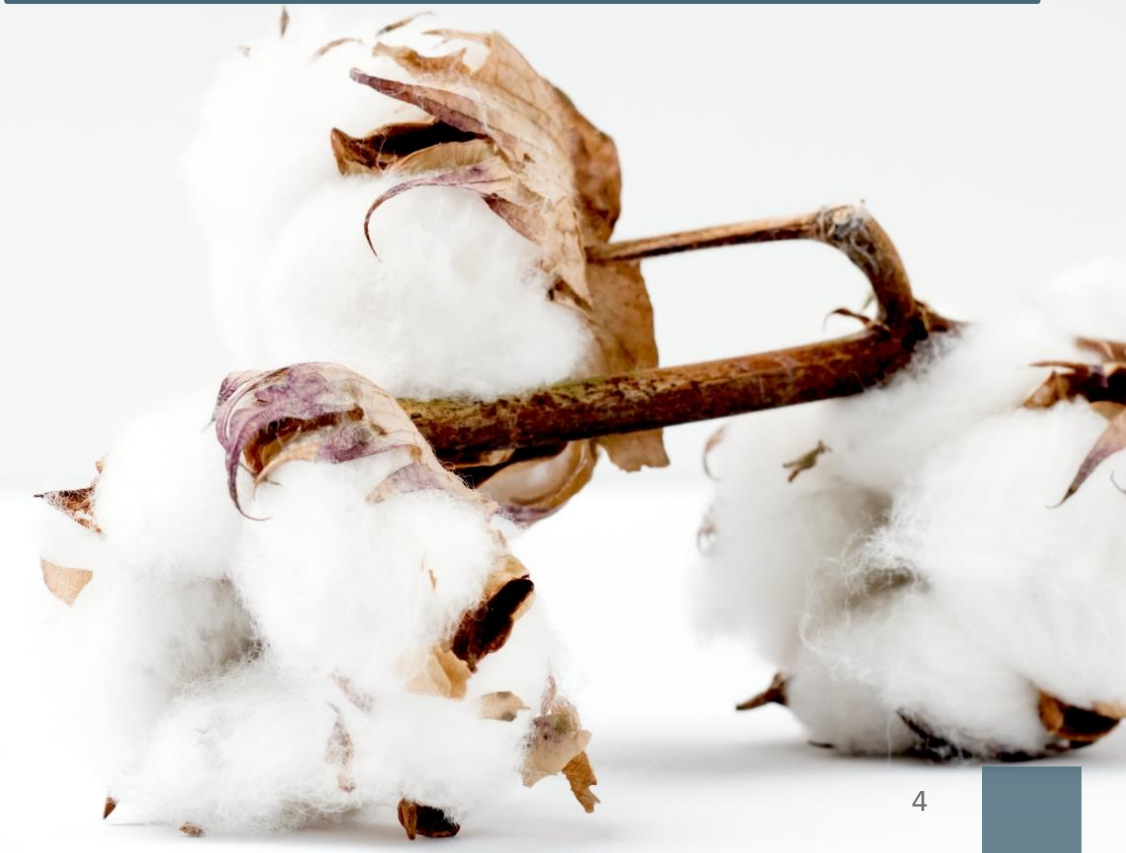
ASSESSMENT OUTCOME

49%

reduction in damage to human health & ecosystem quality per kg of seed cotton produced under BCI practices compared to conventional practices.

CHALLENGES

- Understanding our impacts & dependency from multiple capital point of view.
- Quantifying the change in capital driven by our farming activities & practices.
- Choosing suitable valuation method appropriate for our context & based on our impacts & dependencies.



2.Refer to Capitals Coalition's pilot application for the full case study.

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Thank you!