

**IMPLEMENTATION OF BETTER  
COTTON STANDARD SYSTEM  
(BCSS) TOWARDS JURISDICTIONAL  
APPROACH IN PUNJAB PAKISTAN**

**Strategy & Course of Action**

**Adaptation to Landscape Approach (ATLA)  
Better Cotton Pakistan**



**ASR Associates**  
June 2022

As part of the ATLA project, Better Cotton Pakistan has explored way to work with the Punjab Provincial Government, Civil Society as well as with private sector to embed the BCSS Model into national cotton production practice. The Jurisdictional Approach is one of the key strategy framework for such kind of collaborative arrangements by adopting the standards in national policy context.

This report briefly introduces the concept of integrated landscape approach, provides a comparative analysis with BCSS Model and lastly a course of action for the execution of Jurisdictional approach in Punjab.

The realization of the project was possible thanks to a grant from the ISEAL Innovations Fund, which is supported by:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Economic Affairs SECO**



*Disclaimer: The views expressed in this publication are those of the author(s) and do not necessarily represent those of the ISEAL Secretariat, ISEAL members, or donor entities to the ISEAL Innovations Fund.*

**TABLE OF CONTENTS**

1. INTRODUCTION – COTTON and SUSTAINABLE COTTON PRODUCTION, PUNJAB PAKISTAN..... 3

2. OVERVIEW OF LANDSCAPE APPROACHES ..... 4

    2.1. Defining Jurisdictional Approach..... 5

    2.2. Major Components of Jurisdictional Approach..... 6

    2.3. Key Objectives of Jurisdictional Approach..... 7

    2.4. Potential Outcomes of Employing Jurisdictional Approach ..... 7

    2.5. Possible Actions by Stakeholders in Jurisdictional Approach ..... 7

3. COMPARISON OF Better Cotton PAKISTAN CURRENT APPROACH WITH JURISDICTIONAL APPROACH ..... 9

4. STRATEGY FOR ADAPTATION TO LANDSCAPE APPROACH (ATLA) BY Better Cotton IN PUNJAB, PAKISTAN..... 12

    4.1. Engagement Strategy ..... 12

    4.2. Stakeholders Collaboration Matrix ..... 14

    4.3. Key Thematic Areas for Considerations of NSC..... 14

    4.4. Proposed Course of Action for ATLA Execution ..... 17

5. Joint ACTION PLAN ..... 19

Annexures ..... 25

## **1. INTRODUCTION – COTTON and SUSTAINABLE COTTON PRODUCTION, PUNJAB PAKISTAN**

Cotton is one of the major crops of Pakistan. Cotton contributes around 0.6 percent to the national GDP and 3.1 percent to agriculture value addition<sup>1</sup>. The sector is not only the largest employer in the country but generates over 70% of export revenue through agro-based textiles (cotton) and agri-food products<sup>2</sup>. Pakistan is the 5<sup>th</sup> largest country in the world in terms of cotton production, 4<sup>th</sup> by the area under cotton cultivation, and 6<sup>th</sup> or 7<sup>th</sup> by yield (ICAC, 2021). From a geographical perspective, cotton in Pakistan is predominantly cultivated in Punjab followed by Sindh, and at very low levels in Baluchistan. Punjab holds around 75% of the total cotton cultivated area and 65% of the total cotton production in Pakistan.

The production of cotton is highly imperative for Punjab both in terms of its use and economic progression. However, cultivation of cotton often implies pressure on the natural and environmental resources and so threatens to damage the enduring sustainability of the cotton sector. The intensive farming practices adopted in Pakistan as well as in Punjab Province are linked to excessive use of water or inefficient irrigation, improper use of fertilizers, pesticides, and poor farm management. These practices damage soil fertility, availability of clean water, biodiversity, and human health. Similarly, farmworkers in the cotton field generally experience difficult working conditions, especially females, and in some countries, child labor and forced/bonded labor still persist.

There are number of government institutions, national and international non-governmental organizations, and research institutions which aim to promote cotton sector of Punjab. But their efforts to address the above issues and promote cotton sustainability remains highly elusive due various reasons; especially government departments and research institutions, have outdated structures, inadequate funds, and underdeveloped human capital. Moreover, there is lack of integration and coherence among various policies that impede effective actions for the uplift of the sector<sup>3</sup>.

Better Cotton, a multi-stakeholder platform envisaged to make global cotton production better for the people who produce it, better for the environment it grows in, and better for the sector's future. In pursuant to achieve this mission of sustainable cotton production, Better Cotton has evolved the Better Cotton Standard System (BCSS), which is a holistic approach to sustainable

---

<sup>1</sup> Economic Survey, 2021

<sup>2</sup> Trade Development Authority of Pakistan (TDAP)

<sup>3</sup> Punjab Agriculture Policy 2018

cotton production and covers four main aspects of sustainability, i.e. Economic, Environmental, Social, and Value Chain.

Better Cotton entered into Cotton Sector of Punjab Pakistan during the season 2009-10 and since then Pakistan production of better cotton is continually on the rise. During the 2019-20 season, around 72% of the total cotton production in Pakistan was of better cotton, which is a great achievement and success in terms of fulfilling the sustainable production agenda. Around 83% of the Better Cotton licensed farmers and 75% of the total sustainable cotton produced in Pakistan is from Punjab. Hence, Punjab holds a significant proposition for sustainable cotton production.

Better Cotton Pakistan is actively pursuing the agenda of sustainable cotton production by implementation of BCSS through its implementing partners. In order to enhance the scale and scope of sustainable cotton activities, Better Cotton Pakistan intends to work with the Provincial Governments as well as with private sector to embed the BCSS Model into national cotton production practices and have it adopted as technical guidelines for cotton production. The Landscape Jurisdictional Approach is one of the key strategy framework for such kind of collaborative arrangements to adopt the standards and certificate in national policy context. Therefore, Better Cotton, Pakistan aims to initiate Adaptation to Landscape Approach (ATLA) project at Punjab level to explore how Better Cotton's current systems and standards could be adapted to a landscape or jurisdictional approach.

The proceeding section of this report briefly introduces the landscape jurisdiction approach along with its comparative analysis with BCSS Model and course of action for execution of Jurisdictional approach in Punjab, Pakistan.

## **2. OVERVIEW OF LANDSCAPE APPROACHES**

Food security, climate change, poverty alleviation, and loss of biodiversity are key global challenges that have been at the forefront of international agendas during the last decade<sup>4</sup>. However, conventional approaches to food production, conservation and development initiatives needs to be aligned with National Policy as well as looking for joint collaboration with related stakeholders to make them more effective, viable and sustainable<sup>5</sup>. In this context, the most appropriate approach is to involve 'joined-up' thinking between multiple stakeholders to best manage multiple land uses at a landscape scale levels.

---

<sup>4</sup> Laurance WF, Sayer J, Cassman KG: Agricultural expansion and its impacts on tropical nature. 2014.

<sup>5</sup> Godfray et al., 2010; Food Security: The Challenge of Feeding 9 Billion People.

According to Reed et al. (2014) a Landscape Approach is broadly defined as a framework to integrate policy and practice for multiple land uses, within a given area, to ensure equitable and sustainable use of land while strengthening measures to mitigate and adapt to climate change. It also aims to balance competing demands on land through the implementation. Whereas, The Global Canopy Programme defines the landscape approach as;

*“A landscape approach aims to ensure the realization of local level needs and action (i.e. the interests of different stakeholders within the landscape), while also considering goals and outcomes important to stakeholders outside the landscape, such as national governments or the international community. A landscape approach may be undertaken by one or more stakeholders who engage in actions independently, or by multiple actors as part of a collaborative, multi-stakeholder process. This multi-stakeholder process is referred to as integrated landscape management<sup>6</sup>.”*

Basically, landscape approach is a conceptual framework whereby stakeholders engaged to merge competing social, economic and environmental goals. It seeks to shy away from the conventional approaches to development, which often proved to be unsustainable. Moreover, landscape approach targets to sustain the recognition of indigenous level needs and action, especially considering the interests, goals and outcomes of various stakeholders both within and outside the landscape, for instance National Government or International Donors or Community<sup>7</sup>.

## **2.1. Defining Jurisdictional Approach**

A Jurisdictional Approach (JA) is a type of landscape approach with the specific addition of Government Engagement, it states; *“uses government administrative boundaries, primarily subnational, to define the scope of action and involvement of stakeholders rather than social (e.g. indigenous community) or environmental (e.g. ecosystems, watershed) boundaries<sup>8</sup>.”*

Hence, conceptually JA is categorized as an integrated landscape approach which aspires for joint collaboration specified within a jurisdiction, essentially by involvement of local Government either in the form of leadership role or in close partnership<sup>9</sup>. Hence, from contextual explanation, a jurisdictional approach is mainly applied to administrative boundaries (i.e. Province, District

---

<sup>6</sup> Reed et al., 2014; <http://www.environmentalevidencejournal.org/content/4/1/2>

<sup>7</sup> Reed et al., 2014; <http://www.environmentalevidencejournal.org/content/4/1/2>

<sup>8</sup> Denier, Louisa et al., 2015. The Little Sustainable Landscapes Book

<sup>9</sup> <https://www.isealalliance.org/get-involved/resources/making-credible-jurisdictional-claims-good-practice-guide-v10-2020>

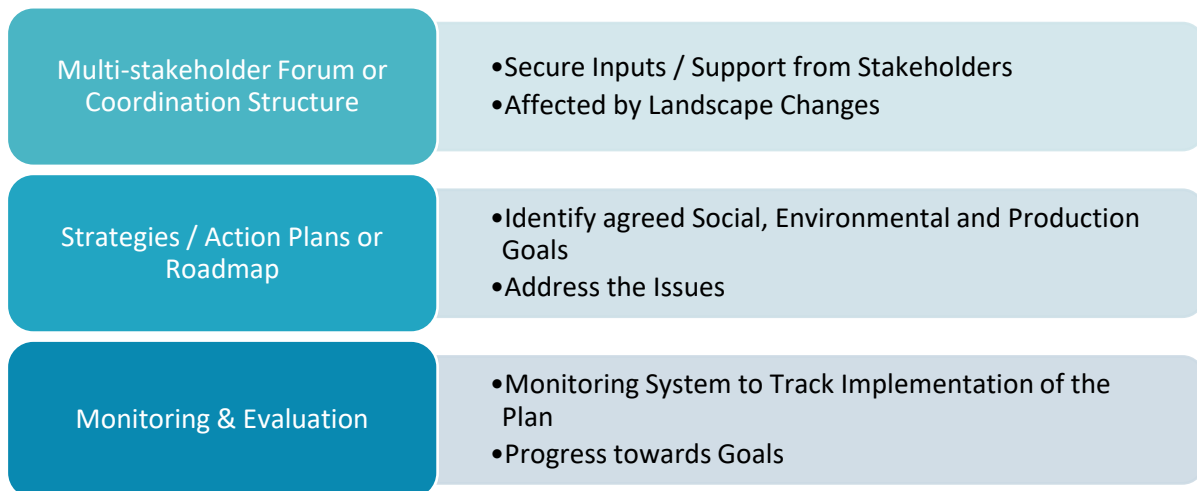
or State etc.) while landscape approach to natural boundaries (i.e. Watershed, Wetlands, Deforestation etc.)

Jurisdictional approaches have the potential to tackle the key challenges of systematic sustainability, for example deforestation, water stewardship, loss of biodiversity, environment protection and land rights at a meaningful scale. But, they are built on supply chain tools such as certifications and sustainability standards, which form a basis to validate and incentivize sustainable practices through the supply chain. Thus execution of jurisdictional approaches should be complementary with these tools. The direct involvement and commitment of Government in a JA not only ensures the institutionalization of the process but also have the positive effects on spatial planning and enforcement of existing standards and regulations.

## 2.2. Major Components of Jurisdictional Approach

The exact arrangement of a particular JA heavily depends on the local implementation perspective and the interest and capacity of the involved stakeholders. However, a JA primarily may include:

**Figure 1: Components of Jurisdictional Approach**



Adopted From Reed et al., (2014)  
<http://www.environmentalevidencejournal.org/content/4/1/2>

The key factor of Government engagement in a JA may vary from a simpler engagement for formation of broad regulations or policies for natural resource conservation / management to a greater involvement i.e. taking lead role in committing to sustainability goals / targets or even much deeper promise to adopting these plans into law and coercing and monitoring progress against these plans / regulations. Here, Government engagement refers to involvement of different National, Provincial and Local levels as well as across

sectors through Ministries and Relevant Agencies or Departments e.g. Planning, Agriculture, Forestry, Environment, Mining etc. (Reed et al., 2014).

### **2.3. Key Objectives of Jurisdictional Approach**

The common underlying objectives of integrated jurisdictional landscape planning and management mainly includes;

- Promote synergies among activities that improve production systems, enhance livelihoods, support the conservation of biodiversity, improving crop sustainability and sustain ecosystem services.
- Better align resources and investments for greater impact and coordination, potentially reducing costs in the long-term.
- Improved governance can extend beyond political turnover to reduce risk and provide assurances that enable market interest and investment.
- Facilitating commodity sourcing with transparent, consistent and resilient supplies that meet improved environmental and social criteria, and minimizing risk because of increased government accountability in management of natural resources.

### **2.4. Potential Outcomes of Employing Jurisdictional Approach**

- Strengthening the system to mitigate risks and adapt to climate change.
- Balance competing demands on land uses.
- Higher sustainability are incentivized by increased market demand which serves to boost the economy in an inclusive and sustainable manner.
- Communities and smallholder farmers benefit from improved participation, recognition and support for their role in agricultural systems.
- Improving livelihood of farmers' community and poverty alleviation.
- Bring social change and development at grass root level.

### **2.5. Possible Actions by Stakeholders in Jurisdictional Approach**

There are a wide range of actions that stakeholders can take to strengthen sustainability performance in a jurisdiction. However, stakeholders choice of actions will be heavily influenced by their role and organizational characteristics and is likely to be centered on:

- Internal priorities.
- Areas in which they possess high capacity and influence.



- The degree to which their actions align with the sustainability priorities and outcomes pertaining to jurisdictional initiatives.
- Other activities and actions being planned or executed in the jurisdiction.

According to ISEAL Alliance Good Practice Guide (2020), the range of supporting actions by the stakeholders under jurisdictional approach can be broadly categorized as follows:

**Range of Supporting Actions by Stakeholders**

<b>Jurisdictional Actions</b>	<b>Actions to Improve Production</b>	<b>Supply Chain Actions &amp; Incentives</b>
<ul style="list-style-type: none"> <li>- Provide support to the planned initiative, e.g. expertise, staff resources, communications, etc.</li> <li>- Participate in the planning of initiatives and interventions</li> <li>- Support local Governments in developing jurisdictional policies, tools, and investment strategies</li> <li>- Support landscape restoration in line with objectives of the jurisdictional initiative</li> <li>- Private sector engagement</li> <li>- Support better monitoring and measuring of progress, e.g. through sharing data</li> </ul>	<ul style="list-style-type: none"> <li>- Support enterprise adoption of BMP through training and extension services</li> <li>- Coordinate with others on provision of direct support to individual enterprises or cooperatives</li> <li>- Enhance sustainability-pegged financial flows to producing enterprises</li> <li>- Encourage Government policies and tax incentives that support production in line with the objectives of the jurisdictional initiative</li> <li>- Support additional / alternative livelihood activities and practices</li> <li>- Facilitate technology transfer to producing enterprises</li> </ul>	<ul style="list-style-type: none"> <li>- Align procurement specifications and supplier contract terms with jurisdictional goals and targets</li> <li>- Institute preferential sourcing based on demonstrated progress in the jurisdiction</li> <li>- Offer better financing to enterprises implementing better practices: longer-term sourcing contracts, price floors or premiums, upfront financing</li> <li>- Finance carbon credits or other ecosystem services realized by actors in the jurisdiction</li> <li>- Collaborate on joint commodity traceability for the jurisdiction</li> </ul>

### 3. COMPARISON OF BC PAKISTAN CURRENT APPROACH WITH JURISDICTIONAL APPROACH

Better Cotton, Pakistan is presently working with 9 'Implementing Partners', majority are local NGOs or cotton supply chain partners who recruit and train field staff and organize and work with farmers at field levels. The current operational model of Better Cotton is primarily revolves around project implementation / certification mode, where Implementing Partners are assigned to execute all the activities pertaining to BCSS. The Better Cotton team train IPs, monitor the activities and ensure that BCSS principles are adopted at farm levels. IPs are encouraged to collaborate and partner with local Government Departments, Private Sector Institutions and Donors / NGOs related to thematic areas of Better Cotton Principles. Majority of IPs as well as Better Cotton are engaged in various collaborative activities with other stakeholders both in an informal and formal ways.

In order to move forward, Better Cotton Pakistan is exploring opportunities around adaptation to JA. This can be done through a stepwise approach as a test case in Punjab, where a governance structure is developed and where Better Cotton Pakistan to test other elements of the BCSS in the future, such as Adapted Assurance Models, M&E Framework, Traceability system, Members Claims etc.

#### Comparison of Current BCSS Model and Jurisdictional Approach

Key Functions	BCSS Model Practices	JA Model
<b>Coordination Structure</b>	<ul style="list-style-type: none"> <li>- Engage Implementing Partners</li> <li>- Better Cotton Works through Implementing Partners for implementation of BCSS. The model includes making Producer Units and working with farmers through Producer Unit Managers and Field Facilitators</li> <li>- Get Inputs from IPs through Agro Ecosystem Survey Analysis (AESAs) conducted at Producer Unit Levels</li> <li>- Areas of Concern and Adaptation for BCSS</li> </ul>	<ul style="list-style-type: none"> <li>- Secure Inputs from Multi-stakeholder forum or 'Steering Committee'</li> <li>- Areas of Common Concern and Collective Adaptation for Sustainability</li> </ul>

<b>Development of Action Plan</b>	<ul style="list-style-type: none"> <li>- IPs based on Agro Ecosystem Survey Analysis</li> <li>- Addressing Key Issue</li> <li>- 3 Years Continuous Improvement Plan</li> </ul>	<ul style="list-style-type: none"> <li>- Identify agreed Social, Environmental and Production Goals</li> <li>- Address the Issues</li> <li>- Joint Action Plan by Collaborating Partners</li> </ul>
<b>Monitoring &amp; Evaluation</b>	<ul style="list-style-type: none"> <li>- Producer Unit Self Assessment, Better Cotton Internal Verification, 2<sup>nd</sup> Party Credibility</li> <li>- 3<sup>rd</sup> Party Field Verification</li> <li>- Assurance Program</li> </ul>	<ul style="list-style-type: none"> <li>- Monitoring System to Track Implementation of the Plan</li> <li>- Progress towards Goals</li> </ul>

After detailed analysis of Better Cotton Pakistan's operational mechanism for execution and implementation of BCSS Model at farm levels as well as getting the feedback from the implementing partners; following comparison of support services provided by Better Cotton Pakistan and how these activities are aligned to JA action requirement has been drawn.

#### **Support Services by Better Cotton Pakistan in Comparison to JA Action Framework**

Area of Support	Actions Being taken by Better Cotton	Required Actions Under JA framework
Resourcing (Expertise, Personnel, Training, Communication etc.)	Full support is provided to IPs on planned initiatives at PU levels.	Full support to planned initiatives
Planning and Implementation	Fully participate in planning of initiatives with IPs at PU levels.	Full participation
Public Sector Engagement	Slightly involved up to the extent of BCSS adaptation in field. Interaction and communication on policies are at marginal levels.	Support local Governments in developing jurisdictional policies, tools, and investment strategies.
Private Sector Engagement	Private sector is engaged for sourcing of sustainable cotton. Coordination for implementation of BCSS is slightly weak.	Private sector should be fully engaged across the value chain.
Impact Programmes	Landscape restoration, community engagement, livelihood, women empowerment, decent work etc. are fully supported at farm levels.	Objectives of impact programs i.e. landscape restoration, community engagement, livelihood, women empowerment, decent work etc. should be defined at JA levels.

M&E	Only at PU and IP levels.	Monitoring and Evaluation framework will be developed in line with Action Plan of the National Steering Committee.
Procurement & Sourcing	Decisions taken independently at PU levels.	Align procurement specifications and supplier contract terms with jurisdictional goals and targets.
Commodity Traceability	Efforts are made for record keeping and traceability.	Collaborate on joint commodity traceability for the jurisdiction

#### **4. STRATEGY FOR ADAPTATION TO LANDSCAPE APPROACH (ATLA) BY Better Cotton IN PUNJAB, PAKISTAN**

In the phase of stakeholder mapping for ATLA Project, 20 stakeholders comprising of public, private and non-governmental entity / organization were mapped for engagement as partner on the basis of their respective interest and influence levels in the BCSS. Based on the analysis of mapping exercise 10 stakeholders were selected and an engagement strategy is devised for collaborating with these stakeholders.

##### **4.1. Engagement Strategy**

Based on the stakeholder mapping exercise, ten organizations have been identified to be included in the National Steering Committee. An engagement strategy (*See Annexure-1*) for each of these stakeholder is proposed on the following dimensions:

##### **Strategy Alignment**

1. Past engagement with Better Cotton Pakistan
2. What are we looking to achieve (Benefits of involvement)
3. Specific role to be played
4. What are some of the potential roadblocks

##### **Communication**

5. What aspects of the BCSS does the stakeholder need to know about?
6. What is their desired frequency and medium of communication?

##### **Engagement Activities**

7. How to approach the stakeholder
8. Legal/formal mechanism

The proposed engagement strategy is built on the following premise:

1. Better Cotton has good working relationship with majority of the proposed member organizations. To formalize the relationship with these stakeholders for implementing Jurisdictional Approach a Letter of Intent will be signed, initially. Subsequently, a formal MOU may be signed by the stakeholders selected in National Steering Committee. Accordingly, in the proposed engagement strategy, envisaged role and expectation from each stakeholder is outlined.

2. Many of institutions, especially belonging to government, are not designed to work in collaboration with private sector organizations. These institutions are bound to follow cumbersome procedural requirements for any new initiative, especially if it is beyond their traditional approach of working. Decision making in government institutions is extremely slow, because of long chain of command and tendency of the public servants to avoid venturing into innovative initiatives. Implementation of jurisdictional approach and landscape planning initiatives, therefore, entails a fundamental shift in their working paradigm.
3. Better Cotton need to play central and leading role in formation and implementation of National Steering Committee and vis-à-vis initiation of jurisdictional approach. Better Cotton would need significant human resources and financial investment to ensure successful functioning of NSC. It is proposed that on short term basis Better Cotton may engage a designated officer for this task, who has expertise in stakeholder management, persuasion skills, and networking ability.
4. Success of jurisdictional approach would require persistent efforts on the part of Better Cotton, which would entail allocation of sufficient funds and inclusion of this target in Better Cotton Pakistan office's annual plan.
5. The engagement strategy is aimed at bringing all identified stakeholders on-board and foster collaboration amongst them. The purpose is to encourage each stakeholder to share its annual plan with others, identify possible areas of collaboration – especially with regards to embedding sustainability agenda into their respective plans, and accordingly design one year's collaborative plan. The engagement strategy is therefore envisaged to encourage members of NSC to invest time and resources and prioritize collaborative outcomes. At operational level focal person from each organization could work for developing the said plan, which would subsequently be presented to, approved by, and regularly evaluated by NSC. Accordingly, from each organization one focal person and one member of NSC will be requested. Better Cotton Pakistan will serve as secretariat to NSC (*ToRs of NSC Annexed-2*).

## 4.2. Stakeholders Collaboration Matrix

In view of stakeholders mandate and functions following collaboration matrix is devised for future collaboration relating to execution of NSC directions under ATLA project in Punjab.

Name of Stakeholder	Policy Making	Out Reach Extension	Awareness Creation
AED – Agriculture Extension Department	✓	✓	✓
CCRI – Central Cotton Research Institute, Multan	✓	✓	✓
AARI – Ayub Agriculture Research Institute, Faisalabad	✓		✓
MNFSR – Ministry of National Food Security & Research	✓		
APTMA – All Pakistan Textile Mills Association	✓		
PCGA – Pakistan Cotton Ginners Association	✓		
AUF – Agriculture University of Faisalabad	✓		✓
CABI – Centre for Agriculture and Bioscience International		✓	✓
WWF – World Wide Fund for Nature-Pakistan		✓	✓
GIZ - German Agency for International Cooperation			✓

## 4.3. Key Thematic Areas for Considerations of NSC

In the phase one of the ATLA project, a comprehensive analysis of current challenges and way forward for the sustainable cotton in Punjab was undertaken. The process included review of the documents (including government policies) and in-depth interviews of the representative of key stakeholder organizations.

Based on the findings of that analysis, following thematic areas amongst the Better Cotton Principles may be considered for setting the tentative agenda and goals for the ‘National Steering Committee’ under the jurisdictional approach in Punjab.

### Thematic Areas for Jurisdictional Approach in Punjab

BCI Principle	Criterion	Actions Aspects		
		Policy Making	Out Reach Extension / Field or Enterprise Level Facilitations	Training / Awareness Creation

<b>Crop Protection</b>	Integrated Pest Management	<ul style="list-style-type: none"> <li>- Use of approved seed varieties and eliminate mixing.</li> <li>- Better genetic varieties of seeds</li> </ul>	On field support to farmers.	Field and participatory oriented learning.
	Pesticide Restriction	Strict implementation of law and regulations.	Support and facilitation in identification of alternative pesticides.	Awareness creation about importance restricted use of pesticides.
	Waste Management	Strict implementation of law and regulations.	On field support to farmers on pesticide application, equipment and waste disposals .	Farmers training & awareness creation regarding pesticide applications, use of weather forecasting and waste management.
<b>Water Stewardship</b>	Mapping & Understanding Water Resources	Access to geospatial and ground data.	On field support to farmers.	Awareness creation and trainings.
	Managing Soil Moisture	-	On field support to farmers.	Awareness creation and trainings.
	Applying Efficient Irrigation Techniques	Incentive and R&D grants for introducing efficient irrigation systems.	<ul style="list-style-type: none"> <li>- Provision of technologies at farm levels.</li> <li>- Use of geospatial technologies.</li> </ul>	Awareness creation and trainings on use of mobile app, weather forecasts and sensors, etc.
	Managing Water Quality	Policy for protection of wetland areas.	On field support to farmers.	Awareness creation and trainings.
	Collective Action	Documentation of local water quantity and water quality issues.	Support to farmers to participation in public-private partnerships.	Awareness creation on collective actions.
<b>Soil Health</b>	Soil Type Identification & Analysis	Subsidies of soil testing kits	Support and facilitation in soil testing.	Awareness creation about soil type identification and importance of soil analysis.
	Soil Structure	-	<ul style="list-style-type: none"> <li>- On field support to farmers.</li> <li>- Provision of technologies at farm levels.</li> </ul>	Training of farmers
	Soil Fertility	-	On field support to farmers.	Training and awareness creation.

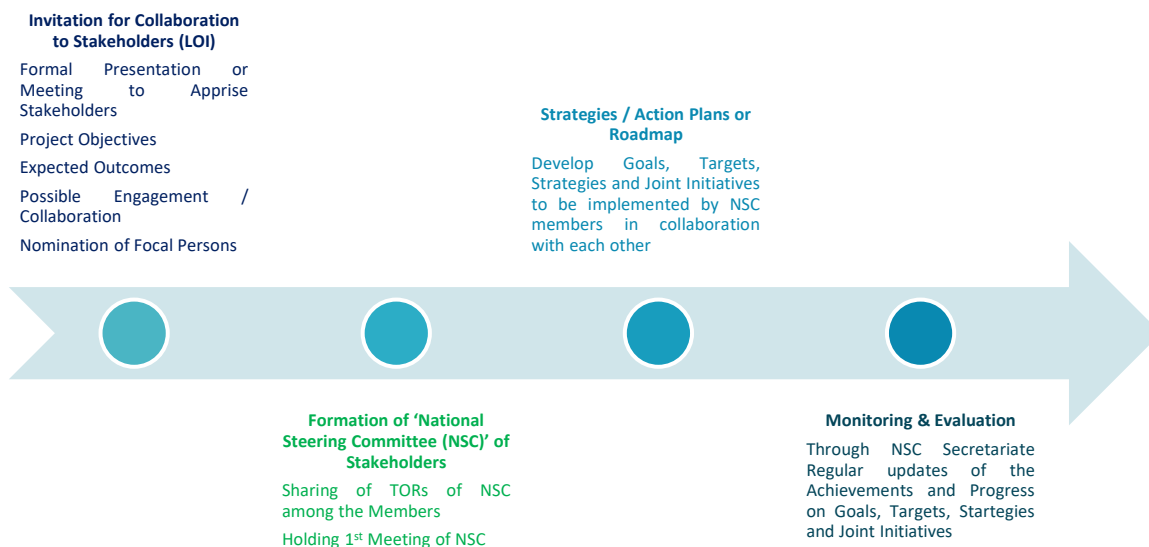


	Nutrient Cycling	Promoting use of organic fertilizers and nutrients.	On field support to farmers.	Training and awareness creation.
<b>Biodiversity &amp; Land Use</b>	Mapping Bio Diversity Resources	-Access to geospatial and ground data.	On field support to farmers.	Training and awareness creation.
	Degraded Areas, IPM & Crop Rotation	-	On field support to farmers.	Training and awareness creation.
	Riparian Buffers	Policy for protection of riparian buffers.	On field support to farmers.	Training and awareness creation.
	Land Use Change	Policy for land use change.	On field support to farmers.	Training and awareness creation.
<b>Fiber Quality</b>	Fiber Features	<ul style="list-style-type: none"> <li>- Price fixation</li> <li>- Incentivizing use of technology.</li> <li>- Incentivizing contamination free fiber.</li> </ul>	<ul style="list-style-type: none"> <li>- On field support to farmers for use of good management practices.</li> <li>- Use of technology for cotton picking.</li> </ul>	Training and awareness creation to minimize trash and contamination free storage.
	Seed Management	Policy for validation of locally adopted best practices.	On field support to farmers to adopt best management practices.	Training and awareness creation on best management practices that maximize fiber quality.
<b>Decent Work</b>	Child Labour	<ul style="list-style-type: none"> <li>- Strict implementation of policy.</li> <li>- Policy for validation of child labour for agriculture workers.</li> </ul>	On field support to eliminate child labour at farm and field levels.	Training and awareness creation.
	Forced Labour	Strict implementation of policy.	-	Training and awareness creation.
	Non-discrimination	<ul style="list-style-type: none"> <li>- Adaptation of minimum wage policy for agriculture workers.</li> <li>- Equal wage policy.</li> <li>- Policy for women ownership as farm manager.</li> </ul>	-	Training and awareness creation.
	Health & Safety	<ul style="list-style-type: none"> <li>- Policy formulation.</li> <li>- Inclusion of workers in health insurance schemes.</li> </ul>	Support and facilitation in adopting best practices for health & safety of workers.	Training and awareness creation.

	Employment Conditions	Policy for adopting minimum levels for agriculture workers employment conditions.	Support and facilitation in adopting best practices to improve working conditions.	Training and awareness creation.
	Basic Treatment & Disciplinary Measures	-	- Support and facilitation for employ policy formulation at farm and field levels. - Establishing workers grievance rehearsal forums.	Training and awareness creation.
	Collective Partnership	-	Support to farmers to participation in public-private partnerships.	Awareness creation on collective actions.

#### 4.4. Proposed Course of Action for ATLA Execution

Based on inputs from stakeholders, mapping analysis and review of secondary data it is proposed that Better Cotton may follow following course of action for execution of the Jurisdictional Approach in Punjab.



**Timeline of Activities**

The following is the tentative time line of activities devised for execution of first Phase of ATLA Project in Punjab.

Description of Activities	Year 2022-23											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Invitation for Collaboration to Stakeholders (LOI)												
Formation of 'National Steering Committee (NSC)' of Stakeholders												
Signing of the Letter of Intent												
Strategies / Action Plans or Roadmap												
Execution and Implementation of Activities adopted Under Action Plan*												
Monitoring & Evaluation												

\* Thematic areas and their corresponding activities are outlines in the Joint Action Plan section, below.

**Progress Update on Proposed Activities**

The progress update on the above proposed course of action for ATLA execution in Punjab is as follows:

Description of Activities	Progress Update
Invitation for Collaboration to Stakeholders (LOI)	<ul style="list-style-type: none"> <li>10 Stakeholders identified and selected</li> <li>LOI issued to the stakeholders <i>(Copy of LOI Annexed-3)</i></li> </ul>
Formation of 'National Steering Committee (NSC)' of Stakeholders	<ul style="list-style-type: none"> <li>NSC Formed</li> <li>First Meeting of NSC held on June 08, 2022</li> </ul>
Signing of the Letter of Intent	<ul style="list-style-type: none"> <li>The members of the NSC sign Letter of Intent for formal collaboration and support for implementing Jurisdictional Approach</li> </ul>
Action Plans or Roadmap	<ul style="list-style-type: none"> <li>NSC Agreed upon Joint Collaboration and Development of Action Plan</li> </ul>

	<ul style="list-style-type: none"> <li>• Thematic Areas for Joint Collaboration and Action Plan Identified</li> <li>• Action Plan to be Developed</li> </ul>
Monitoring & Evaluation	<ul style="list-style-type: none"> <li>• A what's app group has been developed. Secretariat (initially assigned to Better Cotton) will collect updates on the joint action plan and share with NSC through what's app and emails.</li> </ul>

### 5. Joint ACTION PLAN

During 1<sup>st</sup> National Steering Committee meeting the members ponder upon the key thematic areas. The considerations were to identify areas that are (1) highly important for the sustainable cotton production, and (2) where members of NSC have some background of working. The previous experience of stakeholders in proposed thematic areas shall serve as a preparatory work and lay foundations for future collaborative work. The committee unanimously agreed upon following thematic areas:

1. **Farmer training:** Climate Smart Agriculture and digital agriculture tools
2. Studies on **Land Use Management**, Community based **Water Stewardship** and **Biodiversity Assessment**
3. **Traceability** of better cotton across the value chain
4. **Policy** corrective measures for sustainability
5. **Regenerative agriculture**
6. **Insurance and finance** for farmers
7. **Sustainability level guidelines**

The action plan on thematic areas along with tentative time lines and lead role of respective NSC members is given below. This action plan will be shared with NSC for their comments, amendments (if any), and approval. Subsequence to the approval of thematic areas and respective lead roles, specific plans with SMART objectives and timelines will be developed.

<b>Thematic Area</b>	<b>Geographic focus</b>	<b>Scope</b>	<b>Deliverable</b>	<b>Lead Role</b>	<b>Time Line</b>
Farmer Trainings	To be Decided	1. Climate Smart Agriculture 2. Digital agriculture tools	1. Increased awareness and adaptation of Climate Smart practices by Cotton growers 2. Enhanced use of digital tools by the farmers	Agriculture Extension Department with support of WWF and Better Cotton	Trainings to be done from end of current seasons and Implementation from next cotton cultivation
Study on Land use Management	Multan	The study will underscore the way forward for Sustainable Land Use Management to improve Socio-Economic and Environmental Resilience of Cotton Farming Communities of Pakistan	1. Report on current status and way forward for Sustainable Land Use Management	WWF	December 2022

Pilot Project on Community based Water Stewardship	Khanewal	The project will promote the principles of Integrated Water Resource Management through collective action by communities.	Efficient water use and collaboration of the private sector with governments, NGOs, communities, and others to protect shared freshwater resources.	WWF	March 2023
Biodiversity Mapping	Muzafargarh	The study will identify focal species in the area, along with major threats to their existence and ways to preserve the species	Study with situation analysis and recommendations	WWF	December 2022
Traceability of better cotton across the value chain	Across Punjab	It will identify the challenges and highlight furnish recommendation to trace better cotton across cotton supply chain, from farmers in the field through production to the consume	Report highlighting the issues and recommendation for ensuring traceability of better cotton	All Pakistan Textile Mills Association (APTMA) with support from Better Cotton	December 2022

Study on Policy corrective measures for sustainability	Across Punjab	The study will provide a systematic analysis of the policies that are (1) impediment in implementation of sustainability agenda in cotton sector, and (2) new policies that are needed to implement	Report on analysis of policies governing, impeding and facilitating sustainable agenda in cotton sector of Punjab, along with the gap analysis for need of new/improved policies required from the government	Cotton Commission, Ministry of Food Security	December 2022
Regenerative agriculture	Multan	The project will focus on topsoil regeneration, increasing biodiversity, improving the water cycle, enhancing ecosystem services, supporting biosequestration, increasing resilience, and strengthening the health and vitality of farm soil.	The pilot project will share the lessons learned and identifying the potential of regenerative agriculture	CCRI Multan	June 2023
Insurance and finance for farmers	Punjab	Enhancing the scope and coverage of Crop Loan Insurance Scheme and Farmer Cards	Enhanced numbers of farmers that have access to the mentioned schemes	AED	June 2023

Sustainability levels development	Punjab	The initiative will devise different levels of sustainability. Instead of suggesting a practice sustainable or not sustainable, the levels will determine the scale of sustainability at each level	Scale of sustainability levels	Better Cotton	December 2022
-----------------------------------	--------	---	--------------------------------	---------------	---------------



### Mapping of the proposed thematic areas with key objectives of Landscape Approach

	Promote synergies among activities that improve production systems, enhance livelihoods, support the conservation of biodiversity, improving crop sustainability and sustain ecosystem services.	Better align resources and investments for greater impact and coordination, potentially reducing costs in the long-term.	Improved governance can extend beyond political turnover to reduce risk and provide assurances that enable market interest and investment.	Facilitating commodity sourcing with transparent, consistent and resilient supplies that meet improved environmental and social criteria, and minimizing risk because of increased government accountability in management of natural resources.
Farmer Trainings	✓	✓		
Sustainable Land Use Mgt.				✓
Pilot Project on Community based Water Stewardship	✓	✓		
Biodiversity Mapping	✓			
Traceability of better cotton across the value chain			✓	✓
Policy corrective measures for sustainability			✓	
Regenerative agriculture		✓		
Sustainability levels				✓

## **Annexures**

- Annexure – 1: Stakeholders Engagement Strategy
- Annexure – 2: TORs of National Steering Committee
- Annexure -3: Copy of LOI to Stakeholders