

We are working with pairs of Ginner and Spinners to highlight the efforts of those who are making Better Cotton a reality. They are proof of a system that works and which is gaining momentum. Here they tell us in their own words why others should join the movement and continue to procure more and more Better Cotton.

Be part of something Better.

[Click here](#) to find out more and become a member today.

## OUR BCI GINNER AND SPINNER PAIR – PAKISTAN



**GINNER: Malik Muhammad Aijaz Nazam Awan, Managing Director, M Nazam Industries.**



M. Nazam Industries was founded by our Chairmen Malik Nazam Hussain Awan. We manufacture high quality cotton bales, cotton seeds, cotton cake, Canola Oil, Sunflower Oil, Rapeseed Oil, Cotton Seed Oil, Canola Meal, Sunflower Meal, Rapeseed Meal and Cotton Seed Oil. Our company is equipped with state-of-art infrastructure with a ginning capacity of 1,43,000 Kg. of Raw Cotton per day.



**SPINNER: Bashir Ali Mohammad, Chairman, Gul Ahmed Textile Mills Ltd.**



Established in 1953, Gul Ahmed Textile Mills is equipped with the latest state-of-the-art spinning and weaving machines and modern yarn dyeing, processing & stitching units. We are a composite unit – making everything from cotton yarn to finished products.

## WHY BETTER COTTON?

**MM:** Better Cotton has been identified as a solution for the biggest issues facing the Cotton Industry. It addresses issues from grower to user, creating linkages in the supply chain. It facilitates farmers to benefit from ongoing training and to optimise profitability through adopting improved techniques. BCI also provides a large list of ginners who will respect cotton.

**BAM:** Being a leading responsible textile mill it is imperative that sustainability of the raw materials industry, particularly cotton, is ensured both locally and globally. Better Cotton provides a desirable option for the well being of all supply chain actors, and ultimately benefits business and society.

## HOW DID YOU FIND YOUR SUPPLY CHAIN PARTNER?

**MM:** Through the Better Cotton Tracer it is very easy to contact and to be contacted by all the supply chain actors involved in Better Cotton. We receive a lot of inquiries for Better Cotton from many other BCI Spinners and Textile Trader Members.

**BAM:** Being an innovative company, when our supplier approached us for products made using Better Cotton, we took the lead and became a pioneer in promoting Better Cotton in Pakistan. We worked closely with the supply chain actors involved and found this to be a very rewarding business opportunity.

## DID YOU ENCOUNTER ANY CHALLENGES IN SUPPLYING OR PURCHASING BETTER COTTON?

**MM:** Not really, no. We have strong and direct linkages to growers, most of whom are now registered with BCI. Furthermore, a list of registered growers is also provided to us along with their contact details which we find helpful.

**BAM:** Our cotton selection team receives confirmation of the Better Cotton available with the registered ginners. We then physically evaluate the specification of the Better Cotton. The Mass Balance traceability system and document chain make the authenticity and traceability of Better Cotton more transparent and easier to manage.

## WHY SHOULD OTHER SUPPLY CHAIN ACTORS BECOME BCI MEMBERS?

**MM:** Addressing social issues in the sector such as water usage, environmental and health problems alongside being a business opportunity is the beauty of Better Cotton. By joining BCI we have a chance to play our part for the betterment of this sector and to improve cotton growing practices. Further to this, the increased networking, both upward and downward in the supply chain, creates more opportunities for my business.

**BAM:** BCI's membership platform provides unlimited opportunities to gain access to the global supply chain actors involved in the Better Cotton.



## WHAT DIFFERENCES, IF ANY, HAVE BEEN MADE TO YOUR CURRENT BUSINESS AFTER LEARNING ABOUT AND WORKING WITH THE BETTER COTTON STANDARD SYSTEM?

**MM:** Since working with BCI, we have seen better supply chain management. The approach to supply chain actors safety and security has improved as has the working environment of cotton workers and growers. We have also seen an improved fibre quality with reduced transit contamination. We have experienced an increase in overall turnover of our business. This is through direct contact with growers reducing the cost of the middle man. The price absorbed by middle man is now directly delivered to grower.

**BAM:** The implications of the Better Cotton Standard System have delivered us increases in the productivity across the mill and increased employee engagement.

## WHAT DO YOU THINK THE FUTURE LOOKS LIKE FOR BETTER COTTON?

**MM:** We are committed to adopting and successfully implementing the Better Cotton system. We have almost converted 45% of our cotton procurement to Better Cotton and have the target to increase our volume next season to 75%. We are the 4th largest cotton producer and almost third largest consumer of cotton in the world. With the collaboration of the BCI Team and their partners we play a large part in the implementation of Better Cotton practices to address the environmental, social and economic impact of the cotton sector.

**BAM:** The future for Better Cotton is promising yet challenging. Sustainability of cotton production, well being at the farm level, and higher Better Cotton uptake can only be achieved with consistent consumption throughout the supply chain. Increased awareness within the cotton and textile supply chain along with the consumer of the can only make the future of the sector more sustainable.

**“Addressing social issues such as water usage and environmental and health problems, alongside being a business opportunity, is the beauty of Better Cotton.”**

Malik Muhammad Aijaz Nazam Awan, Managing Director, M Nazam Industries.

**“BCI’s membership platform provides unlimited opportunities to gain access to the global supply chain actors involved in the Better Cotton.”**

Bashir Ali Mohammad, General Manager, Gul Ahmed Textile Mills Ltd.