

The Data Trade-Off: Knowing More or Doing More? Using Data to Deepen Impact on Cotton Farms

Thursday 19 June: 09:45-10:30

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With Speakers:



Avik Banerjee
Material Program
Lead,
H&M Group



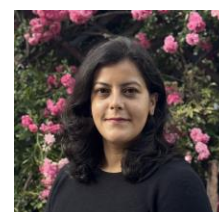
Tony Van Vuren
Production and
Data Manager,
Scattered Acres



Anand Mori
Climate
Coordinator,
Ambuja Foundation



Ruud Schute
Programme
Director, Organic
Cotton Accelerator
(OCA)



Vidyun Rathore
Senior Coordinator
for Monitoring,
Evaluation, and
Learning,
Better Cotton

Moderator:



- Field Facilitators:
Balancing Farmer Support
and Data Collection



Pratik G Gaidhani
Field Facilitator – Ambuja Foundation, India



I am responsible for **capacity strengthening activities** with cotton farming community – I conduct **farmer training, worker training, Self Help Group training, training child labour monitoring committee, biodiversity committee training.**



My tasks consist of **training cotton farmers on producing good quality cotton** based on the guidance from the Principles and Criteria. I also **support farmers in maintaining their records** since many cannot read or write.



Issa Koné
Field Facilitator – CMDT, Mali



I work with 12 Learning Groups with whom I conduct **detailed training and follow-ups.** It takes around **8 hours to collect data** after each Learning Group training.



Korotoumou Berthé
Field Facilitator – CMDT, Mali



Kassoum Diakité
Field Facilitator – CMDT, Mali



In addition to capacity building activities, I collect farm data for the **farmer lists, seasonal data, the result indicators** such as **farm input quantity & costs, profits, yield, area under cotton, water use, etc.**



I reach around **750 people** – farmers, farmer spouse, farm workers – through trainings. I spend my **mornings in training farmers**, while the **afternoons collecting data.**



Prajakta Ravindra Telang
Field Facilitator – Ambuja Foundation, India

THURSDAY, JUNE 19

Using data to deepen impact on organic cotton farms



Using data to build resilient farmer communities



Enabling farmer prosperity with transparent premium payments



