Theory of Change
Responsible Environment Enhanced Livelihoods (REEL) Cotton

**GOAL**
Improved farm performance, reduced environmental impacts, improved cotton quality in the supply chain, traceability of REEL Cotton from farmer to store, and social fairness in farming communities

**SUSTAINABLE LAND MANAGEMENT**
- Improved soil health, plant growth, and increased yields/profits
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  - Soil fertility is safeguarded through reduced use of fertilizers and savings from reduced input costs
  - Local partnerships maintain the necessary capacity to support field interventions
  - The willingness of ginners for cooperation and compliance
  - Farmers willing to address workers’ issues based on the capacity building programs
  - Farmers continually attend training programs and adopt sustainable practices
  - No major or adverse natural calamities
  - Farmers continue to grow cotton

**ENVIRONMENTAL STEWARDSHIP**
- Farmers adopting Integrated Nutrient Management (INM) practices
  - Farmers applying fertilizers based on evaluation of needs and increased use of bio-pesticides and plant residues
  - Use of cultural means / bio-pesticides for safeguarding crops, hygiene and reducing use of bio-pesticides
  - Local knowledge sharing and capacity building support available to farmers
  - Farmers benefitting from the replication of sustainable best practices
  - Farmers are trained on various stages and important aspects of cotton cultivation
  - Use of cultural means / bio-pesticides for safeguarding crop hygiene and reducing use of pesticides

**SUPPLY CHAIN SYSTEM STRENGTHENING**
- Better quality cotton procured through the supply chain
  - Farmers benefitting from knowledge sharing, local support and joint initiatives post the training period
  - Farmers receiving support through producer groups/SHGs
  - Farmers trained on quality requirements, Traceability Management system, and HSSE (Health, Safety, Security and Environment) through National Networks

**SOCIAL FAIRNESS**
- Farmers/Workers working in a safe and hygienic working environment
  - Workers are provided with basic services, resources, and working conditions necessary to comply with the occupational health and safety program objectives
  - Workers are empowered and motivated
  - Farmers/Workers respecting and motivated
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  - Child labour is not practiced and schooling is not affected for workers (under 18) and children under 15 working on family farms
  - Participation in decision making by disadvantaged groups

**OUTCOMES**
- Farmers are provided onsite support during various stages of cotton cultivation
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  - Improved soil health, plant growth, and increased yields/profits
  - Farmers continue to grow cotton

**ASSUMPTIONS & RISKS**

**ASSUMPTIONS**
- Farmers continue to grow cotton
- No major or adverse natural calamities
- Farmers adopting Integrated Nutrient Management (INM) practices
- Improved soil health, plant growth, and increased yields/profits
- Improved soil health, plant growth, and increased yields/profits
- Local partners maintain the necessary capacity to support field interventions
- Farmers are provided onsite support during various stages of cotton cultivation

**RISKS**
- Limited buy-in of training inputs among farmers
- Land and water availability related issues
- Climate change
- The unwillingness of farmers to participate in a farmer producer company
- Child labour is not practiced and schooling is not affected for workers (under 18) and children under 15 working on family farms
- Farmers unwilling to adopt cultural/traditional practices

Design capacity-building tools and train farmers on various stages and aspects related to cotton cultivation

Collaboration with National Networks / national agricultural science centres

Farmers trained on various stages and important aspects of cotton cultivation through national networks or institutions (REEL cotton India) in collaboration with national agriculture science centres

Farmers are provided onsite support during various stages of cotton cultivation

Demo plots are created in all program areas on sustainable cotton cultivation

Design capacity-building tools and train farmers on various stages and aspects related to cotton cultivation

Collaboration with National Networks / national agricultural science centres

Design of capacity-building tools for Ginners on various aspects of supply chain management

Facilitating the formation of farmer producer groups / SHGs (Post the training period)

Interventions at the community level