



CATEINA

Strive . Seek . Find

COTTON TRAIL

Sourcing Sustainable Cotton









The platform is built with an objective to promote climate-resilient cultivation with cotton farmers that lower the environmental footprint. The capability to trace the supply chain (farmer, ginner, spinner, warehouse, etc) is critical for brands, especially for retailers and manufacturers who diligently manage their products, risks, and reputations and solve the supply chain inefficiencies.

image

IMPACT CREATED

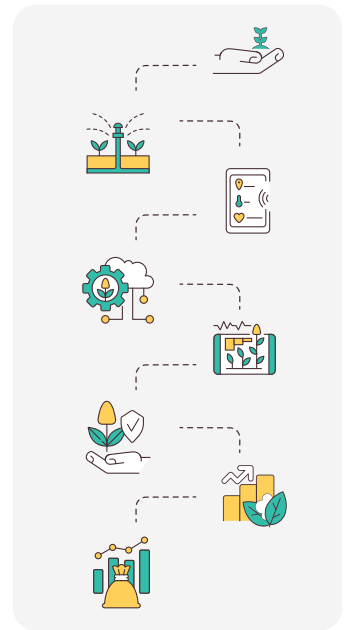
- Farmers engaged - **252926**
- Land covered - **63245**
- % Increase in yield - **20%**
- % Increase in income - **37.5%**

Value Proposition

-  **Brands and retailers** can validate claims about products and practices, and communicate these to customers
-  **End consumers** can trust a product's origin, which increases their trust and engagement with a brand.
-  **Farmers** can secure contracts more easily, and get better access to markets and services like finance and education. Traceable certification can also help them obtain price premiums.
-  **Suppliers** can see an increased level of trust and sales, and more secure supply. Traceability also improves supply chain management.
-  **Financiers** get to see the real credit value of the farmers and can confidently lend to the farmers.
-  **Insurers** can benefit from the transparency and traceability exhibited by the farmers on the platform.

The Traceability Platform

- ✓ To ensure their supply chain is sustainable, brands should want to know where their products come from, who created them, the conditions under which they were made, and their impacts on the environment.
- ✓ Complex supply chains often go hand-in-hand with a lack of traceability, which in turn makes it hard to make sustainability improvements. Full knowledge of the supply chain is essential to demonstrate a link between corporate sustainable sourcing policy and practice, and actual supply chain sustainability improvements.
- ✓ Most companies that source sustainable cotton work with certification schemes that are experienced in fulfilling their sourcing commitments and ensuring traceability. When combined with a due diligence approach, this provides a robust approach to sustainable sourcing.



Cateina & Institute of Sustainable Community (ISC)



- The platform was envisaged with the mission of aligning the needs of the cotton farmers, intermediaries, and end-users on a digital platform – a commercial social initiative network cum marketplace
- Cateina Technologies and the Institute of Sustainable Community are the two anchor entities developing the platform. With strengths in building tech and delivering efficient solidarity, they have teamed up to bring transparency to the agriculture sector.
- Cateina Technologies provides solutions for the implementation of Blockchain, Enterprise Application Integration, and API management. Cateina is founded and backed by IITans and domain experts. The team comprises technocrats who are highly passionate about building innovative and sustainable products & applications.
- The Institute of Sustainable Community (ISC) has worked with thousands of communities, organizations, institutions, and companies in more than 30 countries. They believe strong communities are the foundation of a peaceful and healthy planet for humanity.

Way Ahead

- ✓ Building a Market place
- ✓ Integration with Certifying Organization
- ✓ Integration with Banks for Supplychain Financing
- ✓ Integration with Insurance Companies