

Better Cotton Initiative, New Delhi

- PJTSAU will perform role and responsibilities of Capacity Building of Extension Personnel of BCI partners to enable them to serve the cotton farmers, and extend support to setup Front Line Demonstrations (FLD's). Identification of key challenges in cotton production so that cost of cultivation can be reduced and yield increased.
- BCI role and responsibilities will be to maintain periodical contact with the Director of Research and Associate Directors of Research, share the challenges faced by cotton farmers and reach out to the experts for solutions, Act as an alternative extension resource and assist in disseminating relevant practices to farmers

Website Link: <https://bettercotton.org/about-bci/contact>