Abstract

Pakistan is the 4th largest producer of cotton after China, United States and India. Cotton is not only an export crop that earns foreign exchange, but also a provider of raw material to the local textile industry. Pakistan's cotton cultivation is facing many problems such as lack of R&D and lack of management in it, water crisis, bad quality cotton and usage of traditional methods and policies in cultivation and picking of cotton. These problems are not only affecting the productivity of textile industries in Pakistan but also making difficulties to manage the operations of industries. Although the cotton value chain CVC is crucial in term of its contributions towards GDP, employments, poverty reduction, export earnings and empowerment of women in the country, the potential of CVC has not been noticed. The research motivation is based on the need of investigating the problems related to management of specific region for the purpose of up-gradation in practices and technology to make systematic and managed input of cotton across CVC. This research aims to assess the impact of management problems of cotton production that affects the textile industry through an investigation of CVC. The research has following three objectives: Firstly, to explore the stages of cotton value chain (CVC) inclusively, grower of cotton, ginning factories and yarn spinning textile mills. Secondly, to assess the problems and associated nature of institutional linkages among explored stages of CVC. Finally, to devise a proposed mechanism in term of problematic area, level of problem, nature of problem, responsible body and who else can solve the problem for the identified problems in CVC. This research conceptualizes the CVC based on porter's value chain model as a theoretical-conceptual framework and conducts semi-structured interview with stakeholders in CVC- for this investigation. Thematic content analysis technique is used to analyze the collected data. This study found that the lack of training, R&D, investment in human resource and technology, collaboration with institutes and less attention of government towards CVC are the main components that cause management problems in CVC. Although, generally the solution of management problems in any area or in any organization are associated with that particular area or organization itself and can be solved at individual level but mostly the solution of

management problems in CVC need to be solved at institutional and governmental level.