

BIO-DATA

**74th plenary meeting of the International Cotton Advisory Committee
(ICAC)**

Name: Mani Chinnaswamy

Position: Managing Director, Appachi Eco-Logic Cotton Pvt Ltd, Pollachi, India.

D.O.B : 10.02.1968

Educational: MBA, Philadelphia University, Philadelphia, USA.

Occupation: Social Entrepreneur

Activities:

Mani pioneered India's Cotton Contract Farming model in year 2000, which is a unique and sustainable model that directly connects the farmer with the cotton value chain, sans any middlemen.

Mani's firm 'Appachi', is the custodian of the famed Extra Extra Long Staple Cotton "**Suvin**" in India. His family has been sustaining the wonder crop alive, ever since its release in 1974.

'Appachi' is also promoting sustainable agriculture in South India since 2006.

Mani, along with his wife Ms. Vijayalakshmi Nachiar, founded "**Ethicus**", India's First Ethical Fashion brand in 2008.

Mani along with his family, runs a school named "Nachiar Vidyalayam", that imparts quality education to 850 children in Pollachi.

Association:

Director - Cotton Association of India

Director - Indian Cotton Federation

Director - Textile Exchange Europe Board