

## **74<sup>th</sup> plenary meeting of the International Cotton Advisory Committee (ICAC)**

PRAMOD SINGH

"I am Pramod Singh. I work in IKEA as cotton leader. I have been working with cotton for almost a decade. My association with cotton and IKEA's journey of sustainable cotton began almost simultaneously. My association with cotton has made me realize the importance of 'newness', as no two cotton season is same and neither is the market".