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All You Would Like to Know About World Cotton Day on October 7

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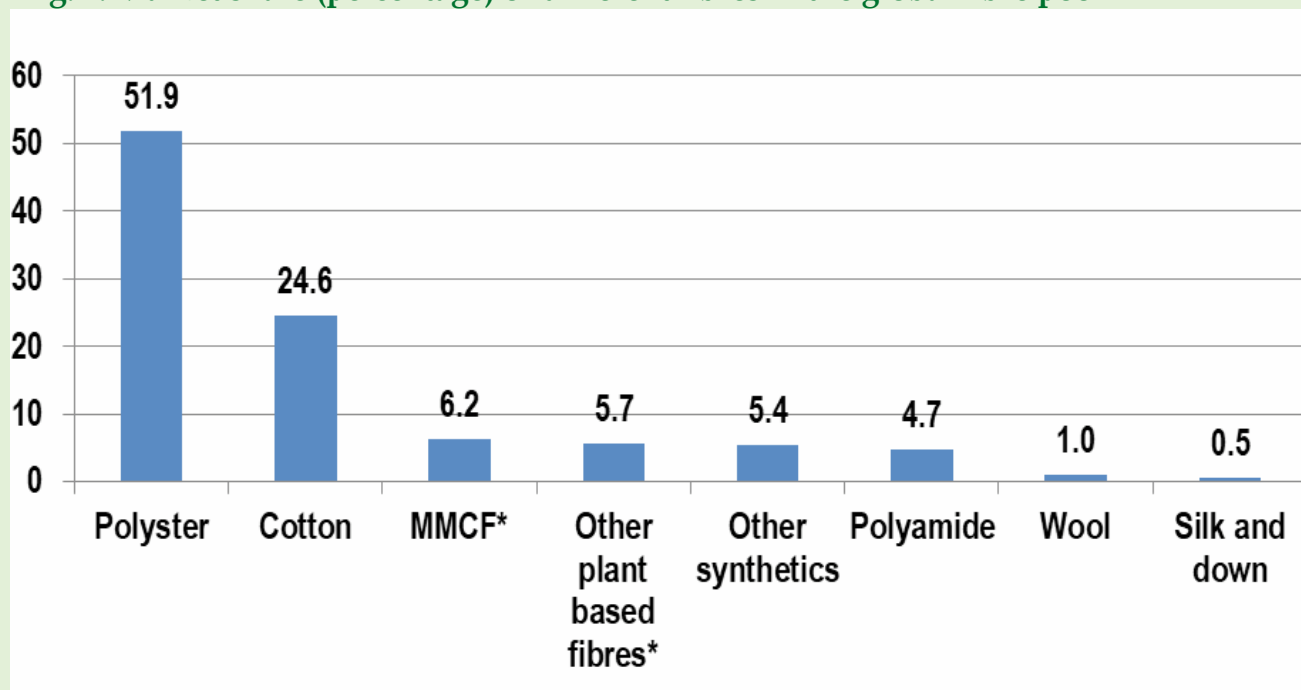
GUEST COLUMN
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Introduction

Among the four plant based natural fibres - cotton, flax, hemp and jute used for clothing - cotton is the most popular one since time immemorial. However, of late, cotton is distinctly losing its position as the most preferred clothing material by consumers partly due to the stiff competition offered on the

price front by synthetic fibres and also by the negative campaign by vested groups regarding un-sustainability of the cotton value chain often using unauthenticated data. Globally, polyester has a market share of 51.9% of the total global fibre production followed by cotton at 24.6% (Fig. 1). Around 63% of the cotton fibre produced is used in the manufacture of apparel, 29% in home furnishings and 8% in making industrial (including medical/hygiene) products.

Against this backdrop, the World Cotton Day is being celebrated on Oct. 7, to rekindle the demand for cotton by creating awareness among

Fig. 1: Market share (percentage) of different fibres in the global fibre pool

MMCF*- Manmade cellulose fibres; Other plant based fibres*- jute, linen, hemp etc.

Data Source: https://textileexchange.org/wp-content/uploads/2019/11/Textile-Exchange_PREFERRED-Fiber-Material-Market-Report_2019.pdf

the general public about the virtues of cotton as a versatile natural fibre. World Cotton Day is also seen as an occasion to highlight and acknowledge the benefits, that this global commodity provides to millions of people engaged in its production, transformation (processing) and trade. It also provides a platform to highlight the challenges faced by the cotton sector globally and more importantly in the Least Developed Countries (LDCs).

Genesis and Objectives

Ever since the Bali Ministerial Conference in 2003, the World Trade Organization (WTO) has been regularly organising cotton days twice a year, dedicated to discuss international cotton trade and issues related to developmental assistance to promote cotton trade. These deliberations are attended by delegates of WTO, international cotton and trade experts, officials from Governmental and inter-Governmental organisations.

Cotton farmers in the LDCs struggle to receive the benefits from cotton due to trade barriers limiting their market access and export opportunities. At the 'Cotton Day' meeting held at Geneva in June 2019, Benin, on behalf of C-4 countries (Burkina Faso, Chad, Mali and Benin) made an official request to organise 'World

Cotton Day,' to reflect the importance of cotton as a global commodity. The WTO secretariat mooted this request on behalf of C4 countries to the United Nations General Assembly (UNGA) to recognise October 7 as World Cotton Day. It was also decided to launch the event on Oct 7, 2019, at the headquarters of WTO in Geneva, Switzerland, in collaboration with the secretariats of United Nations Food and Agriculture Organization (FAO), the International Trade Centre (ITC), the United Nations Conference on Trade and Development (UNCTAD) and the International Cotton Advisory Committee (ICAC).

The inaugural event was spread over five days from Oct 7-11, 2019. Mahatma Gandhi was chosen as the icon for the World Cotton Day 2019 to commemorate the 150th birth anniversary of the Father of the Nation.

Objectives of World Cotton Day 2019

- Give exposure and recognition to cotton and all its stakeholders in production, transformation and trade.
- Engage donors and beneficiaries and strengthen development assistance for cotton.
- Seek new collaborations with the private

sector and investors for the cotton-related industries and production in developing countries.

- Promote technological advances, as well as, further research and development on cotton.

Highlights of World Cotton Day 2019

- More than 850 delegates including 10 Ministers and Vice-Ministers, 48 VIPs and 5 Heads of International Organizations (WTO, UNCTAD, FAO, ITC and ICAC) participated in the maiden World Cotton Day event held in Geneva, Switzerland.
- The participant profile included – Government officials (28.9%), Private sector business representatives (20.5%), Delegates from International organisations (12.9%), Representatives of NGO's (7.3%), Academicians (5.2%), Students (2.8%), Lawyers (1.3%), Journalists (1.3%) and others (19.8%)
(Data Source – https://www.wto.org/english/tratop_e/agric_e/agenda_item_1_wcd.pdf).
- The events included plenary session, thematic sessions, partner conferences, work expo of cotton designers from Africa, fashion show, cotton boutique, exhibitions, live demonstrations and a photography contest.
- There were five thematic sessions – WTO session on trade, UNCTAD and ITC session on cotton value addition, FAO session on sustainability, ICAC session on market outlooks and a UNIDO session on technology and innovation.
- Addressing the delegates of the plenary session, Mr. Roberto Azevedo, the Director-general of WTO elaborated the importance of cotton, particularly to the developing countries and wished that this event would bring together the trade and development sector to foster the much-needed value addition and value capture in the developing and LDCs. He also acknowledged the urgent need to provide a level playing field to the cotton producers of LDCs.
- The plenary session was also addressed by the WTO General Council Chair - Ms. Sunanta

Kangvalkulkij, Benin's Trade Minister - Ms. Shadiya Alimatou Assouman, Burkina Faso's Trade Minister - Mr. Harouna Kaboré, Chad's Trade Minister - Ms. Achta Djibrine Sy and Mali's Minister of Agriculture - Mr. Moulaye Ahmed Boubacar,. Among the dignitaries who graced the occasion were Brazil's Minister of Agriculture – Ms. Tereza Cristina Dias, India's Minister of Textiles - Ms. Smriti Zubin Irani, FAO Director-General Mr. Qu Dongyu, then ITC Executive Director Ms. Arancha González, UNCTAD Deputy Secretary-General – Ms. Isabelle Durant and ICAC Executive Director – Mr. Kai Hughes.

- A single statement “When cotton is fine, everything is fine in the C4 countries” delivered by Ms. Shadiya Alimatou Assouman, Benin's Minister of Trade summed up the huge socio-economic importance of cotton and cotton trade for the C4 countries. All the ministers of C4 countries laid emphasis on improving cotton processing facilities in the region.
- Speaking at the opening session of the World Cotton Day, Union Minister of Textiles, Govt. of India, Ms. Smriti Irani observed “it is fitting that Mahatma Gandhi has been chosen as the icon for World Cotton Day to commemorate the 150th birth anniversary of the Father of the Nation”. She also announced the launch of the second phase of Cotton Technical Assistance Programme (TAP) for Africa with the inclusion of five more countries - Ghana, Mali, Togo, Tanzania and Zambia, in addition to the six countries viz., Benin, Burkina Faso, Chad, Malawi, Nigeria and Uganda, where it was implemented during the first phase from 2012 to 2018.
- A replica of Mahatma Gandhi's famous charkha was gifted to the WTO by India. The event also witnessed a live demo of the Charkha by Mr. Pitta Ramulu, a Sant Kabir National Handloom Weaver's Award winner from Warangal, Telangana, India.

Major Takeaways of the WCD Celebrations at Geneva

- (i) Strengthened the global public-private partnerships and networks across the cotton value chain.

Fig. 2: World Cotton Day Poster



WORLD COTTON DAY

07th October 2020



Objectives WCD 2020

- Increase preference and demand for cotton and educate audience on the benefits and value of cotton
- Generate positive media coverage for cotton
- Gain endorsements from government representatives of important cotton countries
- Engage WTO and UN and have World Cotton Day added to official UN calendar
- Recruit brands and retailers to promote cotton in their stores or on their websites





Importance of Cotton

World

- 26.4 million tons production, 100+ countries, 33 million ha area, 26 million growers
- 80 % of world cotton from China, India, U S A, Pakistan and Brazil
- Uses 2.1% of agricultural area to meet 27% of the world textile needs
- The U.S. and African countries are the leading exporters of raw cotton, exporting more than half of the \$12 billion market. Other top exporters - Uzbekistan, Australia and India.
- China - largest cotton importer and consumer. India, Pakistan, Bangladesh and Vietnam are other leading consumers
- Annual revenue from cotton- 50 billion USD
- Year round employment to 5-6 persons from every tonne of cotton produced

India

- 6.03 million tonnes production, 11 states, 12.7 million ha area
- 64% production from Gujarat, Maharashtra and Telangana
- 63% of cotton produced for apparel, 29% in home furnishing and 8% in industrial (including medical and hygiene) products
- 5.8 million farmers and 40- 50 million in processing and trade earn their livelihood from cotton
- Second largest exporter (after USA) and consumer (after China)
- 29.1 % of total textile exports and 4.9% to value of agriculture output
- Produces 51% of the world's organic cotton of 239.8 thousand tonnes
- 40-60 lakh bales raw cotton exported every year
- 74% of the apparel exported is made of cotton
- Readymade cotton garments form the largest value in Indian textile exports



Challenges

World

- Competing manmade and recycled fibres
- Sustainability and traceability
- Climate change and variability
- Price volatility and market uncertainty
- Herbicide resistant weeds
- Trade distortions amidst COVID-19 pandemic

India

- Labour scarcity
- Yield stagnation and high production cost
- Contamination (including trash)
- Pink boll worm and other emerging pests/diseases
- Weather uncertainty
- Increasing domestic consumption









Photo Courtesy : Dr. Vinita Gokmare, Dr. M. Sabesh, ICAR-CICR

- (ii) Drew global attention of the economic importance and social implications of cotton cultivation and market access to LDCs and developing countries.
- (iii) Gathered the attention of the international organisations to appreciate and address the developmental aspects including value addition in cotton trade.
- (iv) Highlighted the importance of cotton dossier at the WTO for trade and development, particularly for LDCs and developing countries.

In addition to the main celebration at Geneva, World Cotton Day 2019 was also celebrated at community, regional and country level. The social media also actively showcased the importance of different stakeholders of the cotton value chain to the general public and sought their appreciation and recognition. Several government agencies, NGOs, private organisation, academic institutions across the world celebrated this day and the event was widely covered by the media. A random (not inclusive) list of some of these events include-

- i. ICAR-CICR, Nagpur and Centres of AICRP on Cotton organized various interactive programmes and popularized the event through posters, field days, exhibitions etc.
- ii. Cotton Guru, an agriculture and textile advisory service from Maharashtra organised a farmathon (marathon for farmer) in which 400 cotton farmers (includes 60 farm women) from 12 Farmer Producer Organisations from 42 villages of Maharashtra participated.
- iii. Cotton Australia organised a photography contest entitled "Local communities clothing the world".
- iv. In Pakistan, the Ministry of Natural Food Security and Research and FAO jointly organized an awareness event "Promoting Rational and Safe Use of Pesticides".
- v. A Conference entitled "Improvement of Interaction and Coordination between the Components of Cotton Industry" was organised in Kashmar, Iran, where more than 450 delegates participated.

What to Look Forward During World Cotton Day 2020

The C4 countries WTO and ICAC are trying to get World Cotton Day added to official UN calendar. Owing to COVID-19 pandemic, there would not be any central event involving mass gathering on World cotton Day on Oct. 7, 2020. However, the stakeholders from the global cotton community will come together virtually (online mode) to educate the target audiences (consumers, retailers, mills/manufacturers, farmers, NGOs, Government, researchers, media) about the significance of the raw material cotton. Passionate appeals will be made to revive trade that took a backseat owing to the pandemic and increase cotton consumption to liquidate stocks of raw cotton, lint, yarn and finished goods.

The ICAC and the International Cotton Researchers Association (ICRA) have urged every stakeholder in the global cotton supply chain - researchers, governments, national and international organisations, farmers, mill workers, NGOs, traders and other businessmen, media personnel and more importantly the consumers to celebrate World Cotton Day in whatever way they feel is most appropriate.

The significance of World Cotton Day, the ICACs ideas on how to celebrate it, the potential tactics envisaged in educating the audience about the benefits and value of cotton and the official logos for World Cotton Day 2020 are available at <https://icac.org/News/NewsDetails?NewsId=2337&YearId=1920>. An educative poster on the global and national significance of cotton and the challenges facing cotton is provided in Fig. 2.

Let's all join together and make World Cotton Day a Celebration and wish cotton a Better Tomorrow.

(The views expressed in this column are of the author and not that of Cotton Association of India)

Revision in Testing Charges at CAI Laboratories

The following are the charges for cotton testing in the laboratories of the Cotton Association of India with effect from 1st October 2020.

Particulars	Per Sample Testing Fees in Rs.		
	Testing Fees	GST	Total
HVI Test	145	26	171
Micronaire Test	85	15	100
Colour Grade on HVI	85	15	100
Gravimetric Trash Test on HVI	85	15	100
Moisture	85	15	100
Grading (Manual Classing)	235	42	277

VOLUME BASED DISCOUNTS

Particulars	Per Sample Testing Fees in Rs.		
	Testing Fees	GST	Total
For 250 samples and above but less than 500 samples	140	25	165
For 500 samples and above but less than 750 samples	135	24	159
For 750 samples and above but less than 1000 samples	130	23	153
For 1000 samples and above but less than 2000 samples	125	23	148
For 2000 samples and above but less than 5000 samples	120	22	142
For 5000 samples and above but less than 10,000 samples	115	21	136
For 10,000 samples and above	105	19	124

The fees under the above volume based discount scheme is payable within 15 days from the receipt of the invoices to be raised on monthly basis.

We would also like to inform that the parties can avail the benefit of testing of cotton at multiple laboratories of the Associations against the CAI Credits made by them.

We earnestly request you to avail the facility of testing at the Association's laboratories.



Cotton Association of India

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(₹/ Quintal)

2019-20 Crop

H = Highest L = Lowest A = Average

UPCOUNTRY SPOT RATES (Rs./Qtl)													
Standard Descriptions with Basic Grade & Staple in Millimetres based on Upper Half Mean Length [By law 66 (A) (a) (4)]								Spot Rate (Upcountry) 2019-20 Crop September - October 2020					
Sr. No.	Growth	Grade Standard	Grade	Staple	Micronaire	Gravimetric Trash	Strength /GPT	28th	29th	30th	1st	2nd	3rd
1	P/H/R	ICS-101	Fine	Below 22mm	5.0 - 7.0	4%	15	10011 (35600)	10011 (35600)	10011 (35600)	10011 (35600)		10011 (35600)
2	P/H/R (SG)	ICS-201	Fine	Below 22mm	5.0 - 7.0	4.5%	15	10208 (36300)	10208 (36300)	10208 (36300)	10208 (36300)	H	10208 (36300)
3	GUJ	ICS-102	Fine	22mm	4.0 - 6.0	13%	20	6468 (23000)	6468 (23000)	6468 (23000)	6468 (23000)		6468 (23000)
4	KAR	ICS-103	Fine	23mm	4.0 - 5.5	4.5%	21	7030 (25000)	7030 (25000)	7030 (25000)	7030 (25000)		7030 (25000)
5	M/M (P)	ICS-104	Fine	24mm	4.0 - 5.5	4%	23	8661 (30800)	8661 (30800)	8661 (30800)	8661 (30800)	O	8661 (30800)
6	P/H/R (U) (SG)	ICS-202	Fine	27mm	3.5 - 4.9	4.5%	26	10123 (36000)	10123 (36000)	10123 (36000)	10123 (36000)		10123 (36000)
7	M/M(P)/SA/TL	ICS-105	Fine	26mm	3.0 - 3.4	4%	25	8099 (28800)	8099 (28800)	8099 (28800)	8099 (28800)		8099 (28800)
8	P/H/R(U)	ICS-105	Fine	27mm	3.5 - 4.9	4%	26	10320 (36700)	10320 (36700)	10320 (36700)	10320 (36700)	L	10320 (36700)
9	M/M(P)/SA/TL/G	ICS-105	Fine	27mm	3.0 - 3.4	4%	25	8295 (29500)	8295 (29500)	8295 (29500)	8295 (29500)		8295 (29500)
10	M/M(P)/SA/TL	ICS-105	Fine	27mm	3.5 - 4.9	3.5%	26	9561 (34000)	9561 (34000)	9561 (34000)	9561 (34000)		9561 (34000)
11	P/H/R(U)	ICS-105	Fine	28mm	3.5 - 4.9	4%	27	10404 (37000)	10404 (37000)	10404 (37000)	10404 (37000)	I	10404 (37000)
12	M/M(P)	ICS-105	Fine	28mm	3.7 - 4.5	3.5%	27	10095 (35900)	10095 (35900)	10095 (35900)	10095 (35900)		10095 (35900)
13	SA/TL/K	ICS-105	Fine	28mm	3.7 - 4.5	3.5%	27	10179 (36200)	10179 (36200)	10179 (36200)	10179 (36200)		10179 (36200)
14	GUJ	ICS-105	Fine	28mm	3.7 - 4.5	3%	27	10179 (36200)	10179 (36200)	10179 (36200)	10179 (36200)	D	10179 (36200)
15	R(L)	ICS-105	Fine	29mm	3.7 - 4.5	3.5%	28	10461 (37200)	10461 (37200)	10461 (37200)	10461 (37200)		10461 (37200)
16	M/M(P)	ICS-105	Fine	29mm	3.7 - 4.5	3.5%	28	10348 (36800)	10348 (36800)	10348 (36800)	10348 (36800)		10348 (36800)
17	SA/TL/K	ICS-105	Fine	29mm	3.7 - 4.5	3%	28	10404 37000	10404 37000	10404 37000	10404 37000	A	10404 37000
18	GUJ	ICS-105	Fine	29mm	3.7 - 4.5	3%	28	10461 (37200)	10461 (37200)	10461 (37200)	10461 (37200)		10461 (37200)
19	M/M(P)	ICS-105	Fine	30mm	3.7 - 4.5	3.5%	29	10545 (37500)	10545 (37500)	10545 (37500)	10545 (37500)		10545 (37500)
20	SA/TL/K/O	ICS-105	Fine	30mm	3.7 - 4.5	3%	29	10629 (37800)	10629 (37800)	10629 (37800)	10629 (37800)	Y	10629 (37800)
21	M/M(P)	ICS-105	Fine	31mm	3.7 - 4.5	3%	30	10742 (38200)	10742 (38200)	10742 (38200)	10742 (38200)		10742 (38200)
22	SA/TL/K / TN/O	ICS-105	Fine	31mm	3.7 - 4.5	3%	30	10826 (38500)	10826 (38500)	10826 (38500)	10826 (38500)		10826 (38500)
23	SA/TL/K/ TN/O	ICS-106	Fine	32mm	3.5 - 4.2	3%	31	10967 (39000)	10967 (39000)	10967 (39000)	10967 (39000)		10967 (39000)
24	M/M(P)	ICS-107	Fine	34mm	3.0 - 3.8	4%	33	15044 (53500)	15044 (53500)	15044 (53500)	15044 (53500)		15044 (53500)
25	K/TN	ICS-107	Fine	34mm	3.0 - 3.8	3.5%	34	15325 (54500)	15325 (54500)	15325 (54500)	15325 (54500)		15325 (54500)

(Note: Figures in bracket indicate prices in Rs./Candy)