



## ICAR- AICRP ON COTTON



# WORLD COTTON DAY OCTOBER 7, 2023



***Celebrated by***



**Cotton Research Station  
Junagadh Agricultural University  
Junagadh - 362 001 (Gujarat)**

## Introduction

### History:

At the initiative, the Cotton-4 countries (Benin, Burkina Faso, Chad and Mali) have started celebrating cotton day on 7<sup>th</sup> October 2003. WTO hosted on 7<sup>th</sup> October 2019 the launch of World Cotton Day in collaboration with the secretariats of the United Nations Food and Agriculture Organization (FAO), the United Nations Conference on Trade and Development (UNCTAD), the International Trade Centre (ITC) and the International Cotton Advisory Committee (ICAC). This event stems from the Cotton-4's official application for the recognition of a World Cotton Day by the United Nations General Assembly, reflecting the importance of cotton as a global commodity.

### Cotton is discussed at the WTO on two tracks:

1. The trade reforms needed to address subsidies and high trade barriers for cotton,
2. The assistance provided to the cotton sector in developing countries.

The trade aspects of cotton are handled by the Committee on Agriculture in Special Session including through dedicated discussions on trade in cotton. The development assistance aspects of cotton are discussed in the meetings of the “Director-General’s Consultative Framework Mechanism on Cotton”.

These various tracks of discussion have been developed over the years as a response to a series of proposals to address the sector tabled by four African countries — Benin, Burkina Faso, Chad and Mali — known as the Cotton Four or C4.

### World Cotton Day 2023:

- ❖ Increase preference and demand for cotton and educate key audiences on the benefits and value of cotton
- ❖ Generate positive media coverage for cotton around the world
- ❖ 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
- ❖ Be self-funding and create events in multiple countries around the world celebrating

The World Cotton day is celebrated on 7<sup>th</sup> October as a global celebration of cotton and its stakeholders, from field to fabric and beyond.

### Objectives:

World Cotton Day is celebrating the many advantages of cotton, from its qualities as a natural fibre, to the benefits people obtain from its production, transformation, trade and consumption.

### The annual event aims to

- ❖ 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.

### *Facts about Cotton*

- ❖ Compared to synthetic alternatives, cotton is renewable and bio-degradable and hence is the most sustainable raw material for the textile industry
- ❖ Contrary to popular belief, cotton is not a thirsty crop. It's a xerophyte, so it thrives in dry, arid conditions where other crops can't grow.
- ❖ Cotton occupies a mere 3% of the world's agricultural area - yet it meets 27% of the world's textile needs.
- ❖ Cotton is a tough, hardy, flexible plant that is indeterminate in nature and can be grown all year long even in harsh conditions.
- ❖ The majority of consumers say cotton is the best fabric for active wear, and more than 2 out of 3 say that 100% cotton sheets offer the best night's sleep.
- ❖ Cotton is used to make a lot more than comfortable fabric! A ton of cottonseed produces about 320 pounds of oil – which can be used for cooking, cosmetics and soap, among other things – while cottonseed meal and cake can be used as animal feed and fertilizer.

Although about 80 percent of the world's production comes from Brazil, China, India, Pakistan, the United States and Uzbekistan, cotton is grown in more than 100 countries – and it provides an income to hundreds of millions of people around the world every year.

- ❖ A single tonne of cotton provides year-round employment for 5 or 6 people, often in some of the most impoverished places on earth.
- ❖ Cotton-based filaments are appealing to 3D printers because they conduct heat well, get stronger when they're wet and are more scalable than materials like wood pulp.

### **World Cotton Day 2023 theme**

**Food and Agriculture Organization of the UN, World Cotton Day theme 2023 is *“Making cotton fair and sustainable for all, from farm to fashion”*. This theme, promoted by UNIDO, aims to unite stakeholders and raise awareness about the cotton sector's vital role in economic growth, agricultural development, trade, and poverty reduction.**

# A GLOBAL COMMODITY

**USD 18 BILLION**

of Annual Trade

**USD 50 BILLION**

of Annual Revenue

**26 MILLION**

Growers



Produced in  
**75 COUNTRIES**

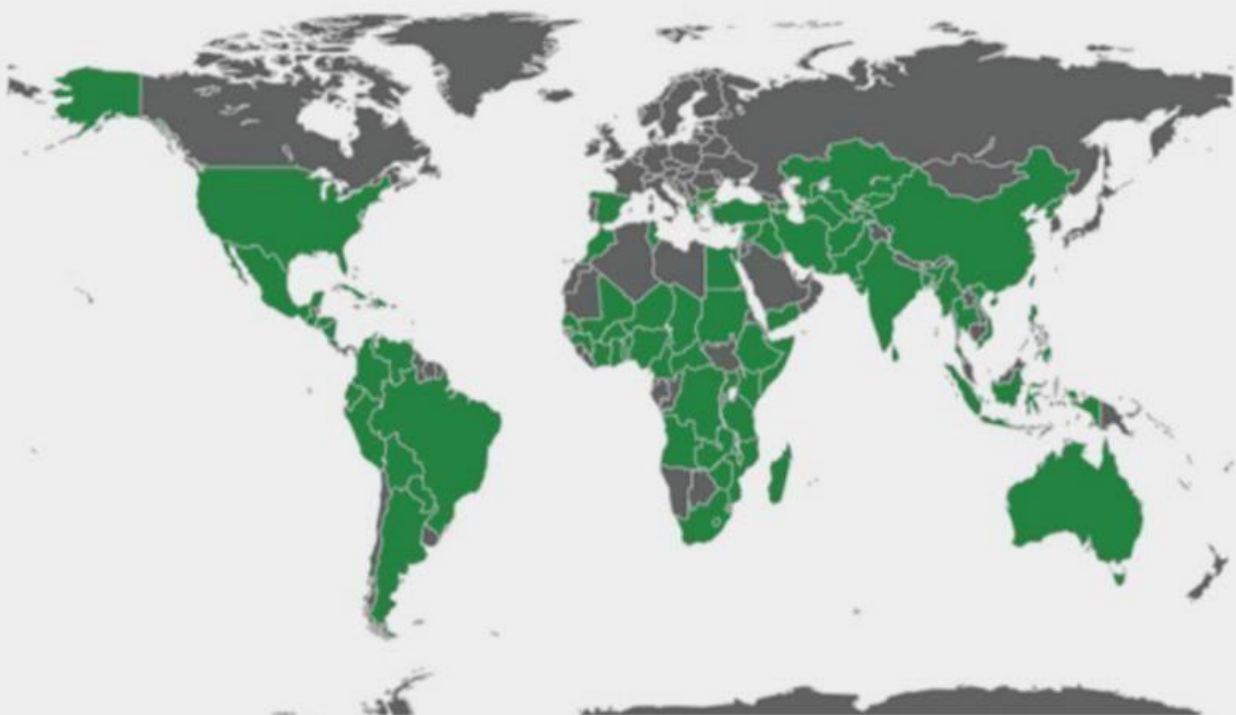
Across  
**5 CONTINENTS**

Benefiting over  
**100 MILLION** families

Source: World Trade Organization

# PRODUCED ALL OVER THE WORLD

World Production **25 MILLION TONNES**



# DEVELOPMENT ASSISTANCE

USD 490 MILLION NOTIFIED FOR 182 PROJECTS WORLDWIDE

Source: WTO (2018)



## COTTON 4 (C-4)

BENIN, BURKINA FASO, CHAD AND MALI ARE THE CO-AUTHORS OF THE 2003 WTO COTTON SECTORAL INITIATIVE



## AND ALMOST NOTHING IS WASTED



## Significance of World Cotton Day

World Cotton Day holds immense significance due to several reasons:

- ❖ **Poverty Alleviation:** Cotton serves as a vital crop in some of the world's poorest nations, offering jobs and improving living conditions for people. It's a major money crop in many underdeveloped countries.
- ❖ **Environmental Friendliness:** Unlike synthetic materials, cotton degrades rapidly, reducing plastic pollution and contributing to a cleaner environment.
- ❖ **Dual Utility:** Cotton stands out as the only agricultural commodity that provides both fibre for textiles and food, showcasing its versatility and importance in our daily lives.
- ❖ **Arid Climate Suitability:** Cotton plants thrive in arid regions where other crops struggle, making them a resilient and vital crop choice for areas facing water scarcity.



The poster features a background image of a vast cotton field under a clear sky. At the top left is the 'World Cotton Day Cotton for Good' logo. At the top center is the text 'ICAR-AICRP ON COTTON' in green. At the top right is the circular logo of the 'Central Institute for Cotton Research, Nagpur'. In the center, the text 'WORLD COTTON DAY CELEBRATION 7<sup>th</sup> OCTOBER, 2023' is written in large blue letters. At the bottom, it says 'Organized by' in red, followed by 'COTTON RESEARCH STATION JUNAGADH AGRICULTURAL UNIVERSITY JUNAGADH - 362001 (GUJARAT)' in pink. On the bottom left is the logo of Junagadh Agricultural University, and on the bottom right is the ICAR logo.

Celebration of “World Cotton Day” at Cotton Research Station,  
Junagadh Agricultural University, Junagadh -362001 (Gujarat)  
on 7<sup>th</sup> October, 2023

"World Cotton Day" was celebrated on 7<sup>th</sup> October 2023 at Cotton Research Station, Junagadh Agricultural University, Junagadh. Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh remained present as an inaugurated and chairman of this special occasion of World Cotton Day celebration. Dr. R. B. Madaria, Director of Research, JAU, Junagadh was the chief guest of this function and Dr. N. B. Jadav, Director of Extension Education, JAU, Junagadh and Dr. P. M. Chauhan, Registrar, JAU, Junagadh was the special guest of this function.

First of all Dr. M. G. Valu, Head of Cotton Research Station welcomed the Hon. Vice Chancellor of JAU, Junagadh, chief guest, special guests and representatives of various private companies and different NGOs and all the present guests. He gave information and importance of celebration of world cotton day. This celebration of world cotton day was started by group of four countries (Benin, Burkina Faso, Chad and Mali) since 2003 and WTO and FAO also hosted this celebration of 7<sup>th</sup> October as a World Cotton Day since 2019. Cotton is cultivated in 3% of the total agricultural area of the world and provides 27% raw material to the need of textile industry that is why it is also called the "*King of Fiber*".

Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh as a chair-person explained the importance of World Cotton Day. He stated that, cotton is one of the most important fiber and a cash crop of India and plays a dominant role in the industrial and agricultural economy of the country. Farmers can increase cotton production by use of new technologies given by cotton scientists of Junagadh Agricultural University, Junagadh. Dr. R. B. Madaria, Director of Research, JAU, Junagadh said that to minimize the use of chemical insecticides. Dr. N. B. Jadav, Director of Extension Education, JAU, Junagadh said that cotton growers must be aware about their cultivation practices against drastic changes in the atmosphere due to climate change and advised the farmers to increase the production by use of the new technologies developed by the Agricultural University. Dr. P. M. Chauhan, Registrar, JAU, Junagadh said that to understand how to make biochar products for farmers. NGO's representative said that the farmer-oriented programs run by the

Agricultural University are proving to be very useful for farmers to increase productivity with quality production.

Different programs were organized in this celebration in which Dr. V. P. Chovatia, Hon. Vice Chancellor, Junagadh Agricultural University, Junagadh showed the green flag and started the "*Flag off a March*" of rally. In which different slogans of cotton production technology were chanted and presented on the flag chart of World Cotton Day. After that a meeting was organized at the farm of the Cotton Research Station in which the head of the Cotton Research Station, Dr. M. G. Valu explained the importance of World Cotton Day and Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh gave information about the history of World Cotton Day and its importance.

On the occasion of World Cotton Day, one day farmers training programme was organized by Cotton Research Station, Junagadh Agricultural University, Junagadh. In this programme farmers training were guided lecture by various experts (Dr. M. G. Valu, Dr. M. V. Variya, Prof. D. K. Davara, Dr. H. R. Barad and Shree A. R. Trambadiya of Cotton Research Station). They guided and advised the farmers about the use of new technologies and scientific cultivation of cotton crop to minimize the cost of cultivation and to increase the net return.

Awareness regarding "World Cotton Day" was also generated among common people/cotton-growing farmers through press notes in the various local newspapers, TV channels and social media.



## Event Photographs:



Hon. Vice Chancellor, Dr. V. P. Chovatia, JAU, Junagadh welcomed with flower by Dr. M. G. Valu, Research Scientist, Cotton Research Station, JAU, Junagadh



Director of Research, JAU, Junagadh, Dr. R. B. Madaria, welcomed with flower by Dr. M. V. Variya, Assistant Research Scientist, Cotton Research Station, JAU, Junagadh



Registrar, JAU, Junagadh, Dr. P. M. Chauhan, welcomed with flower by Dr. D. K. Davara, Assistant Research Scientist, Cotton Research Station, JAU, Junagadh



Director of Extension Education, JAU, Junagadh, Dr. N. B. Jadav, welcomed with flower by Dr. H. R. Barad, Assistant Research Scientist, Cotton Research Station



Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh inaugurated World Cotton Day and one-day farmers training programme by lighting a lamp in the auspicious presence of Dr. R. B. Madaria, DR, Dr. P. M. Chauhan, Registrar, Dr. N. B. Jadav, DEE and Dr. M. G. Valu, RS (Cotton)



Presidential address given by Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh on importance of cotton crop and the World Cotton Day



Dr. R. B. Madaria, Director of Research, JAU, Junagadh, advised the farmers to minimize the cost of cultivation and increase the cotton production



Dr. P. M. Chauhan, Registrar, JAU, Junagadh delivered a thematic lecture and gave a guidance on increase the cotton production under the climate change situation



Dr. N. B. Jadav, Director of Extension Education, JAU, Junagadh delivered a thematic lecture and gave guidance of different extension activities of the university



Dr. M. V. Variya, Assistant Research Scientist, CRS, JAU, Junagadh proposed vote of thanks to all dignitaries, guests and participant



Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh flagged off a march to rally from Cotton Farm on the occasion of 7<sup>th</sup> October World Cotton Day-2023 and started with banner and slogans for awareness regarding production.

## On Farm Meeting



Dr. V. P. Chovatia, Hon. Vice Chancellor, JAU, Junagadh celebrated World Cotton Day on 7<sup>th</sup> October, 2023 at CRS farm and a lecture was delivered on the importance of World Cotton Day.

## Off Farm Meeting



Lectures delivered by different scientists to the progressive farmers





NGO Representative, Shri Jitendra Kumar and Shri Hardikbhai, Rasi Seeds Pvt Ltd. welcomed by H. A. Garchar



NGO Representative, Shri Pradeep Singh and Shri Shaileshbhai Amreliya, Veda Seeds Sciences Pvt Ltd. welcomed by H. N. Chaudhari



NGO Representative, Shri Hareshbhai Gajera, Reliance Foundation welcomed by K. V. Gondalia



NGO Representative, Shri Anand Kumar, AFPRO welcomed by Hanshaben Malivad



# World Cotton Day Celebration

## DD News Gujarati Channel

<https://www.youtube.com/watch?v=AioXnQZKegA>

(Clip timing: 22.50 to 24.03)



7<sup>th</sup> October, 2023

