

WORLD COTTON DAY

OCTOBER 7, 2021



CELEBRATED BY



COTTON RESEARCH STATION
JUNAGADH AGRICULTURAL UNIVERSITY, JUNAGADH-362001



ALL INDIA CO-ORDINATED RESEARCH PROJECT ON COTTON
CENTRAL INSTITUTE FOR COTTON RESEARCH
REGIONAL STATION, COIMBATORE

INTRODUCTION

History:

At the initiative the Cotton-4 countries (Benin, Burkina Faso, Chad and Mali) have started celebrating cotton day on 7th October 2003. WTO hosted on 7th 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 2021:

- 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 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.

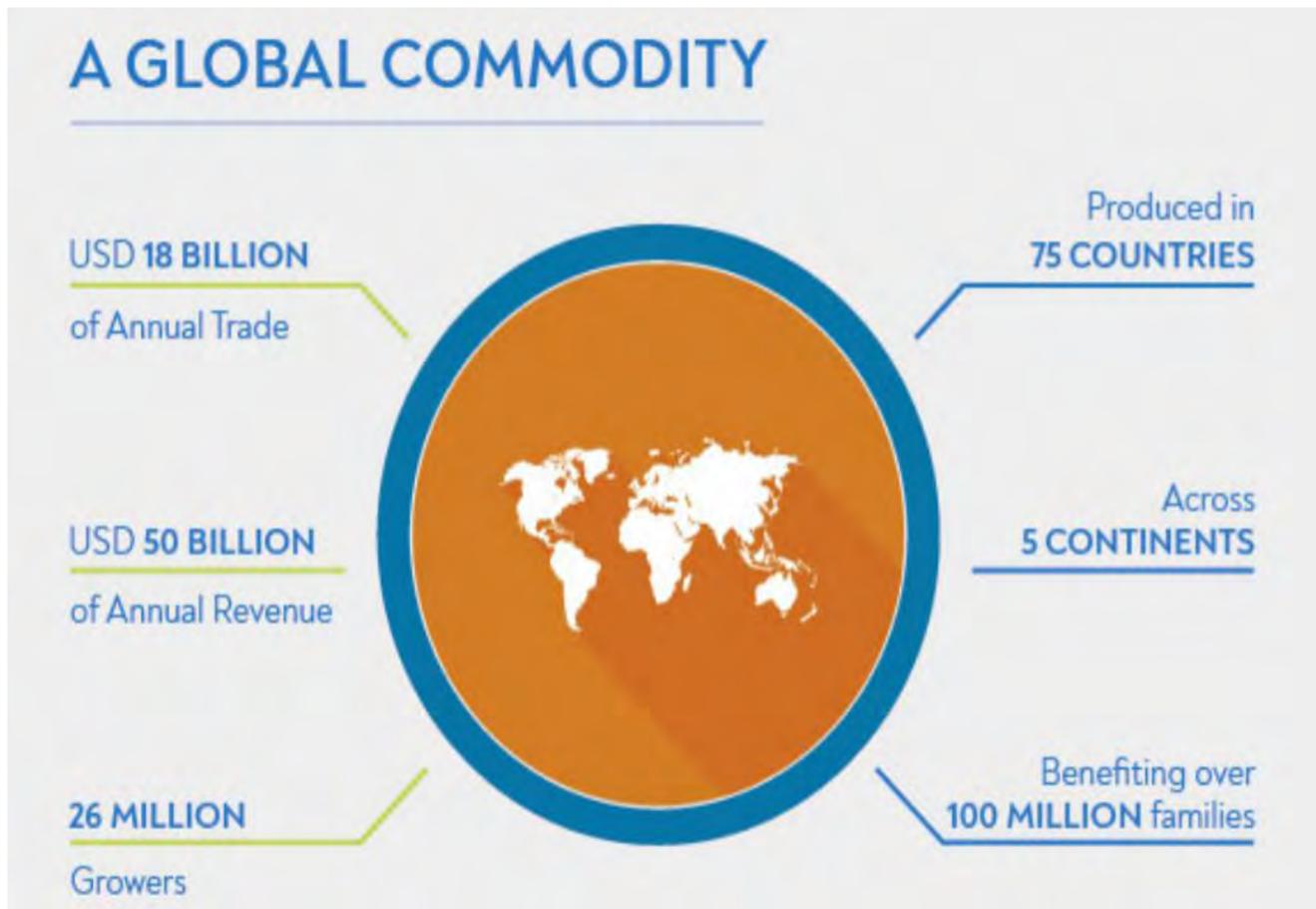
The annual event aims to

- ❖ 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.



Source: World Trade Organization (WTO)

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



DID YOU KNOW ?

SOCIAL IMPACT A single tonne of Cotton provides year-round employment for 5 people on average, often in some of the most impoverished regions.

WATER USAGE Cotton is a drought-resistant crop, with a deep root system ideal for arid climates. Seasonal rainfall at critical points in the plant's growth is sufficient to produce a high yield.

LAND USAGE Cotton occupies just 2.1% of the world's arable land, yet it meets 27% of the world's textile needs.

INNOVATION For instance, Cotton-based filaments are appealing to 3D printers because they conduct heat well; become stronger when wet; and are more scalable than materials like wood pulp.

FIBRE, FOOD AND FEED In addition to its fibre used in textiles and apparel, food products can be derived from Cotton, such as edible oil and animal feed from the seed.

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WORLD COTTON DAY
CELEBRATION

7th OCTOBER 2021

Organized by

COTTON RESEARCH STATION
JUNAGADH AGRICULTURAL UNIVERSITY
JUNAGADH-362001 (GUJARAT)

WORLD COTTON DAY 7th OCT. 2021
COTTON FOR GOOD™

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Azadi Ka
Amrit Mahotsav

ICAR

Celebration of “World Cotton Day” at Cotton Research Station, Junagadh Agricultural University, Junagadh -362001 (Gujarat) on 7th October, 2021

"World Cotton Day" was celebrated on 7th October 2021 at Cotton Research Center, Junagadh Agricultural University, Junagadh. Dr. N. K. Gontia, Hon. Vice Chancellor JAU, Junagadh remain present as an inaugurated and chairman of this special occasion of world cotton day celebration. Dr. P. M. Chauhan, Director of Research, JAU, Junagadh was the chief guest of this function. Dr. V. R. Malam, Director of Student welfare and Dr. D. R. Maheta, Principal, College of Agriculture, Mota Bhandariya, Amreli were the special guest of this function.

First of all Dr. G. K. Kataria, Head of Cotton Research Center welcomed the Hon. Vice Chancellor of JAU, Junagadh, Chief guest, special guests and representatives of various organizations i.e. Vardhaman Textile and Better Cotton India (BCI), Reliance Foundation, AFPRO and representative of different companies and all the present guests than gave information about 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 7thOctober 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*. India occupied the largest area of cotton cultivation in the world is about 41 % area and also in production (371 lakh bales). The total area of cotton cultivation is 129.5 lakh ha of India and 22.50 lakh ha in Gujarat among major portion is under Saurashtra (15.57 lakh ha).

Dr. N. K. Gontia, 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 increased cotton production by use of new technologies given by cotton scientists of Junagadh Agricultural University, Junagadh. Dr. P. M. Chauhan, Director of Research said that cotton growers must aware and their cultivation practices against drastic changes in the atmosphere due to climate change. Dr. V. R. Malam and Dr. D. R. Maheta advised the farmers to increased the production by use the new technologies developed by Agriculture University. NGO's representative said the farmer-oriented programs run by the Agricultural University are proving to be very useful for farmers to increase the productivity and expressed satisfaction.

Different programs were organized in this celebration in which Dr. N. K. Gontia, Hon. Vice Chancellor, Junagadh Agricultural University, Junagadh showed the green flag and started the "*Flag off a March*" bile 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 Center Dr. G. K. Kataria explained the importance of World Cotton Day and Dr. N. K. Gontia, Hon. Vice Chancellor JAU, Junagadh gave information about the history of World Cotton Day and its importance.

On the occasion of World Cotton Day, farmers' training was organized by Cotton Research Center, Junagadh Agricultural University, Junagadh on the topic "*Enhance the cotton yield by use of new technologies*" and different events were carried out. In this farmers training were guided by various experts of Cotton Research Station. Dr. G. K. Kataria, Dr. M. G. Valu, Prof. M. V. Variya, Prof. D. K. Davara, and Dr. A. M. Polara had guided about the use of new technologies and scientific cultivation of cotton crop and minimize the cost of cultivation and increase income. Voice message have been sent approximately 5,000 farmers for cotton advisory with the help of JAU farmers group, Reliance Foundation group, BCI farmers groups, AFPRO farmers group and ATMA Junagadh farmers group.

Different events i.e. *Farmers' remembering competition, Farmers' knowledge test, Farmers' knowledge quiz and Farmers' musical chair* were organized. The prizes were distributed to winner farmers and memento also given to the farmers.

Awareness regarding "World Cotton Day" was also generated among common people through press note in the news papers, different TV Channels and various social media.

Event Photographs:



Hon. Vice Chancellor Dr. N. K. Gontia, JAU, Junagadh Welcomed with flower by Dr. G. K. Kataria, Research Scientist, Cotton Research Station, JAU, Junagadh



Director of Research, JAU, Junagadh, Dr. P. M. Chauhan, Welcomed with flower by Dr. M. G. Valu, Associate Research Scientist, Cotton Research Station, JAU, Junagadh



Dr. V. R. Malam, Director of Student Welfare, JAU, Junagadh Welcomed with flower by Pro. M. V. Variya, Assistant Research Scientist, Cotton Research Station, JAU, Junagadh



Dr. D. R Maheta, Principal, College of Agriculture, Mota Bhandariya, Amreli, JAU, Junagadh Welcomed with flower by Pro. D.K. Davara, Asstt. Research Scientist, Cotton Research Station, JAU, Junagadh



Dr. N.K.Gontia, Hon. Vice Chancellor JAU, Junagadh inaugurated World Cotton Day and farmers training programme by lighting a lamp in the auspicious presence of Dr. P. M. Chauhan, Director of Research, Dr. V. R. Malam, DSW and Dr. D. R. Maheta, Principal, CoA,



World Cotton Day and farmers training programme also inaugurated lighting a lamp by farmers



Dr. G. K. Kataria Head of Centre given welcoming speech at occasion of celebration of “World Cotton Day-2021” at CRS, JAU, Junagadh



Presidential address given by Dr. N. K. Gontia, Hon. Vice Chancellor JAU, Junagadh on importance of cotton crop and the World Cotton Day



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



Dr. V. R. Malam, Director of Student Welfare, JAU, Junagadh advised the farmers to minimise the cost of cultivation and increase the cotton production



Dr. D. R Maheta, Principal, College of Agriculture, Mota Bhandariya, JAU, Amreli, address the farmers for use of the new technologies



Prof. M. V. Variya, Assistant Research Scientist, CRS, JAU, Junagadh proposed vote of thanks to dignities, all guests and participants.



Dr. N. K. Gontia, Hon. Vice Chancellor JAU, Junagadh and dignities released the balloons with World Cotton Day Banner.



Dr. N. K. Gontia, Hon. Vice Chancellor JAU, Junagadh flag off a march bike rally from CRS JAU Campus to Cotton Farm on the occasion of 7th October world cotton day-2021.



Bike rally flag off march started with banner and chanted slogans for enhance the cotton production.

On farm meeting



Celebrating World Cotton Day on 7th October, 2021 at CRS farm and a lecture was delivered on the importance of world cotton day.



Dr. N. K. Gontia, Hon. Vice Chancellor JAU, Junagadh gave information about the history of World Cotton Day and its importance



Balloons also released by Dr. N. K. Gontia, Hon. Vice chancellor, JAU, Junagadh and dignities at cotton farm.



Farmers' Training programme organised on 7th October World Cotton Day, 2021 at CRS, JAU, Junagadh



NGO Representative Shri Narendra Kumar sharma Vardhaman Textile, Better Cotton India (BCI) welcomed by H. N. Chaudhary



NGO Representative Shri Anand Kumar, AFPRO, welcomed by H. N. Chaudhary



NGO Representative Shri Hareshbhai Gajera, Reliance Foundation
welcomed by H. N. Chaudhary

Farmers' Memory Test Event convened by Dr. B. A. Monpara, Research Scientist, Pulse Research Station, JAU, Junagadh and supervised by Dr. A. M. Polara, Assistant Research Scientist, CRS, JAU, Junagadh



Farmers' Knowledge Test Event convened by Dr. K. H. Dabhi, Research Scientist, wheat, wheat Research Station, JAU, Junagadh supervised by Prof. D. K. Davara, Assistant Research Scientist, CRS, JAU, Junagadh



Farmers' Quiz Competition Event convener by Dr. R. K. Mathukia , Professor and Head, Dept. of Agronomy, JAU, Junagadh and supervised by Prof. M.V.Variya, Assistant Research Scientist, CRS, JAU, Junagadh



Farmers' Enjoy the Musical Chair Competition on 7th October, World Cotton Day 2021 at CRS, JAU, Junagadh



Winner Farmers' facilitate by Prized and Mementos given to all the farmers on 7th October, World Cotton Day 2021 at CRS, JAU, Junagadh



Link for World Cotton Day Celebration in News Channel

https://www.facebook.com/watch/?v=1353306465106250&extid=NS-UNK-UNK-UNK-AN_GK0T-GK1C&ref=sharing

