



# TEXPROCIL

THE COTTON TEXTILES EXPORT PROMOTION COUNCIL  
(Sponsored By Government of INDIA)

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**E Serve No. 63 of 2017**

**May 22, 2017**

**Sub: Appeal to support #CottonIsCool social media campaign  
to promote the cotton sector**

**Dear Member,**

Hon'ble Union Minister of Textiles Ms Smriti Irani has started a new social media campaign called #CottonIsCool to promote the cotton sector. Texprocil has extended it's support to this campaign on it's social platforms like Facebook @CottonTextilesIndia and twitter handle @TexprocilIndia.

Celebrating the cotton industry, Minister of Textiles wrote, "India's rendezvous with cotton predates the Indus Valley civilisation and has since evolved. Today, India is one of the largest cotton producing nations and cotton has become the ultimate summer fabric. Cotton provides comfort in the scorching heat. Wear cotton to stay cool and celebrate the cotton industry that employs millions across the country."

Joining the #CottonIsCool campaign is as easy as posting a selfie. The rules include posting a photo of a person wearing cotton with #CottonIsCool on twitter. The photo has to be shared by tagging 5 people challenging them to do the same.

#CottonIsCool is currently trending on Twitter. The campaign has received widespread support from the likes of Ministers Kiren Rijju, Hema Malini, Vasundhara Raje Scindia and Suresh Prabhu, FDCI president Sunil Sethi, Cricketers Virender Sehwag and Kapil Dev amongst others. The Hon'ble Minister's tweet has since collected over 8,500 'likes' and more than 1,700 retweets.

The Council requests all its members to show support by joining the campaign and popularising it amongst all their known social media contacts. Kindly retweet with the words #CottonIsCool and @TexprocilIndia included in the message.

Regards,

**Dr. Siddhartha Rajagopal**

**Executive Director**

**TEXPROCIL**