



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

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E-Serve No.: 114 of 2023 | Date: April 24, 2023

Sub : 6th Interactive Meeting with the Textile Advisory Group in Rajkot to review initiatives for Cotton Value Chain

Dear Member,

The Hon'ble Union Minister of Textiles, Commerce & Industry and Consumer Affairs and Food & Public Distribution, Shri Piyush Goyal led the 6th Interactive Meeting with the Textile Advisory Group (TAG) on 22.4.2023 in Rajkot (Gujarat) to review the initiatives for Cotton Value Chain (Press Release issued by the Ministry of Textiles dated 22.4.2023 is [enclosed](#)).

Smt. Darshana V. Jardosh, Hon'ble Minister of State for Textiles and Railways, TAG Chairman Shri Suresh Kotak, Smt. Rachna Shah, Secretary, Ministry of Textiles, representatives from Ministry of Agriculture and Farmers Welfare, CCI, APEDA, BIS, other senior officials from related Ministries and stakeholders from entire cotton value chain were also present.

During the interactive meeting, the Minister noted the progress made in the Project on Traceability, Certification and Branding of Kasturi Cotton India and lauded that branding of Indian Cotton will add great value to the entire Cotton Value Chain from farmers to end users. He stated that funds for project have been released and the Project work has commenced.

Shri Goyal requested TEXPROCIL to make aggressive efforts to brand Kasturi Cotton as premium cotton in domestic and international markets.

It was also informed that the final approval for Holistic Plan to enhance cotton productivity with Centre's funding of Rs. 41.87 crores under NFSM have been granted.

Further, he requested the industry for their active participation in promotion of organic cotton production amongst cotton farmers, as there is a need for strengthening certification systems for organic cotton. Therefore, it was advised to form a working group of experts, representatives from Industry, respective Ministries and other stakeholders to have detailed plan of action to boost organic cotton production on cluster based approach.

Members may kindly take a note of the above.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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