



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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To: Members of the Council

Sub : WORLD COTTON DAY (WCD 2020) celebration on 7th October 2020 : Call For Participation

Dear Member,

The World Trade Organisation (WTO) Secretariat is planning to organize a list of possible virtual activities to celebrate the first-year anniversary of World Cotton Day on 7th October 2020 and has sought support from all the stakeholders in the cotton and cotton textile sector. In this regard, a letter from the WTO is attached ([click here](#)) for your information.

To mark the World Cotton Day (WCD 2020) celebration, Members are encouraged to publish social media posts on their channels with photos of cotton farmers, cotton fields, processing factories, social responsibility activities, innovation in cotton production and value chain, accompanied by a caption text or a quote.

The WTO Secretariat has also requested the use of the following hashtag in social media campaigns and publications: **#WorldCottonDay**. This specific hashtag will enable the WTO media team to compile all the posts, and to spread the word via their social media channels (please also tag the WTO by using **@WTO** to facilitate the compilation of posts).

In this regard, Members are also invited to take the initiative to distribute cotton-made products (e.g., cotton masks) to their employees in factories and work places and share / tag photos/ videos with the Council / WTO Secretariat at **@TexprocilIndia and @WTO**.

For further details, kindly contact us at ravi@texprocil.org (or) rajesh@texprocil.org

Looking forward to your active support in celebrating WCD 2020.

Regards,

Dr. Siddhartha Rajagopal

Executive Director

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