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Smt. Smriti Zubin Irani, Hon'ble Minister of Textiles and Women & Child Development launched the National Brand of Cotton 'KASTURI' initiated by Cotton Corporation of India (CCI) @ New-Look Cotton Webinar organised jointly by TEXPROCIL and CITI on World Cotton Day (October 7).

**CHAIRMAN'S MESSAGE**



Dear Friends,

While this column normally looks back at activities and events during the two fortnights ending each month, this one

is taking the liberty of commencing with events during the first week of the current month.

The reason is that in a historic development on October 7, 2020, India got the much awaited Brand Name, "KASTURI" for the Extra Long Staple Cotton being produced in the country.

**"Kasturi" - Brand Launched by the Hon'ble Minister of Textiles**

The Hon'ble Minister of Textiles, Smt. Smriti Zubin Irani, launched "Kasturi" - Brand & Logo, at a webinar jointly organized by the Council along the Cotton Corporation of India (CCI), CITI along with the Ministry of Textiles to commemorate the World Cotton Day (WCD) on 7th October.

The Brand "Kasturi" has been

developed along with stringent parameters, properties and protocol. This is a welcome step, as the Branded Cotton is expected to not only get higher prices for the farmers, but also for the entire value chain and also reduce import dependency.

The launch of a national brand for ELS Cotton and 'WCD 2020' celebrations provided the much required respite to trade and industry in these pandemic - hit times.

**Trade Data**

Another positive development is the growth being reported in India's merchandise exports in September this year.

As per the Ministry of Commerce, India's merchandise exports during the month of September grew by 5.27 per cent to \$27.40 billion, as compared to \$26.02 billion in September 2019.

During this period India's exports of cotton yarn, fabrics, madeups, handloom products etc. showed a positive growth of 14.82 per cent

as compared to the previous year's same month. Exports of readymade garments of all textiles also rose 10.21 per cent during the month.

These are indeed encouraging trends. Hopefully, the momentum is maintained in the coming months.

**Neighbourhood First**

India's "neighbourhood first" policy, which accords primacy to nations in the country's periphery, is evidence of its approach of according priority to South Asia and the countries in the adjoining region by way of cross border trade and investment promotion.

In this connection, the Ministry of Textiles convened an online meeting of the Group set up on inviting Foreign Direct Investment (FDI) from the Neighbouring Countries on 23.09.2020.

Following up on the discussions held at the meeting, the Council sent a consolidated set of Notes on 'Increasing Trade with Bangladesh', 'Fostering growth in India-Sri Lanka textile trade' and on 'Increasing trade with Myanmar'.

## CHAIRMAN'S MESSAGE

CONTINUED FROM PAGE 1

### Opportunities to increase export to the USA

On 24th Sep, Shri. Ravi Capoor, Secretary (Textiles) convened a video meeting with all the stakeholders in the T&C sector to discuss the possibility of garnering market share likely to be vacated on account of restrictions on import of T&C from China to the USA on products made from Xinjiang cotton on account of forced labour practices.

While appreciating the initiatives undertaken by the Secretary (Textiles), the Council once again impressed upon him the need for the entire textile and value chain, including cotton yarn, to be considered for eligible refund of duties and taxes under the RODTEP Scheme

### Developing Inland Waterways Transport to promote Exim Trade with Bangladesh

In the case of Bangladesh, the Council has been actively pursuing the removal of bottlenecks in the Land route and the development of alternate routes for improving connectivity including developing Inland Waterways.

In this connection, it may be recalled that the Council had organised a webinar earlier on July 22, 2020 in association with Inland Waterways Authority of India (IWAI) and Ministry of Textiles.

As a follow up, the Council was asked to take the lead to prepare a comprehensive report on the feasibility of transporting textile export cargo from the different

production centres in India to Bangladesh by inland waterway transport.

The Council prepared a detailed report taking into account the needs of the various stakeholders in terms of load factor, sailing schedules, through bill of lading, end to end pickup and delivery, streamlining Customs procedures and the likely costs.

The detailed report was sent to Shri Ravi Capoor, Secretary, Ministry of Textiles, on 28th September, 2020, outlining the potential to promote EXIM Trade with Bangladesh through Inland Waterways Transport.

### Boosting India-Bangladesh Trade

I along with the Council's Executive Director participated as panel Members at the "India - Bangladesh Virtual Conference on Textiles and Apparel Sector" organised on 30th September 2020, by the CII. The objective of the Conference was to develop synergies and identify the enablers between the two countries.

The Conference was inaugurated by Hon'ble Minister of Textiles, Smt. Smriti Zubin Irani.

At the Business Sessions, we emphasized the need to put in place a suitable mechanism stipulating the use of Indian or Bangladeshi made domestic fabrics in garments being exported to India ( instead of Chinese fabrics) to achieve a win-win relationship in the true sense.

We also suggested that criteria similar to 'short supply route' as followed in Central American FTA (CAFTA) with the USA will result

in encouraging investments in manufacturing ( in both countries) in identified fabrics, not available in commercial quantities. If this approach is taken then orderly and meaningful investment can take place reducing dependency on third country fabrics. It will also encourage greater use of inputs produced in the two countries. Apart from the above, other suggestions like adopting a two pronged strategy comprising: a) Increase local trade through Border Haats (local markets); and b) Setting up several SEZs within 200 km of entry point to the border transport system were also made to enhance trade relations.

### Way Forward

Friends, looking at the current state of export trade, there are some visible signs that the disruption in India's supply chain is gradually being repaired.

As we await the country's trade to return to a semblance of greater normalcy, the signs of recovery seen in September exports hopefully bear good tidings.

Going forward, integrating more export-oriented provisions in the country's upcoming Foreign Trade Policy, ensuring inclusion of the entire textile value chain under RODTEP Scheme accompanied by a progressive Textile Policy could provide a significant boost to India's exports in the coming months.

**Dr. K. V. Srinivasan**  
Chairman

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**COVER STORY****Potential to promote EXIM Trade with Bangladesh through Inland Waterways Transport**

The Government is encouraging the use of the Inland Waterway Transport (IWT) as a supplementary mode of transport to export textiles from India to Bangladesh in addition to roadways and railways and is taking various steps in his direction. TEXPROCIL submitted a detailed report to Ministry of Textiles on the subject on Sep. 28, 2020.

It may be recalled TEXPROCIL, in association with IWAI (Inland Waterways Authority of India) and under the guidance of the Ministry of Textiles, organized a Webinar on Inland Waterway Transport (IWT) Corridor for Textile Exports to Bangladesh on July 22, 2020. Shri Ravi Capoor, Secretary (Textiles), Dr. Amita Prasad, Chairperson, IWAI, Shri Rajesh Jindal, Commissioner of

Customs (Preventive), Kolkata, Shri J. K. Singh, Trade Advisor, Ministry of Textiles and Shri Shashi Bhutan Shukla, Member (Traffic & Logistics) participated in the discussions.

Shri Ravi Capoor, Secretary (Textiles) stated that due to congestion problems faced by the exporters at Petrapole and Benapole, IWT (Inland Waterways Transport) can become an integral part of transport of EXIM cargo to Bangladesh. He suggested that a Committee should be set up consisting of representatives of TEXPROCIL, CCI, IWAI and other stakeholders. He also suggested that the Committee should prepare a Report which should include the potential to move cargo through the Waterways, the likely volumes that could be shipped, the challenges, issues, problems being faced at the other end in Bangladesh etc. which need to be resolved. Further, the Secretary (Textiles) advised that TEXPROCIL should take the lead in the formation of the Committee and also in preparing the Report.

Accordingly a Committee was formed and after a series of meetings, a Report was prepared after extensive consultations with the stakeholders and submitted to Shri Ravi Capoor,

Secretary (Textiles) on 28th September 2020.

**Suggestions to promote use of IWT by textile exporters**

Textile manufacturing units are located mainly in States like Maharashtra, Gujarat, Tamil Nadu, Madhya Pradesh, Rajasthan and Punjab. Certain steps need to be taken to encourage the exporters to use the Inland Waterways for exporting textiles to Bangladesh.

During the consultations with exporters, a comparison based on an example of the calculations of a shipment from Ahmedabad to Bangladesh showed that currently the cost of shipments of cargos originating in different textiles centres through IWT was higher as compared to Roadways and requires reduction.

Also the Customs clearance procedures such as filing of Shipping Bills, Cargo inspection, Let Export Order, loading of containers on the ships must be smooth and faster to reduce the lead time for the exporters.

Also, it was observed that the cargo handling operations such as stuffing, consolidation etc. at river terminals and ports in India are carried out manually leading to delay in handling the export cargos and require installation of mechanical facilities for loading/unloading cargo.

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**COVER STORY****Potential to promote EXIM Trade with Bangladesh through Inland Waterways Transport**

Schedules of vessels should be announced at least 4 weeks prior to the sailing dates so that exporters can plan their shipments accordingly. Some of the Customs Clearing agents have reported that Bangladesh does not allow clearance of LCL cargos. This should be taken up with the authorities in Bangladesh so that clearance of LCL cargos are allowed.

Vessels should carry multiple types of cargos such as textiles, engineering, food items, spices etc. Both exports and imports using IWT should be encouraged so that the increased volume of trade both ways will give scope for reduction in the freight rates by the Shipping lines.

Overloading on trucks, reportedly 20 tonne capacity trucks are seen carrying cargo of 40 tonnes. This makes freight rates economical in the case of land route. Strict enforcement must be initiated to ensure that trucks do not carry loads beyond permissible limits.

Based on extensive consultations with the trade and taking into account the above feedback received from the exporters, the Report put forth following suggestions:

(i) Provide Through B/Ls to the exporters; (ii) Reduce Freight rates; (iii) Ensure faster Customs clearance; (iv) Improve Ports infrastructure; (v) Make prior announcement of Vessel Schedules; (vi) Bangladesh should allow clearance of LCL cargos; (vii) Multiple type of cargos to be shipped; and (viii) Strict enforcement of law to prevent overloading of trucks on the land route.

It was also suggested that for encouraging the exporters to use IWT to export their products to Bangladesh the Shipping Lines should facilitate the following:

(a) Collection of cargo from their factories / warehouses and deliver them to their buyers in Bangladesh by using Multimodal transports; (b) Ensure sufficient availability of 20 Ft and 40 Ft containers for FCL cargos; (c) Provide Through Bill of Lading from the place of loading till the destination; (d) Facilitate movement of LCL cargo through consolidation as in the case of textiles products there will be very few FCL cargos but there will be a large number of LCL cargos originating in different parts of the country where the textile centres are located; and (e) Make it easy for exporters to quote in DDP (Delivered Duty Paid) to their buyers in Bangladesh.

**Key Recommendations**

To promote use of Inland Waterways as an alternate to the Land route for exports of textiles to Bangladesh from India, Committee after taking into account the suggestions received from the trade, made the following recommendations:

- (1) As a strategy, all efforts should be made to project shipments through IWT as an alternative to the Roadways. This may be done in a phased manner. In phase I, to begin with, a focussed approach may be adopted to attract cargo from certain places i.e. Ahmedabad, Ludhiana, Baddi and Warangal. In Phase II, the focus may be shifted to new locations such as Mumbai, Coimbatore, Bhopal etc.
- (2) Ship or Barge should sail from river terminals or ports in India once in every 3 days. The Ship or Barge should sail on the notified dates. This is important so that exporters can plan their shipments through IWT and adhere to shipment schedules as committed to their buyers in Bangladesh.
- (3) Transit time should be reduced from the current 9 to 10 days to around 6 days.
- (4) Currently cargoes are inspected by the Customs at Hemnagar en route to Bangladesh which reportedly takes about 2 days. This inspection procedure should be abolished as all the Customs clearance procedure including examination of the cargo, LEO are completed by the Customs at the port of loading. Abolition of this inspection procedure at Hemnagar will reduce the transit time.
- (5) For all the Ships / Barge enroute to Pangaon, checking of the transit pass is carried out at Mongla in Bangladesh. This reportedly takes one or two days which increase the transit time. This issue may be taken up with the authorities in Bangladesh so that this checking procedure at Mongla get abolished.
- (6) Rail connectivity to Haldia Port from textile producing centres such as Ahmedabad (Gujarat), Ludhiana (Punjab), Warangal (Telangana) and Baddi (Himachal Pradesh) should be improved to facilitate movement of export cargos from these places for export to Bangladesh through IWT.
- (7) For textile centres located in land locked areas,



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**email: [ravikumar@texprocil.org](mailto:ravikumar@texprocil.org)**

**PRESS RELEASE****Chairman, Texprocil welcomes the launch of National Cotton Brand "KASTURI" on World Cotton Day**

The Hon'ble Minister of Textiles, Smt. Smriti Zubin Irani, launched the national brand of extra-long staple cotton "KASTURI" at a Webinar jointly held with Cotton Corporation of India, CITI and Texprocil to commemorate World Cotton Day (October 7).

Dr. K. V. Srinivasan, Chairman, Texprocil welcomed this development and stated that the long cherished desire of the textile industry to develop a home grown brand for Indian cotton had been finally realised befittingly on the World Cotton Day. He appreciated the efforts taken by the Ministry of Textiles especially by the Hon'ble Minister Smt. Smriti Zubin Irani in developing

proper parameters, properties and protocol for the "KASTURI" Brand. With the far reaching reform made by the Government in Agriculture especially contract farming, textile mills and corporate bodies can take the initiative to invest in developing the "KASTURI" brand of Long Staple Cotton.

The Branded Cotton will not only get higher prices for the farmers, but also for the entire value chain and reduce import dependency. He further stated that in the coming years, national brand "KASTURI" has the potential to be amongst the most coveted brands of cotton in the world.

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**COVER STORY****Potential to promote EXIM Trade with Bangladesh through Inland Waterways Transport**

sufficient arrangement need to be made to transport cargo to Haldia Port by rail network.

- (8) For textile centres located near major sea ports like Mundra (Gujarat), JNPT (Maharashtra) and Tuticorin (Tamil Nadu), arrangement need to be made to transport cargo by sea to Haldia Port in barges so that the transit time and cost can be reduced.
- (9) For better understanding, the IWAI should encourage vessel operators to publish Voyage / Travel Plan, along with time lines till the end destination in Dhaka. This will enable textile companies / end users to plan their schedule of cargo shipments.

**Way Forward**

There is potential to promote Inland Waterways Transport for exports of textiles to Bangladesh from India. In order to encourage and popularise the use of Inland Waterways Transport a three pronged strategy may be adopted as follows:

- (i) Based on the issues highlighted by the trade which have been included in this Report, the IWAI

should assess the cost differentials, transit time, infrastructural requirements, container load factor (LCL/FCL) in comparison with transport of cargo by road.

- (ii) A Pilot Project should be undertaken for transport of cargo from Ahmedabad, Ludhiana and Coimbatore by Inland Waterways Transport on a throughput basis for door to door delivery. In this connection, the trial run of containerized cargo of fabrics exported by Arvind Mills Ltd undertaken on September 16, 2020 from GR Jetty, Kolkata to Muktaarpur, Bangladesh through Inland Waterways is a welcome development. However, the difficulties faced in this trial run as pointed out by the service provider Adani Logistics Ltd need to be addressed.
- (iii) Based on the experience of the trial run Pilot Project, services may be expanded to other textile centres by Multi modal transport using RFID (Radio-Frequency Identification) technology to ensure seamless vehicle movement, tracking and reduced on-site dwell time.

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## TRADE FACILITATION

## National Cotton Brand - KASTURI launched @TEXPROCIL 'New-Look' Cotton Webinar

Hon'ble Minister of Textiles and Women & Child Development, Smt. Smriti Zubin Irani launched the Indian Cotton Brand "KASTURI" today at a webinar jointly organized by Cotton Corporation of India (CCI), Confederation of Indian Textile Industry (CITI) and The Cotton Textiles Export Promotion Council (TEXPROCIL).

On account of the pandemic restrictions, an in person event was not possible like last year. Hence a series of activities were planned on the social media to mark the celebrations of the first anniversary of 'World Cotton Day'.

As a part of the celebrations, to facilitate exchange of ideas, TEXPROCIL and CITI organized a webinar titled 'Advancing to the world of New-Look cotton'. The idea was to present the recent surge seen in use of cotton on account of various technological advancements and newer applications beneficiary for growth in trade. It was an apt moment to launch National Brand of Cotton "Kasturi" initiated by CCI under the guidance of Ministry of Textiles.



Welcoming all at the occasion, Dr. K. V. Srinivasan, Chairman, TEXPROCIL shared that COTTON holds a LION'S share of our agrarian economy that provides

livelihood to millions. Hence the ideas presented at the webinar would help understand the new heights attained by COTTON and COTTON TEXTILES not just on the domestic front but also in the global context.

The 'Branding' initiative will add a higher value to Indian Cottons which already are regarded well in many parts of the world, shared Mr. T. Rajkumar, Chairman, CITI.

Mr. Andrew MacDonald, International Textiles Manufacturers Federation (ITMF) Board Member & Chairman of Spinner's Committee and International Cotton Association (ICA) Past President shared that we all have room for constant improvement, in terms of sustainability and quality to ensure our products are environmentally friendly. India has led the way, hence should take all steps to Brand our cotton as nature's gift to the world, and we must commit ourselves to continue to make Cotton Great Again.

Shri P. D. Patodia, Chairman, CITI-CDRA highlighted on the various programs being undertaken under the Technology Mission for Cottons program of Ministry of Textiles, to improve yield and productivity of cotton grown in India.

Shri Pradeep Kumar Agarwal, CMD-CCI shared that the corporation constantly strives to improve the core competitiveness and sustainable development in cotton sector. Towards this end, the launch of Indian cotton brand 'Kasturi' will go a long way to reduce the textile industry's



import dependency and support the textile industry's pursuit especially for long staple cotton.

In his Special Address, Shri Ravi Capoor, Secretary, Textiles shared that over the years and through its historic past, India has witnessed the importance and significance of the cotton fibre and now it is time to recognise the value of this rich and humble fibre.

In her Inaugural address Minister of Textiles Smt. Smriti Zubin Irani applauded the industry for treasuring the vision of Hon'ble Prime Minister of India Shri Narendra Modi in uplifting the lives and livelihood of millions of farmers in the country. 'Kasturi'- branding initiative is one of the many initiatives being undertaken by the Government for the upliftment and growth of the farmers in the country.

The following webinar session saw presentation from experts including veterans that have participated in Indian Cotton's evolution since historical times and those with both academic and industrial interests dealing on commercial domains in modern times.

Shri R L Nolkha, Vice Chairman CITI moderated the webinar which saw Dr. Siddhartha Rajagopal, summing up the proceedings. Shri Manoj Patodia, Vice Chairman, TEXPROCIL proposed the Vote of Thanks.

During the session, Ms. Roop Rashi, Textile Commissioner shared that Cotton faces a formidable challenge for survival as a dominant fibre. Considering the strides we have made in improving the quality of our Cotton, today marks a Special day for all of us as the Hon'ble Minister of Textiles launched our new brand for Cotton viz. Kasturi which in the coming years will not only enhance the value of our Cotton but also fetch higher prices for our farmers and the for the entire value chain, she added.

Overall, the webinar was successful in facilitating an exchange of ideas on the emerging scenarios in cotton usage and application. The 'New Look Cotton' holds the promise to help improve trade and support textiles to become a vibrant sector of the future. The launch of the Indian brand "Kasturi", which is considered truly timely in this regard, will place Indian cotton among the best at the top.

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**NEWS IN PICTURES**

**TEXPROCIL @National Campaigns**

**#Unite2FightCorona #JanAndolan @TexMinIndia @PMOIndia**

Let us all #Unite2FightCorona

Dr. K.V. Srinivasan, Chairman  
Sri Manoj Kumar Patella, Vice Chairman  
Dr. Subharti Rajgopal, Executive Director

**Corona Pledge**  
We pledge to take all possible preventive measures to stay protected & ensure protection for all in our fight against COVID-19.

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THE COTTON TEXTILES EXPORT PROMOTION COUNCIL  
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Dr. K.V. Srinivasan, Chairman, TEXPROCIL & Members of Textile Trade & Industry urge all citizens

To respond to the clarion call of PM @narendramodiji & join #JanAndolan for #COVID19 Appropriate Behaviour like MAINTAINING & FEET DISTANCE | SANITIZING HANDS | WEARING A MASK | AVOIDING CROWDED PLACES

Together we can save many lives!

Let us all #Unite2FightCorona @TexMinIndia @PMOIndia

**INDIAN COTTONS, GLOBAL REACH!**

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**#WorldCottonDay Celebrations @WTO Geneva @TexMinIndia**

Celebrating Incredible Textiles of India  
#WorldCottonDay  
October 7, 2020

Indian Cottons, Global Reach!

THE WHITE GOLD... NATURAL... VERSATILE...

Join the Global Celebrations virtually @WTO Geneva

An initiative by:  
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**Social Media Campaign**

Celebrating Incredible Textiles of India  
#WorldCottonDay  
October 7, 2020

Indian Cottons, Global Reach!

Join the Global Celebrations virtually @WTO Geneva

An initiative by:  
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**Social Media Campaign**

**National Brand Launch**

**Farmer Felicitation @CITI-CDRA**

Webinar on  
**ADVANCING TO A WORLD OF "NEW-LOOK COTTON"** Webinar

Commemorating #WorldCottonDay October 7, 2020 | 12:00 hrs. (IST) --

Special Event: Brand for Indian Cottons to be launched by Hon'ble Minister of Textiles and Women & Child Development, Government of India


**Farmer Interaction @CITI-CDRA**



## TRADE NOTIFICATION

## TEXPROCIL MEMBERSHIP ANNUAL RENEWAL SUBSCRIPTION

### (A) Renewal of Membership - Annual Subscription Fees

For Renewal of Membership, an Annual Membership fee is to be paid.

Details of Annual Renewal Subscription Fees are as follows:

Type of Membership	Amount (Rs.)	GST @ 18%	Total Amount (Rs.)
Member (with Voting Right)	11000/-	1980/-	12980/-
Registered Textile Exporter	6000/-	1080/-	7080/-

### (B) Payment of Renewal Subscription Fees

Payment of Renewal Subscription fee for the year 2019-2020 and 2020-21 can be made online.

Bank details for online payment are as follows:

Account Name	The Cotton Textiles Export Promotion Council
Bank	Bank of Baroda
Branch	Opera House Branch, Mumbai-400004
Account No.	04090200000927
IFSC Code	BARB00PERAH (Fifth character is zero)

After payment, send the details of online payment by Email in the following format on the following email ID : [smita@texprocil.org](mailto:smita@texprocil.org).

Company Name	
Registration No.	
GST No.	
UTR No.	
Date of Transaction	
Name of Bank	
Amount of Transfer	

Also send a scanned copy of Bank Payment Advice by email on the Email ID : [smita@texprocil.org](mailto:smita@texprocil.org)

Immediately after receiving the Payment details, the membership will be renewed.

### (C) Renewal of RCMC that has expired

We are glad to inform you that the Council has put in place an online system for renewal of Registration-Cum-Membership Certificate (RCMC). Renewal of RCMCs can be made online and after processing, the Renewed RCMC will be available to you online. The Original renewed RCMCs will be sent to you once our office opens and starts functioning after the lockdown.

#### Steps to be followed:

Upload self-attested scanned copies of the following documents online on TEXPROCIL's website ( [www.texprocil.org](http://www.texprocil.org)) through Member login and send a renewal request by Email on the Email ID [smita@texprocil.org](mailto:smita@texprocil.org) ( In case the RCMC has expired ) :

- [1] Copy of your Import-Exporter Code (IEC)
- [2] In case of Manufacturer Exporter, a copy of Manufacturing Licence
- [3] In case of changes in Partners, a copy of revised deed of partnership
- [4] In case of changes in Directors, a copy of DIR-12 or Board Resolution for those who have resigned or newly appointed.
- [5] Copy of old RCMC
- [6] Copy of GST Registration Certificate (if not submitted earlier)
- [7] Payment advice of Annual Subscription for the year 2020-2021

Or

Alternatively, send self-attested scanned copies of the above documents by Email on the Email ID [smita@texprocil.org](mailto:smita@texprocil.org)

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