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Sub: Cabinet Approval for “Mission for Cotton Productivity”

Dear Madam / Sir,

This is to inform you that, vide Press Release dated 05.05.2026 ([copy enclosed](#)) issued by the Ministry of Agriculture & Farmers Welfare, the Government has approved the “Mission for Cotton Productivity” with an outlay of Rs.5,659.22 crore.

The Mission has been launched to address key challenges such as declining productivity, quality concerns and supply chain inefficiencies in the cotton sector, while aligning with the Government’s “Farm to Fibre to Factory to Fashion to Foreign” vision.

Key highlights of the Mission are as follows:

- Promotion of “Kasturi Cotton Bharat” for branding, traceability and positioning Indian cotton as a premium product
- Focus on development of high-yielding, climate-resilient and pest-resistant cotton seeds.
- Promotion of advanced farming techniques such as High Density Planting System (HDPS) and improved crop management practices.
- Emphasis on quality improvement through modernisation of ginning and processing units
- Strengthening of cotton testing infrastructure for better quality benchmarking.

Key points on the Mission

- The Mission will be implemented jointly by the Ministry of Agriculture & Farmers Welfare and the Ministry of Textiles, in collaboration with ICAR, CSIR and State Agricultural Universities, initially covering 140 districts across 14 major cotton-growing states.
- The focus will be on adoption of advanced technologies, farmer training, quality improvement, and modernization of infrastructure across the cotton value chain.

-- It aims to enhance productivity from 440 kg/ha to 755 kg/ha and achieve a production target of 498 lakh bales by 2031, benefiting around 32 lakh farmers.

-- It also emphasizes traceability through Kasturi Cotton Bharat, reduction in contamination and promotion of sustainable fibres, thereby strengthening India's self-reliance in the cotton sector.

The Council expresses its sincere appreciation to the Hon'ble Prime Minister and the Hon'ble Ministers of Agriculture & Farmers Welfare and Textiles for this important initiative, which is expected to strengthen the cotton value chain and enhance the competitiveness of India's textile sector.

You are advised to take note of the above developments and align your sourcing and export strategies accordingly.

Regards,

**Dr. Siddhartha Rajagopal**  
Executive Director

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