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**Cotton  
Association  
of India**

# COTTON STATISTICS & NEWS

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## Agriculture: A Winner During COVID19 Pandemic and Economic Crisis

Popularly known as "COTTONGURU", Shri Manish Daga is 4th generation from COTTONGURU® Group which has been in the cotton business since the last 115 years. He is the one and only registered "Chartered Cotton Valuer" in India. Shri. Daga has been a Speaker in more than 25 International and Domestic Textile Conferences across five countries. He is an expert advisor and trainer for farmers, ginneries and mills for marketing of Indian cotton. He has organised over 40 farmer training workshops, visiting more than 600 villages and personally meeting more than 20,000 cotton farmers. Shri. Daga is the promoter of "Swachha Cotton Abhiyan (Clean Cotton Mission)" and has created many "Pradarshan Khet (evidence-demonstration farm)" projects with the aim of doubling farmers' income and ensuring uninterrupted supply of contamination free cotton for the textile industry. He is also a prolific writer. He is currently the Director of CAI.



### GUEST COLUMN

*Shri. Manish Daga*  
Managing Director, COTTONGURU

I wish to share a very interesting story

"When a bunch of thieves steal a buffalo at night, the first thing they do is remove the bell from the buffalo's neck. One of the thieves runs in one direction ringing the bell and the other runs in the opposite direction with the buffalo. It's dark and so all the villagers run behind the noise of the bell. After a while the thief carrying the bell throws the bell in the jungle and runs away. Villagers find the bell and enter the jungle looking for the buffalo and the thief. At the other end of the village, the other

thief runs away with buffalo...."

The analogy here is

**Villagers:** We, the people of India

**Our buffalo:** Economy, Employment, Education

**Buffalo Bell:** Sushant Singh Rajput, Rhea Chakravarty, Kangana, Politics, Bollywood, Drugs,....

**Thieves:** News channels

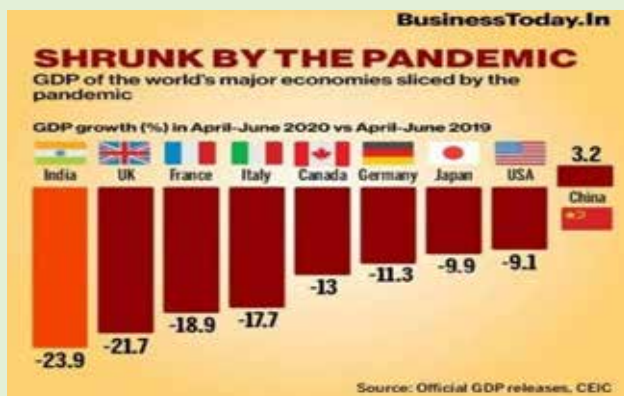
The thieves are having a great time and the villagers are still searching for buffaloes in the jungle!



**COTTONGURU®**  
proposes a 2nd White  
Revolution in cotton

We don't even realise that we are being mesmerised into doing something which is utter nonsense while at the same time ignoring which is very obvious.

### Fact No. 1 : COVID19 Pandemic has had a disastrous effect on our economy



India has been one of the worst hit countries during COVID19. The GDP has shrunk by 23.9%. There is an estimate that over 50 million Indian have lost their jobs or will lose it during the coming months. Apart from dearth of demand and capital, there is an acute shortage of skilled labour for the industries. According to Centre for Monitoring India Economy, there were 12 million job losses in April 2020 immediately after the lockdown. Many of these people are still unemployed.

### Fact No. 2 : Agriculture has been the only saving grace for India during the lockdown



As is evident from the chart above, almost all of the main sectors have been hit very badly by the lockdown. Agriculture has been the only saving grace for India during the pandemic lockdown.

### Fact No. 3 : Increase in cotton sowing area

A good monsoon has been beneficial and the farmers have responded fantastically by

All India Cotton Sowing				
As on 10-09-2020				
STATE	(Area in Lakh Hectare)			
	2020-2021	2019-2020	Change	
Punjab	5.010	4.020	0.990	24.63%
Haryana	7.370	7.010	0.360	5.14%
Rajasthan	6.679	6.445	0.234	3.63%
<b>North India</b>	<b>19.059</b>	<b>17.475</b>	<b>1.584</b>	<b>9.06%</b>
Gujarat	22.786	26.657	-3.871	-14.52%
Maharashtra	42.238	43.819	-1.581	-3.61%
Madhya Pradesh	6.440	6.090	0.350	5.75%
<b>Central India</b>	<b>71.464</b>	<b>76.566</b>	<b>-5.102</b>	<b>-6.66%</b>
Telangana	24.131	18.322	5.809	31.71%
Andhra Pradesh	5.638	6.110	-0.472	-7.73%
Karnataka	6.789	5.747	1.042	18.13%
Tamil Nadu	0.290	0.421	-0.131	-31.12%
<b>South Zone</b>	<b>36.848</b>	<b>30.600</b>	<b>6.248</b>	<b>20.42%</b>
Orissa	1.712	1.696	0.016	0.94%
Others	0.216	0.271	-0.055	-20.30%
<b>All India</b>	<b>129.299</b>	<b>126.609</b>	<b>2.690</b>	<b>2.12%</b>

Source : Department of Agriculture Cooperation & Farmer Welfare - Government of India

increasing the sowing area of cotton. But the big question is:

Has the Government and textile industry planned anything to ensure that these farmers are adequately compensated for their good work?

Government has increased the MSP, but low yields and cotton procurement system needs much more improvisation in terms of aggregation and technology. The Government must realise the true potential of Farmer Producer Organisations (FPOs) and promote them to help farmers focus more on their fields and yields. Besides, there is absolutely no research happening in the seeds. While the productivity of a 100% rain fed country like Brazil has reached an astronomical level of 8 bales per hectare, Indian farmers are still struggling with a dismal average yield of about 3 bales per hectare.

### Why Farmer Producer Organisations (FPOs)?

- ◆ FPOs are a legalised form of farmer-owned institutions, which consists of farmer members with common interests and concerns.

- ◆ These institutions are registered under the Companies Act and are governed by a set of bye-laws and rules.
- ◆ FPOs have evolved as new generation producer-led organisations, to help small holder farmers providing them benefits of aggregation and economies of scale.
- ◆ More organised compared to individual farmers.
- ◆ Have direct contact with their members most of whom are small holder farmers.

### **COTTONGURU (CG) has taken the following steps towards promoting Farmer Producer Organisations (FPOs)**

❖ Mentoring many of the FPOs to grow cotton as per the demand of the industry. We have been consistently guiding many FPOs for increasing their yield, quality and profits by linking them to buyers, convincing buyers to declare incentives based on quality and building sustainable marketing linkages with direct buyers bypassing the long chain of brokers, adatiyas and traders.

❖ Organising quarterly meet for FPOs at different venues to guide the FPOs from Sowing to Marketing. Also, CG has addressed many meetings organised by Govt organisations like ATMA, PoCRA, APMC, etc.

❖ Organising a Farmathon, the world's first ever Farmers Marathon on Oct 7, 2019

(World Cotton Day) in which over 500 farmers (425 male and 75 female) from over 20 FPOs from across 35 villages participated. In fact, World Cotton Day organising committee telecast the event live during the gala celebration in Geneva, Switzerland.

During the Farmathon, we distributed hand harvester machines to the FPOs as a complementary gift from Cotton Corporation of India (CCI) to help reduce the cost of harvesting which amounts to over 20% of total agriculture cost. Many value added products and by-products were also distributed during the Farmathon, such as cotton t-shirts (from COTTONGURU®), edible cotton oil packets (from GIMATEX), cotton bags (from AICOSIA), nutrition powder made from cotton seed (from CCI), etc, as a complementary gift to all the 500 farmers to enable them to realise the true value and potential of cotton.

❖ Organising special meeting of all FPOs in Aurangabad, Maharashtra on 15 Nov 2019, to guide the farmers about marketing strategy for the cotton season 2019-20. This was attended by the office bearers of 13 FPOs representing over 6000 cotton farmers. Farmers were advised about the cotton market trend for the next 2-3 months. All the attending FPOs were strongly advised to focus on selling to the Cotton Corporation of India (CCI) as it was offering the highest market price based on MSP. The FPOs were also advised on the terms of selling to CCI. During the FPO Meet, the grievances and suggestions of the farmers were minuted and sent in a formal



letter to the CCI CMD. The letter was signed by all the office bearers of attending FPOs with a with a special comment from COTTONGURU®. We hand- delivered this letter to the CCI CMD.

Within the next 2 months, these FPOs delivered over 1.5 lakh quintals of kapas to the CCI at the highest prevailing market price (MSP).

❖ Releasing regular videos for advising the farmers about diseases, pests, international and domestic market trends, etc. These videos are regularly watched and followed by thousands of farmers on COTTONGURU®YouTube channel and WhatsApp groups. Simultaneously, we have been writing weekly articles for leading Business and Agri newspapers (in regional languages) as special market advisory service for farmers.

❖ Developing many Pradarshan Khet™ projects to accomplish our mission of “Discovering the economics of cotton for Global prosperity”. Our team works with the farmers and corporates to develop a profitable farm growing sustainable and responsible low-contamination cotton, many times converting barren and saline wastelands into rich farmlands.

❖ Issuing an advisory to farmers immediately before the COVID-19 Pandemic lockdown, warning them about the upcoming calamity and market fall and advising them to sell their cotton as soon as possible. Many farmers benefitted from this advisory. The market depreciated over 10% during the lockdown.

❖ Holding a series of Webinars during the lockdown, with over 100 FPOs and educating the small-holder farmers to be tech-savvy.

COTTONGURU® has been promoting at various platforms that the textile industry must accept farmers as an integral part of the cotton textile value chain and incentivise farmers based on lint-based marketing, contamination, etc. Contract farming is also an attractive and profitable option for the industry. It is ultimately the textile industry which will benefit in terms of quality and getting priority in exports.

Although COTTONGURU® has been consistently working for a very long time

## India Cotton Scenario:

- # India will open 2020-21 season with more than 10M bales (170kg each)
- # CCI will hold most of this stock
- # Half of this stock will be sold but not delivered
- # New season regular arrivals will start by Oct due to early sowing
- # MSP or private purchase depends on international demand

for capacity building of FPOs, doing ground level work with the smallest of farmers and establishing profitable marketing linkages within the supply chain; however much we may do, is but a drop in the ocean. We need so much more. More understanding of FPOs and recognition of how essential they are for the entire cotton value chain; as well as more concerted and concentrated efforts so that FPOs are the norm rather than exceptions.

## Summary:

- ♦ India must realise, utilise and capitalise on the true potential of agriculture.
- ♦ Cotton has remained the cash crop of India since centuries and surplus cotton is the USP for Indian textile industry.
- ♦ Government and industry must ensure that cotton farming remains profitable.
- ♦ Doubling of farmers income is possible by increasing yields to global levels and relevant technological interventions, especially in seeds.
- ♦ Contract farming and FPOs are the future of Indian agriculture.

*(The views expressed in this column are of the author and not that of Cotton Association of India)*

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# A Precursor for Sustainability

*Shri. Pankaj Mepani, CEO, M/s. Shree Corporation, has more than 42 years of experience in the cotton industry having worked in both trading and a textile company. Currently he is a Director of Cotton Association of India.*

## Better Management Practices

It has been established that indiscriminate use of inputs, such as water and chemicals in cotton production, is the cause for some of the key environmental issues associated with cotton production. Sustainable cotton cultivation, therefore, requires an integrated approach at the crop management level, with improved practices. Better crop management practices such as Non-Pesticide Management (NPM), IPM, Integrated Nutrient Management (INM), Integrated Water Management (IWM), are essentially meant to lessen the burden of inputs while increasing productivity and reducing environmental impact. WWF-India has helped develop Better Management Practices (BMP) based on the above parameters that balance crop productivity with agri-inputs. These practices can be broadly categorised into the following five areas.

### 1. Soil Fertility Management

BMPs on soil fertility management include soil test-based fertiliser application. Based on the nutrient status of the soil, fertilisers are recommended for application in soil. Apart from this, BMPs also includes Integrated Nutrient Management that requires the use of organic inputs (like tank silt application, crop residues, vermicompost, farmyard manure, etc.) practices in conjunction with inorganic fertilisers. The particular management practices restrict the overuse of mineral fertilisers and thus prevent loss of nutrients.

### 2. Pest and Disease Management

BMPs on pest and disease management advocate proper pest monitoring through sticky, pheromone and yellow trap, encouraging cultural, mechanical and judicious chemical practices to control pest and diseases in cotton. These can

effectively reduce the hazards of using the excess of chemical pesticides and insecticides.



GUEST COLUMN

*Shri. Pankaj D. Mepani  
CEO, Shree Corporation*

### 3. Water Management

BMPs on water management have been developed to improve water use efficiency in cotton irrigation. The water BMP includes the adoption of water conservation techniques like drip irrigation and other innovative techniques, such as watering plant rows in pairs.

In the micro irrigation system, water use efficiency varies from 70 to 95 per cent, compared with 35 to 40 per cent in traditional irrigation techniques i.e. flood irrigation due to significant seepage, evaporation, distribution, conveyance losses, etc.

### Clean Picking

BMPs encourage safe use of pesticides with proper disposal of containers by the users. Emphasis is also given to clean cotton-picking practices that reduce the likelihood of contamination. The BMPs encourage the use of cloth bags, which are used to collect cotton during picking and for cotton storage. Separate, ergonomically designed, aprons are provided to the women labourers for reducing the contamination of hair and threads from polypropylene bags.

### WWF-India Case Studies

WWF-India's Sustainable Cotton Project is working towards developing improved sustainable cotton production systems, in which farmers, by adopting BMPs, are equipped to produce quality cotton by using environment-friendly organic fertilisers produced from locally available resources. The project started in 2007 with a few farmers in Warangal and now has a presence in different agro-climatic cotton-growing regions of the country – Andhra Pradesh, Maharashtra, and Punjab. What started with a few farmers is now aimed at reaching one-tenth millions of cotton growers.

Better management practices that were mentioned in the previous section form an integral part of this project. The thrust of the project is to

discourage the use of chemical pesticides, which are not only expensive, but also damage the crop and environment, and lead to long-term illnesses for the farmers and their families.

Conservation, as well as the productive use of water and sustainable use of natural resources by cotton farmers, is also promoted under the BMPs. Emphasis is also given to clean cotton picking and reduction of cotton contamination for the mutual benefit of the farmers and the industry.

The project uses an integrated approach: by developing water and nutrient management practices for cotton and cotton-based cropping systems; and IPM technology has thereby created a ripple effect among farmers in the Warangal district of Andhra Pradesh, as well as the Jalna and Aurangabad districts of Maharashtra.

On adoption of the BMPs, farmers have managed to reduce their water and chemical use. In 2010, the project involved almost 8,800 farmers. By using BMPs, these farmers managed to reduce their water application by 30%-51%, pesticide application by 38%-80%, chemical and fertiliser use by 32%-53% and GHG emissions by 57% on

an average, as compared to the farmers who were engaged in conventional farming and did not use BMPs that year.

The cotton produced under WWF-India's BMPs is procured by the local suppliers of the global brands and retailers, such as IKEA and Marks and Spencer. Thus, a supply chain is ensured, focusing on production and uptake of sustainable raw materials. WWF-India is creating a network of reputed national textile brands and retailers to create awareness about sustainable raw material supply.

At this juncture, when the cotton apparel and textile market is shifting towards building a better supply chain, with an emphasis on improved environmental and social standards, WWF-India's BMP's have contributed towards producing environmentally sustainable cotton within an enabling environmental framework. This effort has also contributed to Better Cotton Initiative's standards development.

*Courtesy: Cotton India, Aurangabad*

*(The views expressed in this column are of the author and not that of Cotton Association of India)*

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## Update on Cotton Acreage (As on 10.09.2020)

(Area in Lakh Ha)

Sr. No.	State	Normal Area (DES)*	Normal Area as on Date (2015-2019)	Area Covered (SDA)					
				2020-21	2019-20	2018-19	2017-18	2016-17	2015-16
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
1	Andhra Pradesh	6.45	6.450	5.638	6.110	5.510	5.640	3.778	5.300
2	Telangana	17.26	17.262	24.131	18.322	17.943	18.610	12.500	16.730
3	Gujarat	26.32	26.322	22.786	26.657	27.086	26.330	23.824	27.630
4	Haryana	6.41	6.412	7.370	7.010	6.650	6.560	4.980	5.810
5	Karnataka	6.58	6.584	6.789	5.747	5.480	4.710	4.640	4.840
6	Madhya Pradesh	5.85	5.852	6.440	6.090	6.970	5.990	5.990	5.470
7	Maharashtra	41.53	41.532	42.238	43.819	41.187	42.030	38.014	38.192
8	Odisha	1.38	1.380	1.712	1.696	1.578	1.450	1.360	1.250
9	Punjab	3.21	3.206	5.010	4.020	2.840	3.850	2.560	4.500
10	Rajasthan	5.24	5.238	6.679	6.445	4.961	5.031	3.847	4.060
11	Tamil Nadu	1.57	1.574	0.290	0.421	0.184	0.495	0.056	0.179
12	Others	0.46	0.462	0.216	0.271	0.172	0.286	0.170	0.210
<b>All India</b>		<b>122.260</b>	<b>122.274</b>	<b>129.299</b>	<b>126.608</b>	<b>120.561</b>	<b>120.982</b>	<b>101.719</b>	<b>114.171</b>

\* Directorate of Economics & Statistics, Ministry of Agriculture and Farmers Welfare, Krishi Bhavan, New Delhi  
Source : Directorate of Cotton Development, Nagpur



**Since 1921,**  
**we are dedicated to the cause of Indian cotton.**  
 Just one of the reasons, you should use our Laboratory Testing Services.

The Cotton Association of India (CAI) is respected as the chief trade body in the hierarchy of the Indian cotton economy. Since its origin in 1921, CAI's contribution has been unparalleled in the development of cotton across India.

The CAI is setting benchmarks across a wide spectrum of services targeting the entire cotton value chain. These range from research and development at the grass root level to education, providing an arbitration mechanism, maintaining Indian cotton grade standards, issuing Certificates of Origin to collecting and disseminating statistics and information. Moreover, CAI is an autonomous organization portraying professionalism and reliability in cotton testing.

The CAI's network of independent cotton testing & research laboratories are strategically spread across major cotton centres in India and are equipped with:

- State-of-the-art technology & world-class Premier and MAG cotton testing machines
- HVI test mode with trash% tested gravimetrically

#### LABORATORY LOCATIONS

**Current locations :** • **Maharashtra :** Mumbai; Yavatmal; Aurangabad • **Gujarat :** Rajkot; Kadi; Ahmedabad • **Andhra Pradesh :** Adoni  
 • **Madhya Pradesh :** Khargone • **Karnataka :** Hubli • **Punjab :** Bathinda • **Telangana :** Warangal, Adilabad



#### COTTON ASSOCIATION OF INDIA

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UPCOUNTRY SPOT RATES								(Rs./Qtl)					
Standard Descriptions with Basic Grade & Staple in Millimetres based on Upper Half Mean Length [ By law 66 (A) (a) (4) ]								Spot Rate (Upcountry) 2019-20 Crop September 2020					
Sr. No.	Growth	Grade Standard	Grade	Staple	Micronaire	Gravimetric Trash	Strength /GPT	7th	8th	9th	10th	11th	12th
1	P/H/R	ICS-101	Fine	Below 22mm	5.0 - 7.0	4%	15	10151 (36100)	10095 (35900)	10039 (35700)	10039 (35700)	10039 (35700)	10039 (35700)
2	P/H/R (SG)	ICS-201	Fine	Below 22mm	5.0 - 7.0	4.5%	15	10376 (36900)	10292 (36600)	10236 (36400)	10236 (36400)	10236 (36400)	10236 (36400)
3	GUJ	ICS-102	Fine	22mm	4.0 - 6.0	13%	20	6524 (23200)	6524 (23200)	6524 (23200)	6439 (22900)	6355 (22600)	6383 (22700)
4	KAR	ICS-103	Fine	23mm	4.0 - 5.5	4.5%	21	6974 (24800)	6917 (24600)	6917 (24600)	6889 (24500)	6889 (24500)	6889 (24500)
5	M/M (P)	ICS-104	Fine	24mm	4.0 - 5.5	4%	23	8689 (30900)	8633 (30700)	8577 (30500)	8520 (30300)	8520 (30300)	8520 (30300)
6	P/H/R (U) (SG)	ICS-202	Fine	27mm	3.5 - 4.9	4.5%	26	9898 (35200)	9898 (35200)	9842 (35000)	9814 (34900)	9842 (35000)	9842 (35000)
7	M/M(P)/SA/TL	ICS-105	Fine	26mm	3.0 - 3.4	4%	25	7705 (27400)	7789 (27700)	7874 (28000)	7874 (28000)	7874 (28000)	7874 (28000)
8	P/H/R(U)	ICS-105	Fine	27mm	3.5 - 4.9	4%	26	10151 (36100)	10151 (36100)	10095 (35900)	10067 (35800)	10095 (35900)	10095 (35900)
9	M/M(P)/SA/TL/G	ICS-105	Fine	27mm	3.0 - 3.4	4%	25	8014 (28500)	8127 (28900)	8183 (29100)	8155 (29000)	8155 (29000)	8155 (29000)
10	M/M(P)/SA/TL	ICS-105	Fine	27mm	3.5 - 4.9	3.5%	26	9308 (33100)	9308 (33100)	9308 (33100)	9336 (33200)	9336 (33200)	9364 (33300)
11	P/H/R(U)	ICS-105	Fine	28mm	3.5 - 4.9	4%	27	10236 (36400)	10236 (36400)	10179 (36200)	10151 (36100)	10179 (36200)	10179 (36200)
12	M/M(P)	ICS-105	Fine	28mm	3.7 - 4.5	3.5%	27	9898 (35200)	9898 (35200)	9898 (35200)	9898 (35200)	9926 (35300)	9954 (35400)
13	SA/TL/K	ICS-105	Fine	28mm	3.7 - 4.5	3.5%	27	9983 (35500)	9983 (35500)	9983 (35500)	9983 (35500)	10011 (35600)	10039 (35700)
14	GUJ	ICS-105	Fine	28mm	3.7 - 4.5	3%	27	9926 (35300)	9926 (35300)	9926 (35300)	9926 (35300)	9954 (35400)	10011 (35600)
15	R(L)	ICS-105	Fine	29mm	3.7 - 4.5	3.5%	28	10292 (36600)	10292 (36600)	10236 (36400)	10208 (36300)	10236 (36400)	10236 (36400)
16	M/M(P)	ICS-105	Fine	29mm	3.7 - 4.5	3.5%	28	10179 (36200)	10179 (36200)	10179 (36200)	10179 (36200)	10208 (36300)	10236 (36400)
17	SA/TL/K	ICS-105	Fine	29mm	3.7 - 4.5	3%	28	10236 36400	10236 36400	10236 36400	10236 36400	10264 36500	10292 36600
18	GUJ	ICS-105	Fine	29mm	3.7 - 4.5	3%	28	10208 (36300)	10208 (36300)	10208 (36300)	10208 (36300)	10236 (36400)	10292 (36600)
19	M/M(P)	ICS-105	Fine	30mm	3.7 - 4.5	3.5%	29	10404 (37000)	10404 (37000)	10404 (37000)	10404 (37000)	10432 (37100)	10432 (37100)
20	SA/TL/K/O	ICS-105	Fine	30mm	3.7 - 4.5	3%	29	10489 (37300)	10489 (37300)	10489 (37300)	10489 (37300)	10517 (37400)	10517 (37400)
21	M/M(P)	ICS-105	Fine	31mm	3.7 - 4.5	3%	30	10573 (37600)	10573 (37600)	10573 (37600)	10573 (37600)	10573 (37600)	10573 (37600)
22	SA/TL/K / TN/O	ICS-105	Fine	31mm	3.7 - 4.5	3%	30	10657 (37900)	10657 (37900)	10657 (37900)	10657 (37900)	10657 (37900)	10657 (37900)
23	SA/TL/K/ TN/O	ICS-106	Fine	32mm	3.5 - 4.2	3%	31	10770 (38300)	10770 (38300)	10770 (38300)	10770 (38300)	10770 (38300)	10770 (38300)
24	M/M(P)	ICS-107	Fine	34mm	3.0 - 3.8	4%	33	14819 (52700)	14819 (52700)	14819 (52700)	14819 (52700)	14819 (52700)	14819 (52700)
25	K/TN	ICS-107	Fine	34mm	3.0 - 3.8	3.5%	34	15100 (53700)	15100 (53700)	15100 (53700)	15100 (53700)	15100 (53700)	15100 (53700)

(Note: Figures in bracket indicate prices in Rs./Candy)