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Business Model for the Future- Collaborate, Contribute and Co-create

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EXPERT'S Column



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Maha FPO Federation and Managing Director of COTTONGURU® Group. He is a Managing Committee Member of Indian Fibre Society and Indian Society for Cotton Improvement. He is the first and only Indian to be registered as 'Chartered Valuer' specialising in cotton fibre, yarn and fabrics by the Institute of Valuers and Indian Institution of Valuers (India). He is also Editor of "COTTONGURU® Fortnightly Newsletter (published by Cottonguru Media)" which is circulated to over 10,000 textile companies, professionals, associations worldwide.

Environmental Balance with Economic Value (EV) through Co-creation

New Business Model - Adapt & Grow

- Business models are changing worldwide
- Customers are becoming more involved in the supply chain and demanding of suppliers
- Supply chains are becoming increasingly fragmented
- Enterprise transformation is no longer a matter of choice

The Three Sea Changes

Adapt your Business Model for Growth



Change # 1
Raw
material
security



Change # 2
Customers are demanding more sustainability and traceability from suppliers



Change # 3
Supply chains are becoming increasingly fragmented

Current Level of Engagement in Textile Supply Chain

Fragmentation between farmers, processors and consumers is an alarming threat. This has a major impact on all of us

A Fragmented Supply Chain

- Limits productivity and competitive advantage
- Hampers growth
- Causes dissatisfied customers

Currently, we are doing more of

- Industrial farming &
- Industrial manufacturing

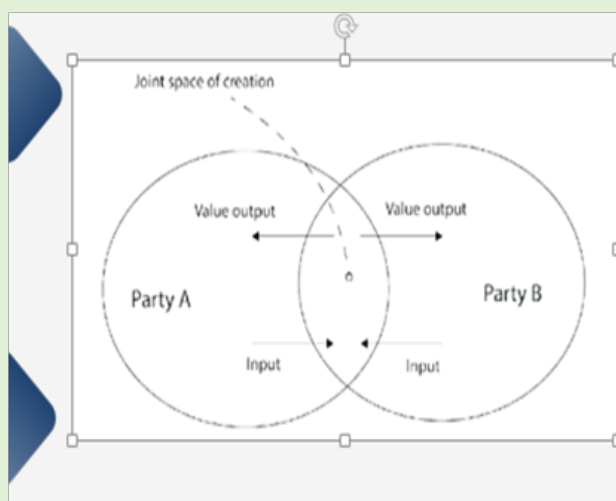
Result?

- Depletion in agri health (soil) and Industrial health
- Climate change



What is Co-Creation?

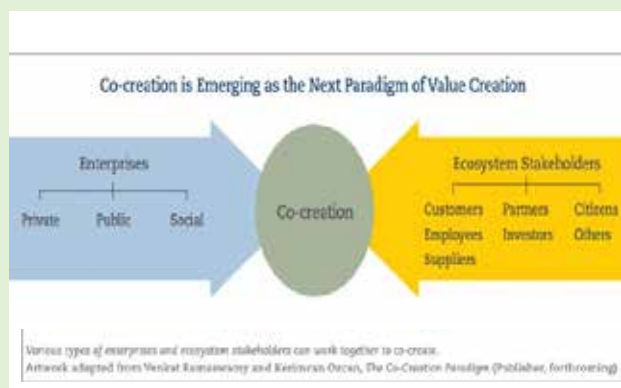
- First introduced by Dr. Venkat Ramaswamy, Professor of Marketing at Ross School of Business, University of Michigan, USA.
- Co-creation is the practice of cooperating and collaborating with other stakeholders to develop sustainable solutions
- Co-creation involves the integration of partners’ resources, knowledge and networks to resolve challenges or to capitalize on opportunities



Co-creation - Next Paradigm of Value Creation

The purpose of Co-creation is to generate practical, actionable and sustainable solutions through collective ideation and collaboration. Co-creation is about “engagement platforms”.

Technology has helped build many engagement platforms, but the real power is the collective intelligence generated from both customers and employees and in building the structures and processes necessary to keep the engagements flowing



Co-creation: Challenges and Opportunities

Current challenges and barriers for Co-creation

- Organisations will need to challenge their current “mindset” to connect better with co-creative concept
- Trust
- Investment in R & D and building of supply chain

Since we know the gaps, it is an opportunity to create a complete traceable ecosystem in India and globally for Co-creation. Upcharge will be available when the ecosystem is developed.

Opportunities

- Increased innovation and efficiency
- Faster development
- Risk sharing
- Improved intellectual capacity and customer loyalty



Challenges

- Changing the mindset of Management from competition to unity
- All stakeholders need to work effectively
- Clear division of tasks
- Striking a balance between freedom and rules



Food for Thought

- What should we do individually and collectively for co-creation?
- What funding can be received for building value chains out of currently fragmented supply chains?
- Is it being done somewhere?

US Cotton Trust Protocol’s sustainable cotton program is a good example of such a sincere effort.

- The obvious question all of you will ask is “What are you doing for co-creation?”

What Can We do?

- Organise small holder farmers into legal registered companies called Farmer Producer Organisations (FPOs). Make state level trading FPO Federation and National level Networking Association.
- Trust relationship with farmers, manufacturers and brands
- Value addition from seed cotton to lint cotton with proper certification
- By-product utilisation of cotton stalks to make biochar
- Partnership projects with corporates and brands for sustainable cotton, carbon and Biodiversity credits, building supply chains, CSR, etc.

Our Mission

Facilitating **Inclusion** of small holder farmers into FPOs

Central **touch-point** for farmers, manufacturers and brands

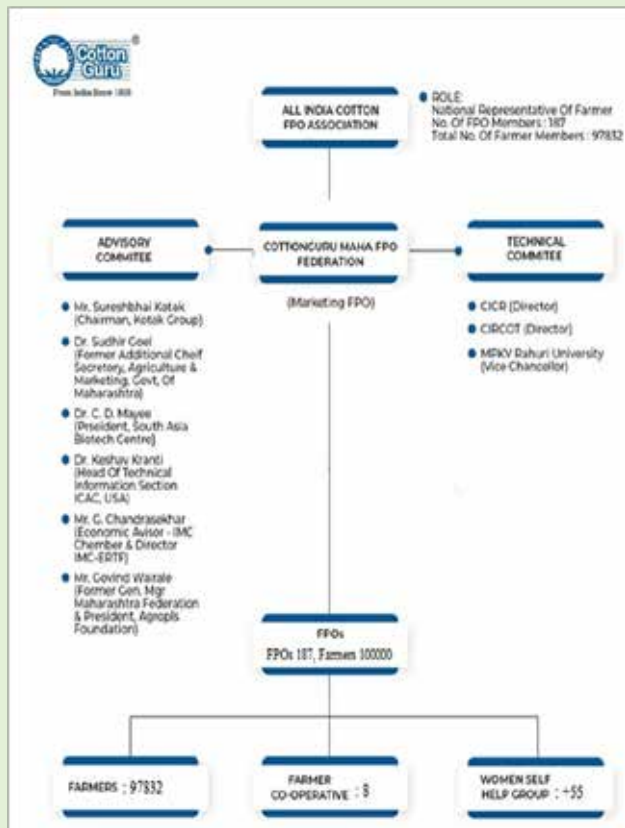
Value addition and upcycling from seed to lint

Partnership Projects on sustainable cotton, Carbon and Biodiversity credits, Supply chains resilience and CSR activities



Organizational Structure

All India Cotton FPO Association- organised farmer structure



Conclusion

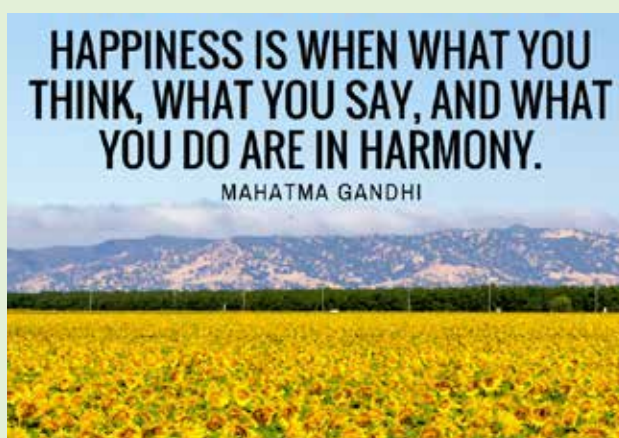
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- By-product utilisation of cotton stalks to make Biochar
- Partnership projects with corporates and brands for sustainable cotton, carbon and biodiversity credits, building supply chains, CSR, etc
- The future belongs to the co-creative enterprise
- It is possible to achieve environmental balance with economic value through collaboration and contribution leading to Co-creation

- Co-creation will help to improve Agri health and Industrial health
- The delicate balance of lovely planet has never been more precarious. Sustainable and regenerative agriculture emerges as a powerful tool offering a path of harmonious Co-creation and co-existence with our planet Earth

**Kisaan hasega
toh desh basega**
(Happy farmer=Happy country)



- Roosevelt-The future belongs to those who believe in the beauty of their dreams



Mission Statement and Vision

Mission Statement: To assist farmers in improving yield and quality. To strive to help cotton users in locating regular sources of sustainable and contamination-free cotton at nominal prices. Promote cotton as an eco-friendly renewal resource, to save the environment.

Vision: Unlocking the socio-economic potential of sustainable cotton for global prosperity.

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

Glimpses of Ram Navami Celebration

On the auspicious occasion of Ram Navami, Shree Ramchandraj Temple Trust organised a week-long “Harinam Saptah” at the Shree Ramchandraj Temple at Cotton Green, Mumbai from 9th April 2024 to 18th April 2024. Shri. Pradeep Krishnanuragi ji Maharaj (Mathura) recited Shree Ram Katha. The week-long celebration included a Maha Aarti on 9th April, Ram Navami Utsav on 17th April and Maha Prasad on 18th April 2024.

The weeklong celebration saw devotees attending in large numbers.





COTTON ASSOCIATION OF INDIA



**COTTON
ASSOCIATION
OF INDIA**
Established in 1921
ISO 9001:2015

**A CHILD'S CHILDHOOD IS FOR LEARNING
DON'T USE THEIR CHILDHOOD FOR EARNING
SAY NO TO CHILD LABOUR**

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) 2023-24 Crop April 2024					
Sr. No.	Growth	Grade Standard	Grade	Staple	Micronaire	Gravimetric Trash	Strength /GPT	15th	16th	17th	18th	19th	20th
1	P/H/R	ICS-101	Fine	Below 22mm	5.0 – 7.0	4%	15	12429 (44200)	12429 (44200)		12373 (44000)	12232 (43500)	12232 (43500)
2	P/H/R (SG)	ICS-201	Fine	Below 22mm	5.0 – 7.0	4.5%	15	12598 (44800)	12598 (44800)		12541 (44600)	12401 (44100)	12401 (44100)
3	GUJ	ICS-102	Fine	22mm	4.0 – 6.0	13%	20	10545 (37500)	10686 (38000)	H	10545 (37500)	10404 (37000)	10348 (36800)
4	KAR	ICS-103	Fine	22mm	4.5 – 6.0	6%	21	12795 (45500)	12795 (45500)		12654 (45000)	12570 (44700)	12541 (44600)
5	M/M (P)	ICS-104	Fine	23mm	4.5 – 7.0	4%	22	15353 (54600)	15353 (54600)		15269 (54300)	15185 (54000)	15185 (54000)
6	P/H/R (U) (SG)	ICS-202	Fine	27mm	3.5 – 4.9	4.5%	26	15325 (54500)	15325 (54500)		15241 (54200)	15185 (54000)	15185 (54000)
7	M/M(P)/SA/TL	ICS-105	Fine	26mm	3.0 – 3.4	4%	25	N.A. (N.A.)	N.A. (N.A.)	O	N.A. (N.A.)	N.A. (N.A.)	N.A. (N.A.)
8	P/H/R(U)	ICS-105	Fine	27mm	3.5 – 4.9	4%	26	15466 (55000)	15466 (55000)		15382 (54700)	15325 (54500)	15325 (54500)
9	M/M(P)/SA/TL/G	ICS-105	Fine	27mm	3.0 – 3.4	4%	25	14341 (51000)	14341 (51000)		14201 (50500)	14116 (50200)	14116 (50200)
10	M/M(P)/SA/TL	ICS-105	Fine	27mm	3.5 – 4.9	3.5%	26	15213 (54100)	15213 (54100)	L	15044 (53500)	14960 (53200)	14960 (53200)
11	P/H/R(U)	ICS-105	Fine	28mm	3.5 – 4.9	4%	27	15663 (55700)	15663 (55700)		15550 (55300)	15522 (55200)	15522 (55200)
12	M/M(P)	ICS-105	Fine	28mm	3.7 – 4.5	3.5%	27	16197 (57600)	16225 (57700)		16085 (57200)	16000 (56900)	16028 (57000)
13	SA/TL/K	ICS-105	Fine	28mm	3.7 – 4.5	3.5%	27	16253 (57800)	16281 (57900)		16141 (57400)	16056 (57100)	16085 (57200)
14	GUJ	ICS-105	Fine	28mm	3.7 – 4.5	3%	27	16310 (58000)	16366 (58200)	I	16141 (57400)	16028 (57000)	16000 (56900)
15	R(L)	ICS-105	Fine	29mm	3.7 – 4.5	3.5%	28	16310 (58000)	16310 (58000)		16197 (57600)	16141 (57400)	16141 (57400)
16	M/M(P)	ICS-105	Fine	29mm	3.7 – 4.5	3.5%	28	16535 (58800)	16563 (58900)		16366 (58200)	16281 (57900)	16310 (58000)
17	SA/TL/K	ICS-105	Fine	29mm	3.7 – 4.5	3%	28	16563 (58900)	16591 (59000)	D	16394 (58300)	16310 (58000)	16338 (58100)
18	GUJ	ICS-105	Fine	29mm	3.7 – 4.5	3%	28	16591 (59000)	16647 (59200)		16394 (58300)	16281 (57900)	16281 (57900)
19	M/M(P)	ICS-105	Fine	30mm	3.7 – 4.5	3.5%	29	16928 (60200)	16956 (60300)		16759 (59600)	16675 (59300)	16675 (59300)
20	SA/TL/K/O	ICS-105	Fine	30mm	3.7 – 4.5	3%	29	16956 (60300)	16984 (60400)		16816 (59800)	16731 (59500)	16731 (59500)
21	M/M(P)	ICS-105	Fine	31mm	3.7 – 4.5	3%	30	17294 (61500)	17294 (61500)	A	17097 (60800)	17013 (60500)	16984 (60400)
22	SA/TL/K/TN/O	ICS-105	Fine	31mm	3.7 – 4.5	3%	30	17322 (61600)	17322 (61600)		17125 (60900)	17041 (60600)	17013 (60500)
23	SA/TL/K/TN/O	ICS-106	Fine	32mm	3.5 – 4.2	3%	31	N.A. (N.A.)	N.A. (N.A.)		N.A. (N.A.)	N.A. (N.A.)	N.A. (N.A.)
24	M/M(P)	ICS-107	Fine	34mm	2.8 - 3.7	4%	33	22355 (79500)	22355 (79500)	Y	22215 (79000)	22130 (78700)	21934 (78000)
25	K/TN	ICS-107	Fine	34mm	2.8 - 3.7	3.5%	34	22918 (81500)	22918 (81500)		22777 (81000)	22693 (80700)	22496 (80000)
26	M/M(P)	ICS-107	Fine	35mm	2.8 - 3.7	4%	35	22777 (81000)	22777 (81000)		22637 (80500)	22552 (80200)	22355 (79500)
27	K/TN	ICS-107	Fine	35mm	2.8 - 3.7	3.5%	35	23340 (83000)	23340 (83000)		23199 (82500)	23115 (82200)	22918 (81500)

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