ICAR- AICRP on Cotton celebrated world Cotton day in all AICRP centers in this regard posters have been designed and various programmes were organised in different centers.
A field day on cotton crop has been organized at PAU Regional Research Station, Faridkot campus as per directives of Project Coordinator and Head, ICAR-AICRP (Cotton) to celebrate “WORLD COTTON DAY” on 07th October, 2019. On this occasion, there was a close interaction among scientists and cotton growers wherein importance, scope and futuristic strategies to improve productivity were deliberated. Dr. Pankaj Rathore, Director cum Senior Cotton Breeder appraised cotton growers about World Cotton Day being celebrated at Geneva on 7 October 2019, wherein the global cotton community will be officially launching World Cotton Day wherein, a high-level strategic meeting among senior government officials, cotton and textile industry professionals, national and international organisations, and private sector business executives for future perspectives of cotton will be giving guidelines. The World Cotton Day was celebrated by sharing and discussing the various advantages of cotton, from its qualities as a natural fibre, to the benefits of growers, end users as well as intermediaries obtain from its production, transformation, trade and consumption. The event will also serve to shed light on the challenges faced by cotton industries around the world, and particularly in developing and under developed countries. He highlighted the importance of improved cultivars for the south-western arid regions of the state. He also emphasized on the usefulness of germplasm evaluation to strengthen the on-going national genetic improvement program of the cotton. He advocated the farmers to procure the fresh cotton seed of only recommended Bt cotton hybrids from authorized sale centres/shops as per university guidelines rather than buying from unreliable sources which is often risky and non-remunerative. On this occasion, participants were also provided the exposure to the performance of breeding materials/accessions of desi as well as American cotton. Similarly, it was also highlighted about usefulness of germplasm evaluation for site-specific conditions so that best possible entries may be identified and be recommended to growers in next seasons. Delayed sowing, non-judicious use of fertilizers and poor weed management are prime agronomic factors leading to low cotton yield at Farmer's field.

Dr Kulvir Singh, Sr. Agronomist highlighted importance of various improved production practices such as time of sowing, chemical weed control and fertilizer application etc. He told that pumping out brackish underground water for paddy cultivation is deteriorating the soil as well as water problems of the cotton growing areas (entire south-western zone) by accumulation of harmful salts on the soil surface
besides hindering availability of the essential nutrients for crop. Therefore, farmers must realize that growing paddy or basmati in soils using brackish water in south-western districts shall be harmful to their soils and cultivation of crop like cotton which requires much less water is the only available solution for sustainability of this area. By replacing rice, cotton can play a major role in crop diversification besides saving deterioration of land for future usage. Moreover, remunerative price and relatively low usage of pesticides through adoption of recommended cultivation practices during 2019 will strongly build up the confidence of farmers and may result in more cotton acreage in coming years. Dr Satnam Singh, Asstt. Entomologist emphasized upon using chemicals based on ETL levels only besides using insecticides in rotation and in recommended dosages. Dr Ashok Kumar shared the information on various cotton diseases and their effective management with minimum expenditure. The program concluded by vote of thanks to participating farmers by Dr Pankaj Rathore.
World Cotton Day Celebration at PAU Batinda, Punjab

World cotton day is celebrated at Main Cotton Research Station, NAU, Surat on 7th October, 2019. The scientists and supporting staff of Main Cotton Research Station, NAU, Surat and Central Institute for Research on Cotton Technology, Surat participated in the event. The event was organized under the chairmanship of Dr. M. C. Patel, Research Scientist (Cotton), MCRS, NAU, Surat.

Dr. K. B. Sankat, Assistant Research Scientist, NAU, Surat stated the importance of cotton since the vedic era referring the small story of Raja Bhoj. Dr. D. H. Patel, Associate Research Scientist, MCRS, NAU, Surat welcomed all the faculty members at this auspicious celebration and informed the house regarding cotton development work under ICAR- AICRP on cotton, TMC-MM, RKVY project and various plan and sponsored projects during last decades. He informed the gathering regarding world cotton celebration day and emphasized the active involvement for betterment of cotton research. Dr. H. R. Desai, Associate Research Scientist, informed the house about the celebration of world cotton day at Geneva from 7th October to 11th October organized by WTO in collaborations with FAO, UNCTAD, ITC and ICAC on the request of four African countries viz., Benin, Burkino Faso, Chad and Mali. The main objectives being imparting knowledge in production, processing, transportation and trade related activities as well as to generate funds and donors for such activities. He also informed that India has provided special package to seven African countries from 2011 to 2018 under C-TAP program and urged scientists to address the challenges faced in production, transportation and trade. In key note address and special remarks, Dr. M. C. Patel, Research Scientist (Cotton), MCRS, NAU, Surat first congratulated the scientist for approval two genotypes under CVIC having medium tolerance to biotic stress. He informed the house regarding the current cotton scenario across the globe, the key issues and the activities and achievements of our historical cotton research station. He recall the memories of past renown cotton breeders of the station viz., Late Dr. C. T. Patel, Dr. N. P. Mehta, Late Dr. P. G. Patel, Dr. U. G. Patel, Dr. R. H. Patel, Dr. V. Kumar and Dr. B. G. Solanki and their contributions in cotton research and development for the benefit of farmers. He urged all the gatherings to pay tribute to late Dr. C. T. Patel for his valuable research on development of world first commercial cotton hybrid as well as
seed production technology to the farmers; the standards for seed certifications being well accepted by the Government of Gujarat. He requested all the scientists to continue efforts for development of varieties/hybrids considering biotic and abiotic stress.

At the end, Dr. K. V. Varodaria, Associate Research Scientist informed all the new staff about the basics of the cotton and its importance to economy and proposed the vote of thanks.
The celebration of “World Cotton Day” was carried out at CRS, JAU, Junagadh with following activities/functions:

1. Poster/Banner have been printed out and posted at main entrance (gate) of JAU, Junagadh (Gujarat) and main office of CRS, JAU, Junagadh farm, site of CRS, Junagadh, practical laboratory of UG/PG students of College of Agriculture, JAU, Junagadh, etc.

2. Two lecture (one to the staff members including farm labours and one to the UG/PG students, College of Agriculture, JAU, Junagadh) have been delivered on “Evolution and Importance of cotton.”

3. Mobile conference was arranged with the collaboration of Reliance Foundation at CRS, JAU, Junagadh in which approximately, 3500 farmers have been participated at different district level places who were informed about the cotton cultivation and its importance at world level.

4. Voice message stating importance of cotton have been sent approximately 60,000 farmers with the help of JAU farmers group, Reliance Foundation group, BCI farmers groups AFPRO farmers group and ATMA Junagadh farmers group.
5. Awareness regarding “World Cotton Day” was also generated among common people through press note in the local news papers.

**World Cotton Day Celebration at PDKV, Akola**

All India Coordinated Research Project on Cotton, Cotton Research Unit, Dr. PDKV, Akola celebrated the first world cotton day on 7th October 2019. On this occasion, Dr. V.M. Bhale, Hon’ble Vice-Chancellor, Dr. PDKV, Akola chaired the function and Dr. V.K. Kharche, Director of Research, Dr. D.M. Mankar, Director of Extension Education were the chief guests. In his presidential address, Dr. V.M. Bhale highlighted the importance of cotton crop in national and world economy. He also expressed to undertake research projects to meet out the current needs of cotton growing farmers of rainfed region. Dr. V.K. Kharche, Director of Research also focused on increasing the productivity of rainfed cotton through integrated nutrient and pest management. Dr. D.M. Mankar appealed to take initiative to conduct cotton field days on farmer’s field to demonstrate and popularized the university technologies among farming community. Dr. D.T. Deshmukh, Senior Research Scientist, Cotton Research Unit gave introductory remarks on this occasion. Shri. Pandurang Gayaki, progressive cotton growing farmer of the region was also present for this programme. Dr. N.V. Kayande anchored the programme and Dr. S.B. Deshmukh expressed the vote of thanks. The Director, Central Research Station, Dr. PDKV, Akola and Senior Research Scientists of different Crop Research Units, scientists and all staff members of Cotton Research Unit were present for this function.

**World Cotton Day Celebration at Bhawanipatna, Odisa**
World Cotton Day Celebration at LAM, Guntur, Andhra Pradesh

World cotton day celebrations were held on 7th October, 2019 at Regional Agricultural Research Station, Lam, Guntur by AICCIP main centre. The meeting was presided by Dr. B. Govinda Rao, ADR I/c, and all the stakeholders involved in cotton from seed to cloth participated. The cotton progressive farmers of the zone, the seed industry, K. Rama Rao, Secretary and P. Sankar, Director of AP Cotton Association, Maheswar Reddy, General Manager of Cotton Corporation of India, cotton experts, Dr. N. Hariprasada Rao (Retd. Cotton Entomologist) and Dr. N.Venugopal Rao,(Retd. Entomologist) faculty of RARS, Lam and students attended the programme.

The celebrations started with the welcome remarks by Dr. B. Srilakshmi, Principal Scientist (Pl. Pathology). Dr. S. Ratna Kumari, Principal Scientist (Cotton) presented the status of cotton research in ANGRAU. Dr. N.V.V.S Durga Prasad, Principal Scientist (Ento.) explained the genesis and importance of celebrating the world cotton day on 7th October, 2019.

The discussions were mainly focused on field, fibre and beyond. The cotton experts shared their vast experiences to the gathering in particular integrated pest management with special emphasis on sustainability.

The progressive farmers interacted and clarified their doubts. K. Rama Rao, Secretary and P. Sankar, Director of AP Cotton Association, emphasized the need for supply of quality fibre for efficient running of spinning and zinning mills.

The Cotton Corporation of India General Manager, Maheswar Reddy, presented the quality standards for procurement of cotton. The programme concluded with vote of thanks by Dr. S. Bharathi, Principal Scientist (Agronomy)
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World Cotton Day

WORLD COTTON DAY

7th October 2019

REGIONAL AGRICULTURAL RESEARCH STATION, LAM, GUNTUR

Tues, 08 October 2019

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