**Online Seminar on**

**World Cotton Day: The Future of White Gold**

**7th October 2021 from 11:00 a.m. to 1:00 p.m.**

**Dear Sir/ Madam,**

World Cotton Day is celebrated every year on October 7. The day provides an opportunity to recognize the importance of cotton as a global commodity grown in over 75 countries across five continents and to highlight its central role in job creation and maintaining economic stability in several countries both developed and developing.

IMC Chamber of Commerce and Industry through its Agriculture and Food Processing Committee has organised an online seminar on the occasion of World Cotton Day this year (October 7, 2021) with the themeThe Future of White Gold (Cotton). This event is organised in association with the Federation of Seed Industry of India (FSII).

**Topic: World Cotton Day: The Future of White Gold**

**Day and Date: Thursday, October 07, 2021**

**Time: 11:00 a.m. to 1:00 p.m.**

**Online Platform: Zoom**

As an important cash crop for India, cotton is known as White Gold. India ranks high among the world's largest producers, consumers and exporters of the natural fibre. The textiles and clothing industry is a dominant end-user of cotton yarn. This natural fibre has specialised application in ‘technical textiles' too. It is a crop that provides both fiber and food.

During IMC's World Cotton Day celebrations in association with FSII, emphasis would be on current situation, challenges facing the sector and possible solutions, likely future developments in the global and Indian cotton sector, role of technology and outlook till 2030. The Online Interaction would be beneficial to stakeholders in the Cotton Value Chain as this will provide insights into the emerging scenario.

**Dr. M Ramasami,** Chairman FSII and Chairman, Rasi Seedshas agreed to deliver the Keynote Address.We have invited **Ms. Roop Rashi Mahapatra, Textile Commissioner, Government of India** to deliver a Special Address**.** The event will be addressed by Mr. G Chandrashekhar, Economic Advisor IMC and Director IMC ERTF

There will be a panel discussion of eminent sector Specialist. The panel of Speakers are:

Moderator:

* Dr. Ram Kaundinya, Director General, Federation of Seed Industry of India (FSII)

Panelists

* Dr. S.K Goel, Former Additional Chief Secretary, Agri and Marketing, Govt of Maharashtra.
* Dr. C. D. Mayee, President, Indian Society for Cotton Improvement (ISCI)
* Dr. Ramachandran Raman, MD and CEO, PI Industries Ltd
* Mr. Rajendra Barwale, Chairman, Mahyco Pvt Ltd
* Mr. Atul S. Ganatra, President, Cotton Association of India

Kindly note there is NO PARTICIPATION FEE, but Registration is Mandatory. Please send your confirmation by registering on our website at <https://www.imcnet.org/events-1282>. On receiving your confirmation the meeting details will be shared with you closer to the day of the event. For further queries you may write to us at anita.naik@imcnet.org.

We do hope you will be able to seize this opportunity and participate in this event by registering yourself.

We look forward to your valued participation.

 **Ajit Mangrulkar**

**Director General**