



**African Cotton & Textile  
Industries Federation**

# ACTIF Newsletter

**South - South Cooperation: Report of ITC-sponsored Capacity Building Programme in India**

**JANUARY 2011**



*Mr. Rajeev Arora, Executive Director - ACTIF, during a B2B networking meeting with Indian CTA stakeholders in Mumbai, during the South South visit in India*

*Report by Joseph Nyagari,  
Trade Policy & ICT Manager, ACTIF*

**The South - South Training programme in India was a two-week intensive capacity building activity in India that was organized within the framework of the All ACP Agricultural Commodity programme financed by the EC & the International Trade Centre, in cooperation with the Confederation of the Indian Textile Industry (CTCI). The programme took place between 14<sup>th</sup> and 27<sup>th</sup> November 2010 under the theme South -South Cooperation along the cotton value chain in India.**

The programme brought together participants from Ethiopia, Kenya, Malawi, Mozambique, Tanzania, Uganda, Zambia & Zimbabwe. The participants were drawn from the cotton industry and related sectors including farmers, ginners, government agencies, financial institutions & trade bodies. All the participants were identified and invited directly by ITC, the primary sponsor of the program.

The African Cotton and Textile Industries Federation (ACTIF) secretariat was represented by Executive Director, Rajeev Arora and Trade Policy & ICT Manager, Joseph Nyagari. ACTIF members at the event were Joseph Nkole - Cotton Board of

Zambia; Marko Mtunga - Tanzania Cotton Board and Jolly Sabune - Cotton Development Organization, Uganda. National Cotton Council of Zimbabwe and Mozambique Institute for Cotton were also represented.

ACTIF was able to introduce itself to

some of the major support institutions in India including Bajaj Steel Ltd (Manufacturers of ginning machines), CIRCOT (The leading cotton research center in India), CIT (Confederation of Indian Textile Federation), an umbrella body for the textile industries in India, Gujarat State Cooperative cotton Federation (GUJCOT) and the Ministry of Agriculture, state of Gujarat.

It also participated in various networking sessions, meeting potential input suppliers who are keen to support the African cotton sector and various accrediting agencies who expressed their willingness to work with the African industries to attain international standards for export.

ACTIF received considerable interest for Associate membership from various industries and organizations including GUJCOT, Bajaj Steel (already paid), Arvind Mills (a fully integrated textile mill and a leading denim manufacturer in India and in the World), Alok Industries (one of the leading industrial groups in textiles, which are already investing in Burkina Faso) among others. Some potential corporate members that were part of the African delegation also expressed interest in joining ACTIF. These include Malawi Cotton Trust and the Ethiopian Cotton Producers, Ginners & Exporters Association.

CTD in Pg 2



*The African delegation and some of the scientists at the CIRCOT's facilities in Nagpur, India*

From Pg 1 The overall objective of the south-South cooperation activity was to build capacity and develop linkages, enhance trade and build corporate and associate membership. Others were to review progress of cotton value chain research and development in India, understand how the government supports the farming sector, how cooperative farming is structured, the potential to source agricultural inputs, market prospects for lint exports to India and how to develop cooperation for building the cotton value chain in Africa with the support of public private partnership (PPP) from India.

### Key Lessons Learnt

India has a well developed cotton, textile and apparel sector. It is ranked 2<sup>nd</sup> globally in cotton production and is a leading contributor to the nation's economy. The success can be attributed to cotton technology, Mini Missions, a strategy that connects all the players across the value chain in the development of the cotton sector as well as intensive research on cotton varieties and adoption of latest technology.

Information flow is well coordinated across the cotton value chain right from the farm level, upwards and each player is informed about the cotton varieties, prices and the world situation. The government, through the minimum support price, is able to regulate prices and protect farmers from being exploited. BT cotton, genetically engineered to control tobacco budworms, bollworms, and pink bollworms, has been heavily adopted in India and occupies over 90% of the cotton growing areas.

Despite these advancements, the handloom sector is still vibrant in many parts of India for empowering the rural populations to make a leaving from local production. The government supports the sector by being a major buyer of the handloom fabrics and garments.

The government also assists farmers to access credit through public sector banks at concessionary rates, by setting aside a percentage of total lending of the banks to the industry and also providing discounted packages for insuring the produce.

A key observation by ACTIF and the entire African delegation was the impact of India's Technology Mission on Cotton (TMC) that appeared to be a unifying factor and strategy behind the development of the entire cotton, textile & apparel value chain in India. Driven by the need to improve the

quality of cotton, increase per hectare productivity and income of cotton growers by lowering the cost of cultivation and improving the processing facilities, the Government of India launched **Technology Mission on Cotton** in February 2000 with Four Mini Missions for achieving the above objectives.

The broad objectives of the four Mini Missions are as highlighted below:

### Mini Mission I

With the Indian Council of Agricultural Research (ICAR) as the Nodal Agency, this Mini Mission has the objective of development of short duration, high yielding, disease and pest resistant varieties/hybrids with appropriate fibre parameters to meet the need of the textile industry. It also aims at the development of integrated water and nutrient management practices for cotton and cotton based cropping system and the development and validation of Integrated Pest Management Technology for different cotton growing areas of India to improve yield and reduce the cost of cultivation to ensure better net return to the cotton growers.

Organizations operating under mini Mission I include the Central Institute for Cotton Research (CICR), Nagpur, Central Institute for Research on Cotton Technology (CIRCOT), Mumbai, National Bureau of Soil Survey and Land Use Planning, Nagpur and other ICAR Research Institutes, as well as research centres of State Agricultural Universities under All India Coordinated Cotton Improvement Project (AICCIIP).

### Mini Mission II

With the Ministry of Agriculture and Cooperation as the Nodal Agency, this Mini Mission oversees technology transfer through demonstration and training, supplies de-linted certified seed by setting up of de-linting units, accelerates Integrated Pest Management activities and provides adequate and timely information to farmers.

Implementing institutions include the Department of Agriculture & Cooperation and Ministry of Agriculture through State Agriculture Department of cotton growing States in the country under Intensive Cotton Development Programme (ICDP) under the overall supervision of Secretary, Department of Agriculture & Cooperation.

### Mini Mission III



Mr. Prem Malik, the Vice Chairman of the Confederation of Indian Textile Industry (CIT)



The African delegation during an interaction with the farmers in Nagpur



Ms Jolly Sabune of Uganda Cotton Development Organization (CDO) during a visit to a Textile Factory in India



Mr. Asefa Aga, the general manager of Ethiopian Cotton Producers & Exporters Association appreciating the Indian hospitality on being welcomed to the farmers meeting in Nagpur



A private researcher and farmer interacting with the African delegation at a cotton farm in Nagpur

From Pg 2

The Ministry of Textiles is the Nodal Agency for this Mini Mission, with the objective of improving the marketing infrastructure through setting up of new market yards and activation/improvement of existing market yards.

Implementing agencies include the Ministry of Textiles, Government of India through the Cotton Corporation of India Ltd. The help of other field agencies is also sought whenever required.

#### Mini Mission IV

The Ministry of Textiles is also the Nodal Agency for this Mini Mission with the objective of Modernization and technological up-gradation of existing ginning and pressing factories so as to improve the processing of cotton.

Implementing institutions include the Ministry of Textiles, Government of India through the Cotton Corporation of India Ltd. The help of other field agencies is also sought whenever required.

**All in all, this was a very good experience for ACTIF and for all participants that were present in the training. ACTIF is grateful to ITC for inviting and sponsoring two participants to be part of the South - South training program. The experiences and lessons will be shared with all the members that were not able to participate in the program. ACTIF will also continue to pursue the contacts that were established along with trade interests that could be of benefit to its members.**

The full report is available to ACTIF members on the website: [www.cottonafrica.com](http://www.cottonafrica.com)



#### Concepts & Awards

**The Origin Africa concept is to showcase the best of textile, design, sourcing and accessories available in the region. The designer's collection should embrace this concept**

"Origin Africa" is an initiative of the USAID Competitiveness and Trade Expansion (COMPETE) Program. Through its Origin Africa awareness campaign, USAID COMPETE, in collaboration with the African Cotton & Textile Industries Federation (ACTIF), a pan-African private sector association covering over 20 countries, are working to change perceptions about doing business in Africa, and showcasing talents that capture the spirit, style and innovation of modern Africa. They help African firms get the right technical expertise to sell in global markets and they bring international buyers to the region.

The overall concept is to identify the designer talent in the region, not necessarily just those that are emerging into the spotlight, but also the latent and promising talent that must be out there, which perhaps cannot progress because of a lack of resources, contacts or opportunity. This includes students. It is also to identify weavers and knitters in the region as a source of fabric supply, to be used in the collections produced by the designers. It is hoped that the inaugural Designer Showcase in Nairobi, will promote opportunities for local talent and local manufacturers to work together to develop a strong African fashion industry.

We want to raise awareness about Africa as a preferred sourcing destination and to give up and coming designers the chance to work alongside industry leaders in designing apparel with commercial appeal and African flair. To also provide an opportunity for designers to present their latest designs and talents as well as providing a platform to create new networks, to promote and profile to the world at large, African fashion; where Origin Africa celebrates innovation, resourcefulness and design, that is uniquely African.

## *Fiber to Fashion Mauritius*

16-18 March 2011

The "Origin Africa - *Fiber to Fashion*" Mauritius event covers a wide base of design entries from throughout the region, and brings African designers together to put a spotlight on modern fashion made from African fabric. The event will include other innovative topics, such as new technologies, product development, new fabric technologies and other innovative topics/subjects cutting across the cotton/textiles/clothing value chain. Innovation and something different will be the key.

**During the course of the overall event (16 to 18 March), exhibition space will be made available to each designer to showcase their outfits, together with any other collections they may wish to add for the exhibition itself. This will also provide an opportunity to network with delegates and buyers from the region, the US and the EU.**

For the showcase, there will be a panel of judges (including a US apparel buyer) who will adjudicate the collections. Whilst the student category will be adjudicated as a competition, the professional/emerging category will not be a competition in the strict sense of the word. The awards for the evening will be:

1. Student category - Contact event organizers.
2. Professional/emerging designer category. The panel will identify a collection it deems is deserving of special recognition, and the designer will be given automatic entry to the Africa Fashion Week New York, with travel and accommodation expenses covered by USAID COMPETE. The event takes place on Broadway from 14th to 16th July 2011 (*subject to no changes or amendment on the part of the organizers*). AFRICA Fashion Week New York ([www.AFWNY.com](http://www.AFWNY.com)) is a luxury multi-day event that will include runway shows, exhibitions, and industry networking events with the sole purpose of raising awareness of the African/African American/Afro-Caribbean fashion & entertainment professionals in New York and Tri-State area.

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## Fiber to Fashion Mauritius 16-18 March 2011

### Sponsorship opportunities

#### Designer Showcase & Dinner (18 March, Balacava Fort Ruins, Maritim Hotel: US\$ 45,000)

Present a ten minute speech at the Designer Showcase; Four complimentary full registrations to the event, all social activities included; Company logo on conference banners; Company banner placement in the main conference room and at Designer Showcase; Dinner (banner provided by company); Company details included in meeting materials; Company logo on the Origin Africa event website

#### Graphic Design Showcase ( 17TH March, Segala Beach, Intercontinental Hotel Resort US\$ 15,000)

Present a five minute speech at the event; Three complimentary full registrations to the event, all social activities included; Company logo on conference banners; Company banner placement in the main conference room and at the Graphic Design beach location (roll up banner to be provided by the Sponsor); Company details included in meeting materials; Company logo on the Origin Africa event website

**Welcome cocktail reception (with live Séga entertainment) 16th March, Beachside Gazebo, Maritim Hotel US\$ 7,000** Present a five minute speech at the Welcome Cocktail; Three complimentary full registrations to the event, all social activities included; Company logo on conference banners; Company banner placement in the main conference room (roll up banner to be provided by the Sponsor); Company details included in meeting materials; Sponsor recognition on the Origin Africa event website

#### Delegates Bags US\$ 6,000

All of our event attendees will receive a delegates bag for their convenience, and as a high quality conference keepsake; Three complimentary full registrations to the event, all social activities included; Company logo on conference banners; Company banner placement in the main conference room (roll up banner to be provided by the Sponsor); Company details included in meeting materials; Sponsor recognition on the Origin Africa event website

#### Décor US\$ 4,000

By sponsoring the décor all delegates could admire an array of vibrant fabrics and other décor effects in the main conference room, foyer, coffee break and lunch venue areas; Two complimentary full registrations to the event, all social activities included; Company logo on conference banners; Company banner placement at the social events and in our main conference room; (roll up

banner to be provided by the Sponsor); Company details included in meeting materials; Sponsor recognition on the Origin Africa event website

#### Conference Sessions (as per program) US\$ 2,000

Your company will get prominent exposure during each session; One complimentary full registration to the event, all social activities included; Company logo projected at the beginning and at the end of the session; Vertical roll up banners displayed for the duration of the session (to be provided by the Sponsor); Company name on conference banner; Company details included in meeting materials; Sponsor recognition on the Origin Africa event website.

#### Lunches and Tea breaks 2 x US\$ 2,000

Sponsor a lunch and coffee break! Give attendees a "pick me up" they expect and they will be sure to remember your company as providing that "extra boost" to keep them going! One complimentary full registration to the event, all social activities included; Company roll up banner placement during lunch and coffee breaks: banner provided by company; Company logo on conference banners; Company details included in meeting materials; Sponsor recognition on the Origin Africa event website

#### Factory visit tour sponsor US\$ 2,000

One complimentary full registration to the event, all social activities included; Company roll up banner placement in the Marketplace: banner provided by company; Company logo on conference banners; Company logo on the Organic Exchange and ACTIF conference websites; Complimentary Marketplace display space; Company details included in meeting materials; Sponsor recognition on the Origin Africa event website

#### Associate sponsors US\$ 2,000

One complimentary full registration to the event, all social activities included; Company name on conference banner; Company name on the Organic Exchange and ACTIF conference websites; Company details included in meeting materials; Sponsor recognition on the Origin Africa event website

#### Sponsorship Deadline: 4th March 2011.

To secure your sponsorship and for further information, please contact:

1. JC Mazingue - Sponsorship Coordinator  
Cell: +254 733411702 Fax: +254 20 4212271 Email: [jmazingue@competeafrica.org](mailto:jmazingue@competeafrica.org); [www.origin\\_africa.org](http://www.origin_africa.org)
2. Lilowtee Rajmun - Mauritius Export Association (MEXA); Tel: +230 2085216/2111476/2080087 Email: [Lilowtee@mexa.mu](mailto:Lilowtee@mexa.mu)
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### Upcoming Events

#### 16-18 March 2011:

Origin Africa: Fibre to Fashion event - Mauritius

#### 31 March-1<sup>st</sup> April 2011:

Prime Source Forum - Hong Kong

#### 6th-8th April 2011:

4th Entrepreneurs Textiles de l'Océan Indien (ETOI), at Carlton Hotel in Antananarivo

#### 14th-17th June 2011:

15th International Exhibition on Textile Industry, Shanghai

#### 04-09 September 2011:

ICAC Conference - Buenos Aires, Argentina

#### 19-21 September 2011:

ITMF Annual Conference - Barcelona, Spain

#### 22-29 September 2011:

ITMA 2011 Exhibition - Barcelona, Spain

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