

# COTTON CHRONICLES

*Cotton's past, present and future right here in one periodical*

## INDIAN DESIGNERS EMBRACE COTTON ON WORLD COTTON DAY



Indian designers mark World Cotton Day by reaffirming their commitment to Indian cotton, known for its versatility and sustainability. With a focus on innovation and sustainability, they push boundaries to promote indigenous textiles, support local artisans, and contribute to global sustainability efforts, ensuring a promising future for Indian textiles as creativity and tradition remain at the core of their endeavors.

Students can create a poster campaign highlighting the benefits of Indian cotton and the importance of sustainability in fashion, followed by a discussion on ways to promote indigenous textiles in their community.

## COTTON PRODUCTION DECLINES IN INDIA



India's cotton production faces a decline, impacting the country's textile industry. The decrease in cotton cultivation raises concerns for the textile sector, a significant contributor to India's GDP and employment generation. Addressing these challenges requires concerted efforts to promote sustainable farming practices, invest in research and development, and improve irrigation infrastructure.

The sector grapples with challenges like erratic weather, pest attacks, and rising costs, leading to a decline in production. To address these challenges, concerted efforts are needed to promote sustainable farming practices, invest in research and development, and improve irrigation infrastructure. These steps can help revitalize the cotton sector and ensure the long-term sustainability of India's textile industry.

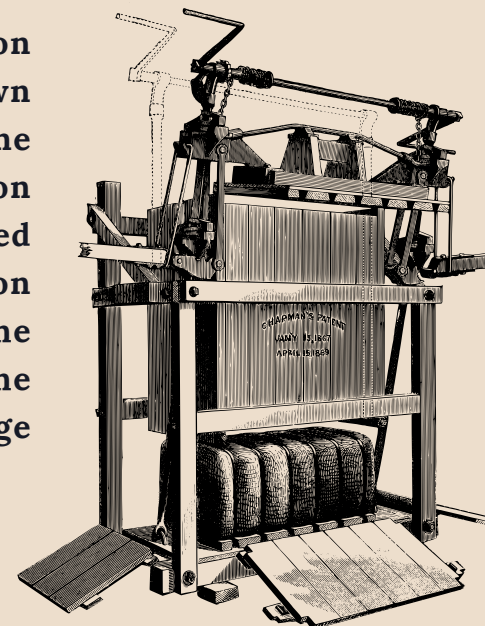
# DISCOVERY OF INDIAN COTTON & WESTERN CONNECT

The discovery and history of cotton in India, particularly along the coast of Coromandel and in places like Masulipatman, reflects the rich craftsmanship and innovation. When the British first encountered India, their knowledge of cotton was limited, with linen and wool being the primary materials of choice. However, they soon realized the extraordinary potential of Indian cotton, initially using it only for candle wicks. This versatile plant, once revered as a royal treasure, captivated the world with its lightweight and delicate fibers, earning India a distinguished place in the global textile market. Despite facing competition from synthetic fabrics in modern times, the legacy of Indian cotton endures. European trading companies sailing to India from 1498 brought back vast quantities of Indian cotton, influencing European fashion and home décor. The high-quality, brightly colored cotton, resistant to stains and washing treatments, led to such high demand that France and Britain imposed bans to protect their local textile industries.



## CHANGING DYNAMICS: END OF INDIGENOUS COTTON

The introduction of industrial machinery in India's cotton farming sector led to a shift away from indigenous seeds, known for producing short-staple fibers unsuitable for machine spinning. Spearheaded by British efforts, American cotton varieties replaced native seeds, posing challenges like increased pest infestations and reliance on toxic chemicals. This transition jeopardized India's biodiversity and raised concerns about the sustainability of chemical-intensive agriculture, emphasizing the need for a balanced approach to safeguard agricultural heritage and farmer well-being.

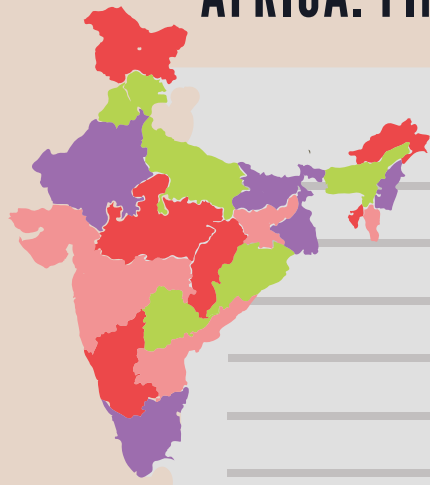


Students can engage in a group activity and brainstorm sustainable solutions for the future Indian cotton farming.

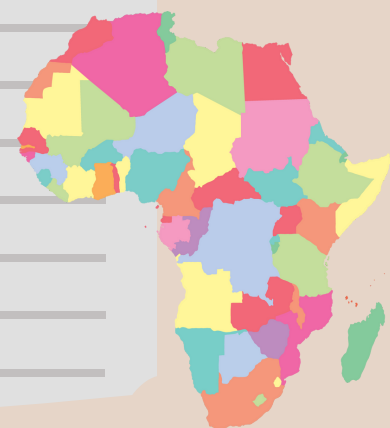
**FIND OUT THE STAGES OF GROWING AND COLLECTING COTTON  
AND JOT THEM DOWN BELOW:**



**THERE IS A CONNECTION BETWEEN INDIAN COTTON AND  
AFRICA. FIND OUT AND WRITE THE STORY BELOW:**



A large sheet of white paper with horizontal grey lines, intended for writing the story about the connection between Indian cotton and Africa.



# VARIETIES OF COTTON

India's diverse landscapes nurtured a rich tapestry of cotton varieties, known by names like karpasa, kapas, pinja, and panju. Each port served as a gateway for exporting locally cultivated cotton, tailored to regional soil and climate. From Jayadhar cotton in Karnataka to Fine Comilla cotton in the North East, India's indigenous approach to cultivation yielded fabrics of exceptional quality. Muslin, originating from Masulipatnam (now Machilipatnam), adorned Europe with its luxurious texture, highlighting India's enduring legacy in cotton craftsmanship.

Get your cotton fix now  
with new sustainable  
labels



# INDIAN COTTON HAS A BRAND & LOGO

Smt. Smriti Zubin Irani,  
Union Minister of  
Women & Child  
Development, launched  
'Kasturi Cotton' as  
India's premium cotton  
brand on the 2nd World  
Cotton Day on October  
7, 2020, symbolizing  
whiteness, brightness,  
softness, and purity.



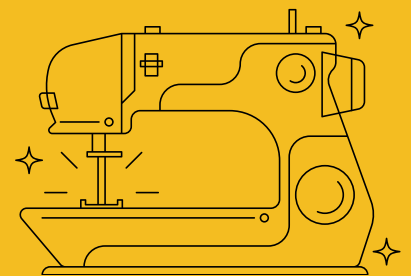
# TIRUCHI'S WORAIYUR COTTON SARI: SEEKING GI TAG FOR HERITAGE PRESERVATION

Weavers of the famed Woraiyur cotton sari in Tiruchi are optimistic about this year's festive sales, aiming to boost their fortunes while awaiting the coveted Geographical Indications (GI) tag for their handloom product. With a steady demand of up to 500 saris per month, the Woraiyur Devanga Handloom Weavers' Co-operative Society, supported by Co-optex, faces labor shortages limiting production to 300 saris. Manager A.M. Veeraiyan expressed hope that the GI tag application, initiated in March 2022 in collaboration with weavers' groups in Musiri, Thottiyam, and Thuraiyur, would enhance the profile of the Woraiyur cotton sari.

Established in 1936, the Woraiyur cooperative, comprising over 300 weavers from the Devanga Chettiar community, strives to revitalize the trade with only around 50 active weavers, mostly seniors. Yarns are sourced from Coimbatore and Rajapalayam, while dyeing and weaving take place in Jayamkondan and Manalmedu.



**Students can explore the art of cotton weaving sarees through a documentary screening followed by a discussion on the socio-economic impact of this traditional craft.**



# THE COTTON GAZETTE, TRACING COTTON'S ROLE ON CHINTZ MAKING

Cotton stands as the cornerstone of India's rich textile heritage, with a cultivation history spanning over 9000 years. Renowned for weaving, embroidery, printing, and dyeing, Indian textiles have garnered global acclaim since ancient times. Among these, chintz textiles emerged as vibrant, hand-painted or printed cotton fabrics, originating in Gujarat and flourishing along the Coromandel Coast. Employing intricate block printing techniques and vivid floral motifs, chintz became synonymous with Indian craftsmanship, influencing textile design worldwide and playing a pivotal role in global trade and cultural exchange. Despite facing challenges such as import taxes and industrial competition from colonial powers like Britain, Indian chintz retained its allure, inspiring European imitations and shaping fashion and decorative arts for centuries, rooted in Mughal aesthetics and botanical motifs.



Students can engage in a hands-on block printing workshop to create fabric samples inspired by Indian chintz motifs, followed by researching and presenting a report on chintz textiles' historical journey and global cultural impact.



## REFERENCES

[Hindu.com](http://Hindu.com)  
[aplacebetweenthetrees.com](http://aplacebetweenthetrees.com)  
[medium.com](http://medium.com)  
[blog.marasim.com](http://blog.marasim.com)

