

## AEPC Circular No: 180

**Mithileshwar Thakur**  
**Secretary General, AEPC**

AEPC/HO/R&PA/SG/2023  
30<sup>th</sup> October 2023

### **Sub: Webinar on Traceability and Kasturi Cotton On 30th Oct at 4.00pm**

Dear Member Exporters,

As you all are aware, stakeholders throughout the fashion supply chain are demanding greater transparency and traceability. Tightening trade regulations, changing consumer preferences, and industry sustainability goals are all converging to lead to greater and deeper data demands that increasingly track raw materials back further in the supply chain than ever before. This is particularly the case with cotton where responsibly produced fibers need unique, affirmative ways to distinguish origin and supply chain from that of competitors from questionable or restricted sources.

As one of the largest suppliers of cotton to the subcontinent and the world, India has an important opportunity. In this context, we are happy to share that Indian Government has already initiated appropriate steps to develop a system to track and trace Indian origin cotton. Cotton Textiles Export Promotion Council (TEXPROCIL) with support from all relevant stakeholders including AEPC has been nominated as a lead agency. A pilot program on General Certificate of Conformity (GCC) for Indian farm cotton across the value chain has been launched in July last year with an aim of providing farm level traceability to Buyers/Retailers through transaction certificates backed by QR code-based software module for the complete supply chain traceability from ginners to processors, finally to garment manufacturers.

We are quite hopeful that this initiative will be instrumental in establishing global brand identity for Indian cotton, fabrics and yarns, attracting investments across cotton supply chain in India.

To apprise the Indian garment exporters and manufacturers, AEPC in collaboration with TEXPROCIL is pleased to announce a webinar on the update on "Traceability and Kastoori cotton: update and role of the industry " as per the following details:

Topic: Webinar on Traceability and Kasturi Cotton

Date and Time: Oct 30<sup>th</sup>, 2023 (Monday), 04:00 PM India

Webinar Link:

- <https://us02web.zoom.us/j/82559602211?pwd=MFNZTjJ0QTNqTUt4eFl1cHFIS2U4dz09>

Meeting ID: 825 5960 2211

Passcode: 642857

Yours sincerely,

**Mithileshwar Thakur**  
Secretary General