



Vice-President Briefed on Mission for Cotton Productivity (Kapas Kanti)

Vice-President appreciates Mission's holistic approach; calls for time-bound approvals, higher cotton productivity and greater global competitiveness

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The Vice-President of India, Shri C. P. Radhakrishnan, was briefed at Uprashtrapati Bhavan today on the Mission for Cotton Productivity (Kapas Kanti) by Shri Shivraj Singh Chouhan, Union Minister of Agriculture & Farmers' Welfare and Rural Development, along with senior officials of the Ministries of Agriculture & Farmers' Welfare and Textiles.

Vice President Shri C. P. Radhakrishnan, was briefed on the Mission for Cotton Productivity (Kapas Kanti) by Union Minister of Agriculture & Farmers' Welfare and Rural Development Shri Shivraj Singh Chouhan and senior officials of the Ministries of Agriculture & Farmers' Welfare... pic.twitter.com/haSOSJUJc0

— Vice-President of India (@VPIndia) July 7, 2026

The briefing covered the Mission's three key components: enhancing cotton productivity through research, technology and improved farming practices; ensuring a steady supply of superior quality cotton through initiatives such as KASTURI Cotton certification and the Kisan Kapas App; and promoting new-age natural fibres to drive innovation and sustainability in the textile sector.

Appreciating the Mission's holistic approach towards strengthening India's cotton ecosystem, the Vice-President emphasised the need for time-bound approval mechanisms to accelerate innovation and facilitate the timely adoption of new technologies. Stressing the importance of improving per-acre cotton yield, he called for clear and measurable targets to enhance productivity and bridge the gap with leading cotton-producing countries.

The Vice-President underlined that India must strengthen its global competitiveness and be prepared to meet the growing domestic and international demand for quality cotton. He also emphasised the importance of creating greater public awareness about the Mission, adopting market-responsive strategies, and highlighting successful initiatives through television documentaries for wider dissemination.

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