

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-639
ANSWERED ON- 29/11/2024

KASTURI COTTON INDIA PROGRAMME

639. DR. DINESH SHARMA:

Will the Minister of TEXTILES be pleased to state:

- (a) the details of Kasturi Cotton India Programme and the allocated budgetary support therefor; and
- (b) the achievements made under this Programme?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a): Kasturi Cotton Bharat programme is an initiative that focuses on traceability, certification and branding of Indian cotton. This initiative was formalized through an MoU signed on 15.12.2022 between Cotton Corporation of India (CCI) on behalf of Ministry of Textiles, Govt. of India and The Cotton Textiles Export Promotion Council (TEXPROCIL), with a budgetary support of Rs. 30 Crore including Rs.15 crores from Trade and Industry Bodies.

(b): Under this Programme, certification protocol has been finalized for standardization of quality for 29 mm and 30 mm cotton, under long staple cotton category. Kasturi Cotton Bharat website has been launched which provides a digital platform for necessary information and updates on this initiative. As on 30.10.2024, 47,300 bales have been certified as Kasturi Cotton Bharat. Further, 456 units, including 369 Ginners & 87 supply chain members have been on-boarded for producing Kasturi Cotton Bharat Brand as per stipulated protocol.
