

GOVERNMENT OF INDIA  
MINISTRY OF TEXTILES  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO-640**  
ANSWERED ON- 29/11/2024

**PROMOTION OF THE USE OF NATURAL DYES IN CLOTH ITEMS**

640. DR. AJEET MADHAVRAO GOPCHADE:

Will the Minister of TEXTILES be pleased to state:

- (a) the action taken or suggested by Government in collaboration with State Governments, for promotion of use of natural dyes in cloth items instead of chemical dyes for health reasons;
- (b) action taken or suggested by Government or suggested in collaboration with State Governments to enhance research activities in the natural dyes sector;
- (c) whether Government is aware of the fact that the global demand for naturally colored clothing is increasing; and
- (d) if so, action taken to capitalize on this niche market?

**ANSWER**

THE MINISTER OF STATE FOR TEXTILES  
(SHRI PABITRA MARGHERITA)

**(a):** The Government, under the National Handloom Development Program, through its two components, namely 'Mega Cluster Development Programme' and 'Need based Special Infrastructural Projects' is providing financial assistance for promotion of natural/vegetable dyes and setting up of Dye houses on receipt of proposals from the State Governments. Also for the promotion of natural dyes, suitable platform is provided through various initiatives of the Ministry such as Bharat Tex – mega global textiles event, World Cotton Day celebration, etc.

**(b):** The Ministry of Textiles has approved 3 R&D projects relating to natural dyes under the Research & Development scheme.

**(c) & (d):** Yes. Ministry of Textiles has launched India Handloom Brand (IHB) initiative for branding of high quality handloom products with zero defects and zero effect on the environment. Under IHB, Textiles Committee, a statutory body under the Ministry of Textiles, registers products which use natural dyes and helps in its marketing.

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