

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-3357
ANSWERED ON- 28/03/2025

KASTURI COTTON AS TRADEMARK

3357. SHRI PRAMOD TIWARI:

Will the Minister of TEXTILES be pleased to state:

- (a) whether Kasturi Cotton India's brand has been registered as a trademark helping in traceability, certification and branding of Indian Cotton;
- (b) if so, the details thereof;
- (c) whether Ginners from Vidarbha are opposing Centre's plan to brand Vidarbha Cotton as Kasturi;
- (d) if so, the reasons therefor; and
- (e) the steps being taken by Government to allay the fears of ginners?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) to (e): Kasturi Cotton India has been registered as a trademark to provide a unique identity to premium quality Indian cotton. This initiative aims to enhance the Traceability, Certification, and Branding of Indian cotton, thereby promoting its value in both domestic and international markets. The Logo of Kasturi Cotton India has been registered with Trade Mark No. 4759360 dated 27.11.2020 under Trade Mark Act 1999. Kasturi is a premium quality Indian cotton which meets the requisite quality standards as per certification protocols and is therefore, not region specific. Several stakeholder consultations and workshops have been held to brief ginners about technical specifications of Kasturi and to address any concerns.
