

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-3990
ANSWERED ON- 04/04/2025

BRANDING OF KASTURI COTTON

3990. SHRI BRIJ LAL:
SHRI NARAYANA KORAGAPPA:

Will the Minister of TEXTILES be pleased to state:

- (a) the financial allocation made for the branding of Kasturi Cotton and the amount spent till February, 2025;
- (b) whether the Ministry has taken steps under the scheme for responsible sourcing and offer supply chain visibility of Kasturi Cotton; and
- (c) if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a): Kasturi Cotton Bharat is a joint initiative between the Cotton Corporation of India (CCI), under the Ministry of Textiles, and The Cotton Textiles Export Promotion Council (TEXPROCIL). The project has a budgetary allocation of Rs. 30 Crore, with Rs. 15 Crore each contributed by trade and industry bodies, and the Ministry of Textiles. Of this, the Ministry of Textiles has already released Rs. 10 Crore so far. As of February 2025, a total expenditure of Rs. 10.69 Crore has been incurred on this initiative.

(b) & (c): To ensure complete traceability of Kasturi Cotton Bharat throughout the supply chain, QR-based certification technology is implemented at each processing stage, while a blockchain-based software platform guarantees end-to-end traceability and transaction certification. To enhance supply chain visibility, Kasturi Cotton Bharat has participated in various textile events and placed advertisements in both international and domestic textile trade magazines and their websites. Additionally, collaborations are established with retail chains, domestic and export brands, and commitments are being sought from spinning mills. All ginning and pressing factories across the country have been empowered to produce Kasturi Cotton Bharat certified bales, following a defined protocol and leading companies and associated ginning units are being registered under this initiative.
