

LOK SABHA
UNSTARRED QUESTION NO. 2418
TO BE ANSWERED ON 21.12.2022

COTTON VALUE CHAIN INITIATIVES

2418. SHRI GIRISH BHALCHANDRA BAPAT:
SHRI CHANDRA SEKHAR SAHU:
SHRI RAHUL RAMESH SHEWALE:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state :

- (a) whether the Government has reviewed the performance of the cotton value chain initiatives and followed up on the actionable points discussed earlier, if so, the details thereof;
- (b) whether the Government proposes to turn cotton into a Brand under Atmanirbhar Bharat programme and if so, the action plan prepared therefor;
- (c) whether the quality of Indian cotton fibre is improved after the implementation of cotton bales quality control provision in the Bureau of Indian Standards (BIS) Act, 2016 and if so, the facts in this regard; and
- (d) whether the Government is supporting the initiative relating to work on quality, traceability and branding of Kasturi Cotton with funds and if so, the details thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)
THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

(a): A Textile Advisory Group (TAG) comprising stakeholders including industry has been constituted by the Government on 25th May 2022 to deliberate issues pertaining to the entire cotton value chain. The meetings of the TAG are held periodically and based on the deliberations suitable action is taken to address the issues.

(b) to (d): With the objective of building the image of Indian cotton at Global level, making India Atmanirbhar and promoting vocal for local in the field of cotton, Ministry of Textiles announced “Kasturi Cotton India” Brand on the eve of World Cotton Day on 7th October 2020. To encourage Trade and Industry to work on the principle of self-regulation by owning complete responsibility, The Cotton Textiles Export Promotion Council (TEXPROCIL) the apex body to promote exports of Indian Cotton textile products including raw cotton across the world, has been designated as the implementing agency for Traceability, Certification and Branding of “KASTURI Cotton India.

In this regard, a Memorandum of Understanding (MoU) has been signed between the Cotton Corporation of India (CCI) and TEXPROCIL. Government will contribute equal share of Rs 15 crore over a period of three cotton season starting from 2022-23 to 2024-25 to provide complete traceability of Cotton from the origin to farm level, QR Code based Certification technology to validate “KASTURI Cotton India” as a premium brand by enhancing international perception and valuation of Indian Cotton. Quality Control Order (Cotton Bales) under Bureau of Indian standards (BIS) Act 2016 is being finalised.
