

**PROMOTION OF DOMESTIC COTTON BRANDS**

2495 SMT. SHAMBHAVI:

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

- (a) the details of the steps being taken by the Government to promote domestic cotton brands in apparel;
- (b) whether the Government plans to give any incentives to small and medium-sized enterprises in the cotton apparel sector; and
- (c) if so, the details thereof and if not, the reasons therefor?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)  
THE MINISTER OF STATE FOR TEXTILES  
(SHRI PABITRA MARGHERITA)

**(a):** The Ministry of Textiles organized a Global Mega Textile Event i.e. BHARAT TEX 2024 in February, 2024 to showcase the strength of the Indian textiles value chain including cotton value chain, highlighting the latest progress/innovations in textile & fashion Industry and positioning India as the most preferred destination for sourcing and investment in textile sector.

To enhance the global image of Indian cotton and promote the "vocal for local" initiative, the Ministry of Textiles launched the Kasturi Cotton Bharat programme which is a pioneering effort in traceability, certification and branding of Indian cotton. This initiative, a collaboration between the Government of India, trade bodies, and industry. The inaugural products made from Kasturi Cotton were showcased during the 81st Plenary Meeting of the International Advisory Committee (ICAC) in December, 2023.

**(b) & (c):** The Government of India is actively promoting the textiles sector through a variety of schemes and initiatives. The role of government spans from enabling access to raw materials, other factors of production, support to the manufacturing set up in achieving higher efficiencies with cost competitive edge and facilitating access to markets.

A significant initiative toward integrating the distributed textile sector is the PM Mega Integrated Textile Regions and Apparel (PM MITRA) Parks Scheme. This scheme aims to create a modern, integrated, large - scale, world-class industrial ecosystem, attracting investments and boosting employment in seven major states. Additionally, the Production Linked Incentive (PLI) Scheme focuses on Man Made Fibres (MMF) Fabric, MMF Apparel, and Technical Textiles to boost large-scale manufacturing and enhance competitiveness. The Amended Technology Upgradation Fund Scheme (ATUFS) incentivizes credit flow for technology upgradation, primarily benefiting MSMEs in segments from weaving onwards through capital investment subsidies for eligible investments in benchmarked textile machinery. The National Technical Textiles Mission facilitates the technical textiles segment, emphasizing research, innovation, development, promotion, market development, skilling, and export promotion. Furthermore, Scheme for Capacity Building in the Textile Sector (SAMARTH) aims to provide demand-driven, placement-oriented skilling programs. These initiatives collectively aim to strengthen the textile industry's ecosystem.

Government is implementing Rebate of State and Central Taxes and Levies (RoSCTL) on exports of Apparel/Garments and Made-ups to provide support and enhance competitiveness of these sectors. Further, rebate under Remission of Duties and Taxes on Exported Products (RoDTEP) scheme is also available for textile products not covered under RoSCTL. Government also provides financial support to various Export Promotion Councils and Trade Bodies engaged in promotion of textiles and garments exports for organizing and participating in trade fairs, exhibitions, buyer-seller meets etc.

\*\*\*\*\*