

LOK SABHA  
UNSTARRED QUESTION NO. 1362  
TO BE ANSWERED ON 03.12.2024

**KASTURI COTTON BHARAT PROGRAMME**

1362. SMT. KAMALJEET SEHRAWAT:

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

- (a) the details of the Kasturi Cotton Bharat Programme and allocated budgetary support; and  
(b) the list and details of milestones achieved under the Programme?

उत्तर

ANSWER

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

**(a):** Kasturi Cotton Bharat programme is an initiative that focuses on traceability, certification and branding of Indian cotton. This initiative was formalized through an MoU signed on 15.12.2022 between Cotton Corporation of India (CCI) on behalf of Ministry of Textiles, Govt. of India and The Cotton Textiles Export Promotion Council (TEXPROCIL), with a budgetary support of Rs. 30 Crore including Rs.15 crores from Trade and Industry Bodies.

**(b):** Under this Programme, certification protocol has been finalized for standardization of quality for 29 mm and 30 mm cotton, under long staple cotton category. Kasturi Cotton Bharat website has been launched which provides a digital platform for necessary information and updates on this initiative. As on 30.10.2024, 47,300 bales have been certified as Kasturi Cotton Bharat. Further, 456 units, including 369 Ginnerys & 87 supply chain members have been on-boarded for producing Kasturi Cotton Bharat Brand as per stipulated protocol.

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