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# Kasturi Cotton

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**Why is in news?** Union Textiles Minister Shri Piyush Goyal Launches Website of “Kasturi Cotton Bharat”

The Hon’ble Union Minister of Textile, Commerce & Industry, Consumer Affairs launched website of Kasturi Cotton Bharat.

This website **provide a digital platform for necessary information and updates** on this initiatives and highlights the registration process for ginners to **produce Kasturi Cotton Bharat Brand** and its processes that make the branded Indian cotton unique.

The Kasturi Cotton Bharat is a **joint initiative** by the Ministry of Textiles, the Cotton Corporation of India, Trade Bodies & Industry.

It is to work on the **principle of self-regulation** by owning complete responsibility of Branding, Traceability and Certification of Indian Cotton to **enhance its’ competitiveness in the global market** and create a sustainable ecosystem for all stakeholders involved.

In order to attain the **objective of building image of Indian cotton at Global level**, making India Aatmanirbhar and vocal for local in the field of cotton, Ministry of Textiles had **announced the “Kasturi Cotton India” Brand** of cotton on the eve of **World Cotton Day on 7th October 2020** by which Indian cotton was endowed with a brand and a logo that **represents Whiteness, Softness, Purity, Lusture and Indianness**.



**Traceability of Kasturi Cotton:**

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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 finalized.