

# KASTURI COTTON

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## **Context:**

Union Minister of State for Textiles, Shri Pabitra Margherita in a written reply to Lok Sabha mentioned about the progress in Kasturi cotton initiative.

## **Background:**

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.

## **About Kasturi cotton:**

Kasturi Cotton is a premium cotton brand from India, launched by the Government of India to promote the country's cotton and textile industry globally.

## **Key Features:**

1. **High Quality:** Kasturi Cotton is known for its long staple length, typically 30 mm and 29 mm, which ensures superior quality. The cotton must meet specific benchmarked parameters, including micronaire value, RD (degrees of reflectance) value, fiber strength, uniformity index, trash, and moisture content.
2. **Traceability:** One of the standout features of Kasturi Cotton is its blockchain traceability and barcode validation. This ensures transparency and quality control throughout the supply chain.
3. **Sustainability:** The brand emphasizes sustainable practices in cotton production, which helps in earning premium prices and enhancing credibility.

## **Objectives:**

**Global Recognition:** Kasturi Cotton aims to create a unique identity for Indian cotton in the global market, reinforcing India's position as a cotton powerhouse

**Value Addition:** It seeks to add value to the entire cotton chain, from farmers to end users, by ensuring high standards and traceability.

## **Additional Information:**

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".