

Kasturi Cotton Bharat

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About Kasturi Cotton Bharat:

- It is an initiative of the **Ministry of Textiles, Textile Trade Bodies, and Industry** with the **objective of creating premium value for cotton grown in India** as per **benchmarked specifications**.
- It is a pioneering **effort in traceability, certification, and branding of Indian cotton**.
- It was formalised through the signing of a memorandum of understanding (**MoU**) between the **Cotton Corporation of India** and the **Cotton Textiles Export Promotion Council** on 15 December **2022**.
- To provide complete traceability of Kasturi Cotton Bharat-tagged bales across the supply chain, **QR-based certification technology** are being used **at each stage of the processing**, and a **Block-chain based software platform** will **provide end-to-end traceability and transaction certificates**.
 - In this regard, **Microsite with QR code verification and Block Chain technology** has been developed.
- The Kasturi Cotton Bharat programme is **operational at the national level**, and its **promotion** is being **made at national and international platform**. Hence, the **allocation of funds is not at state level**.

- **Ginners** across the country have been **empowered to produce Kasturi Cotton Bharat** brand as per stipulated protocol.

What is Ginning?

- It is one of the most important **steps of the spinning process**.
 - **After collecting seed cotton from the farm** or field, cotton moves to nearby Gins for separation of seed, lint, and any other foreign particles.
 - Ginning is the **process to get the cleaned cotton by separating or removing the seeds, dust, or any other foreign particles**, so that better cotton can be offered for the cotton spinning mills.
 - It was traditionally done by hand, but nowadays, machines are used.
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Q1: What is the Cotton Textiles Export Promotion Council?

The Cotton Textiles Export Promotion Council is the first Council set up after Independence by the Government of India in 1954 is an autonomous, nonprofit body dedicated to promotion of exports. The Cotton Textiles Export Promotion Council, popularly known as TEXPROCIL has been the international face of cotton textiles from India facilitating exports worldwide. Texprocil has a membership of around 3,000 companies spread across major textile clusters in India. Its members are well established manufacturers and exporters of cotton textile products like Cotton, Yarns, Fabrics and Home Textiles, showcasing a dazzling array of products across the value chain.

Source: Ginners across the country empowered to produce Kasturi Cotton Bharat brand: minister

Source: <https://vajiramandravi.com/current-affairs/kasturi-cotton-bharat/>

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