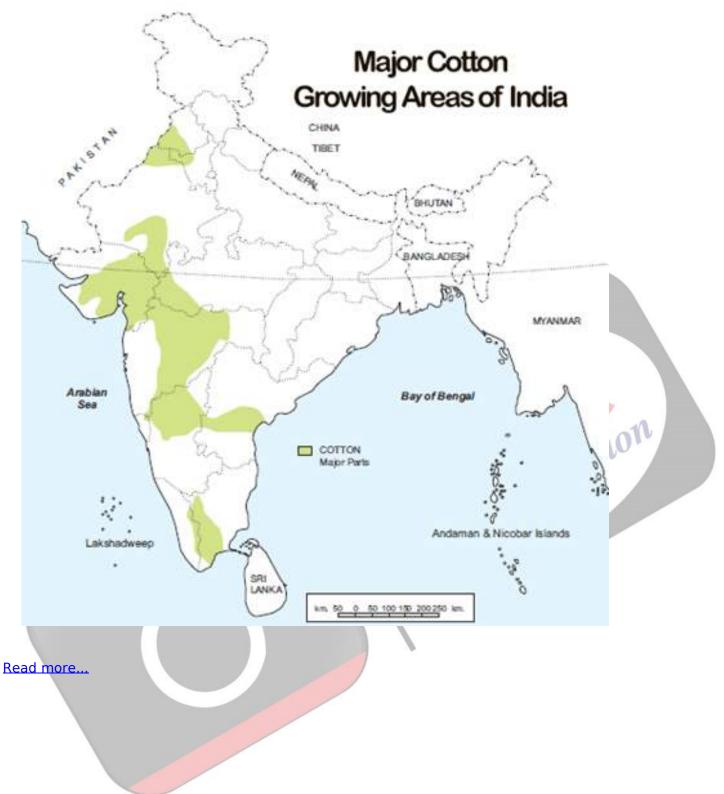
## Kasturi Cotton Bharat Initiative

## Source: PIB

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**The** <u>Kasturi Cotton</u> **Bharat programme** of the Ministry of Textiles is a pioneering effort in traceability, certification and branding of Indian cotton.

- It is a collaboration between the Government of India (<u>Cotton Corporation of India</u>), trade bodies, and industry to **enhance cotton traceability and certification**.
- A microsite with <u>OR code</u> verification and a <u>blockchain</u> platform has been developed for endto-end traceability and transaction certification.
- The program is **promoted at both national and international levels**, with funds allocated at the national level rather than state-specific.
- Approximately 343 modernised ginning and pressing units are registered, including 15 units in Andhra Pradesh.
  - Around 100 bales from Andhra Pradesh have been certified under the Kasturi Cotton Bharat brand.
- <u>Cotton</u> is a vital crop in India, contributing to 25% of global production and is known as "White-Gold" for its economic value. It thrives in hot, sunny climates and various soil types but is sensitive to waterlogging.



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