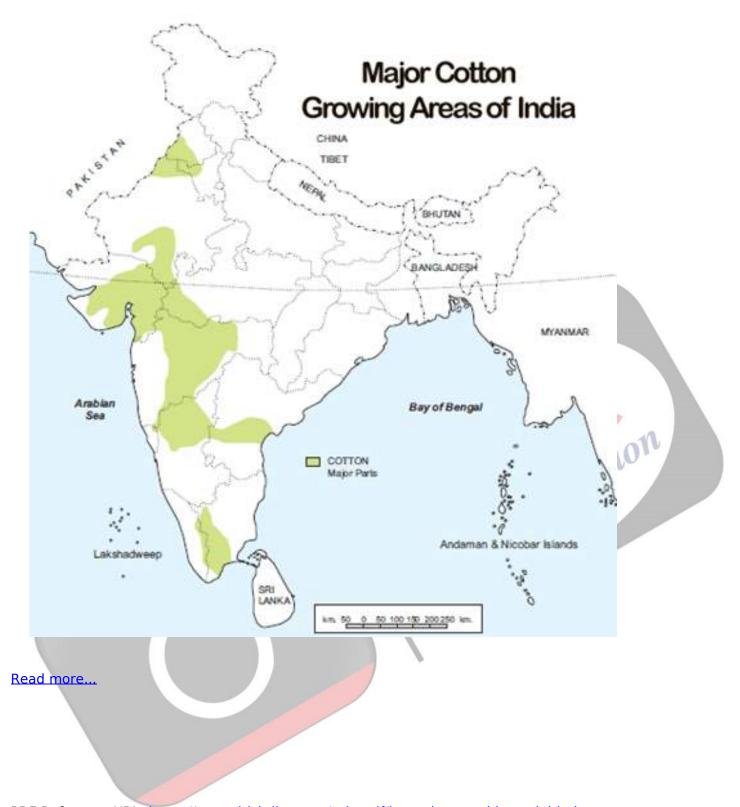


Kasturi Cotton Bharat Initiative

Source: PIB

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 (Cotton Corporation of India), 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 end-to-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.
- Cotton 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.



PDF Refernece URL: https://www.drishtiias.com/printpdf/kasturi-cotton-bharat-initiative