



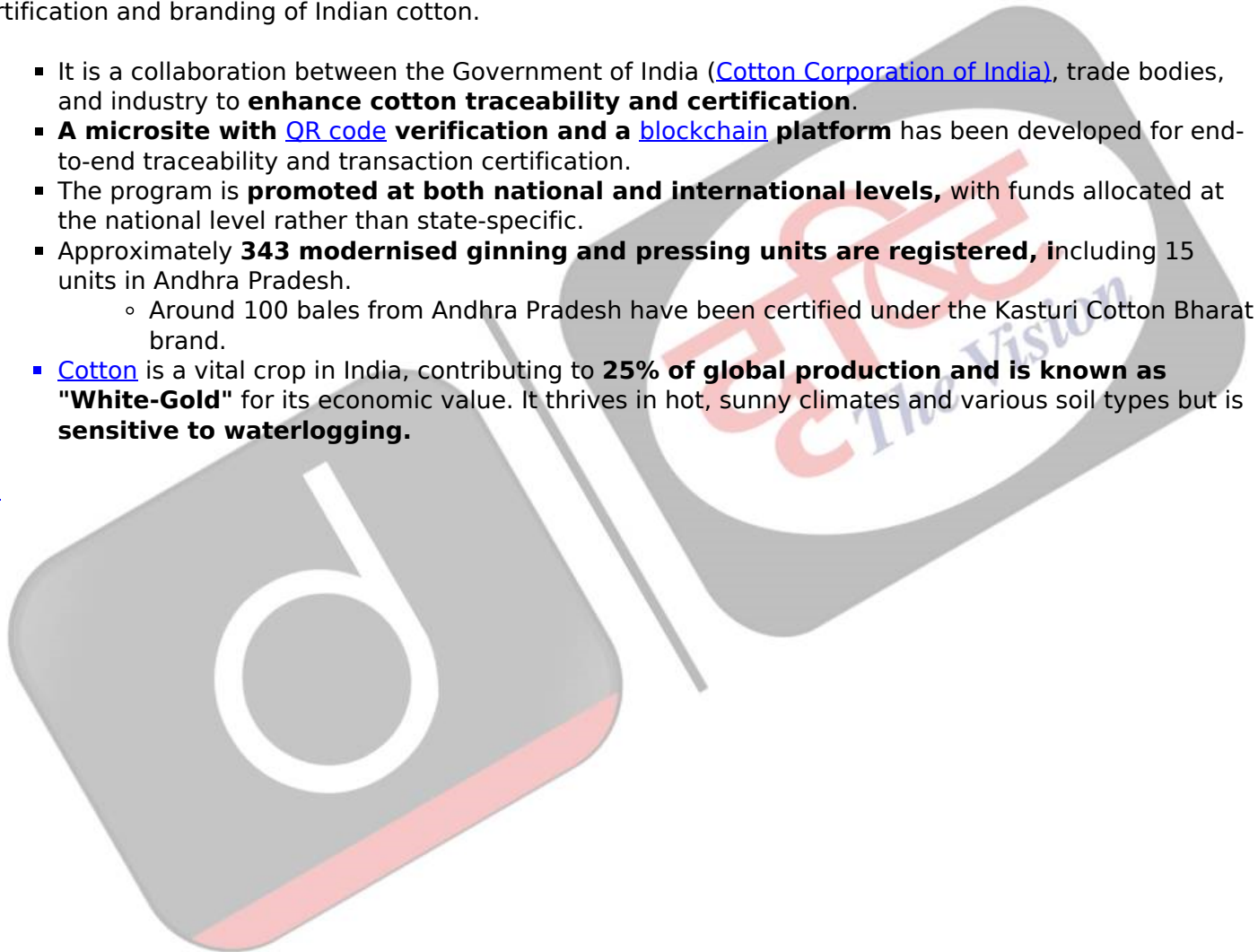
Kasturi Cotton Bharat Initiative

[Source: PIB](#)

The [Kasturi Cotton 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 [QR code verification](#) and a [blockchain 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**.

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Major Cotton Growing Areas of India



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