



वस्त्र मंत्रालय
MINISTRY OF
TEXTILES



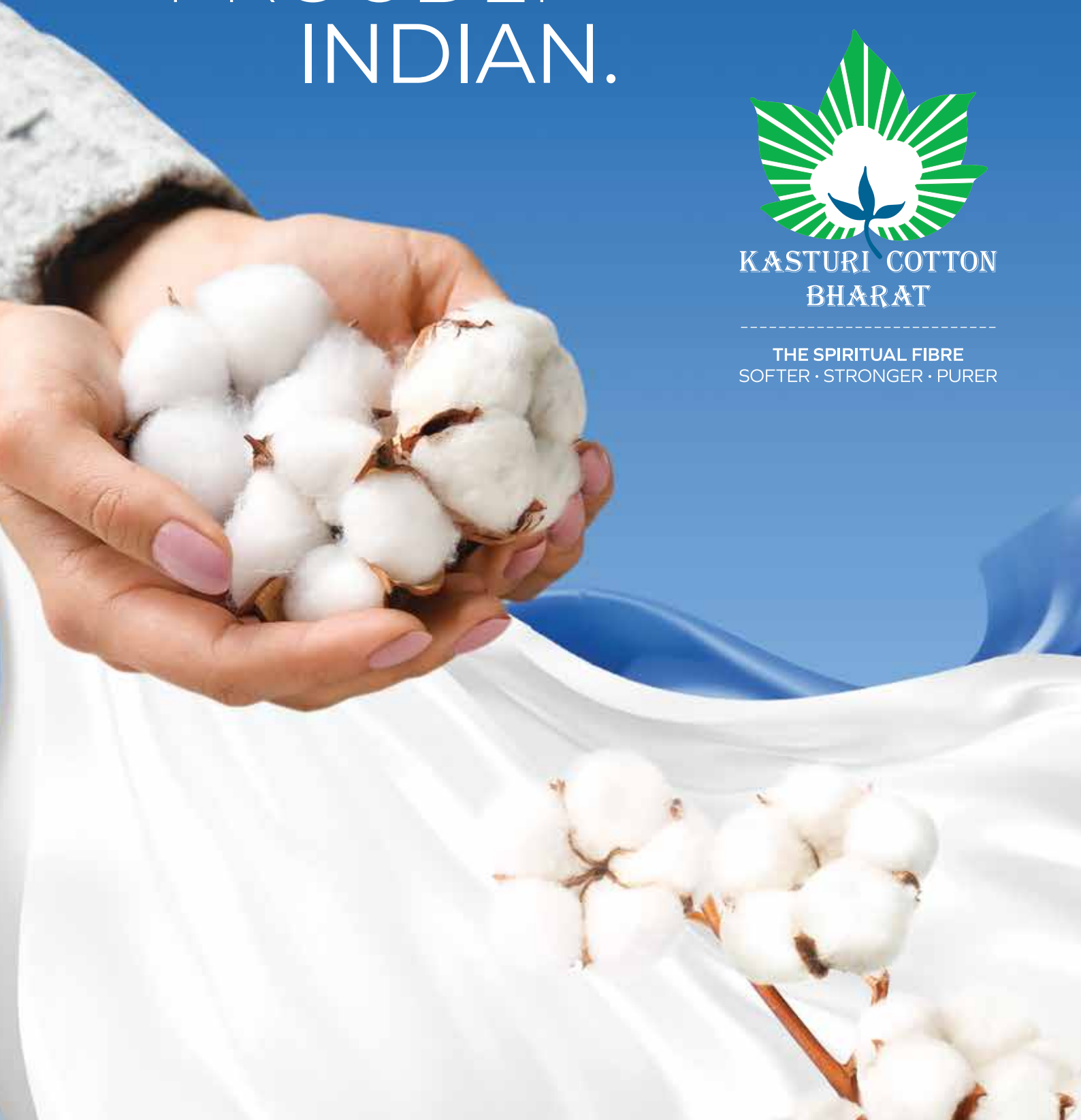
भारत क. नि.
CCI
TEXPROCIL
THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

TRULY
GLOBAL.
PROUDLY
INDIAN.



KASTURI COTTON
BHARAT

THE SPIRITUAL FIBRE
SOFTER · STRONGER · PURER



The cotton story of India.

Our great nation has been in the forefront of providing cotton to the world across the ages. History has revealed that we showed the world the art of breathing easy. We showed the world the path to enlightenment. We showed the world all about pristine purity. We showed the world the fine art of expressions. All with the cotton that we gave the world.

Today we are consolidating these prime qualities into a truly world-class brand of cotton - Kasturi Cotton.

A joint initiative by the Government of India, Textile Trade Bodies and Industry, Kasturi Cotton will showcase the best of Indian Cotton to the world while benefiting all stakeholders, right from farmers, to ginners, to spinners to manufacturers, to brands.



The making of a world mark!

Kasturi Cotton marks the new standard in cotton quality. It's the mark that superior cotton will bear from now on! It goes beyond being just a raw material. It will be cotton that reflects the elevated and enlightened spirit of India.



- » Promote Kasturi Cotton as a **premium brand** from the largest cotton producing country in the world — India.
- » Provide end-to-end '**Traceability & Certification**' to ensure quality and generate trust in the brand.
- » Ensure **higher returns** for all stakeholders while paving the way for sustained long-term growth.
- » Enhance **export opportunities** and build a special reputation for Kasturi Cotton.

Leading the initiative

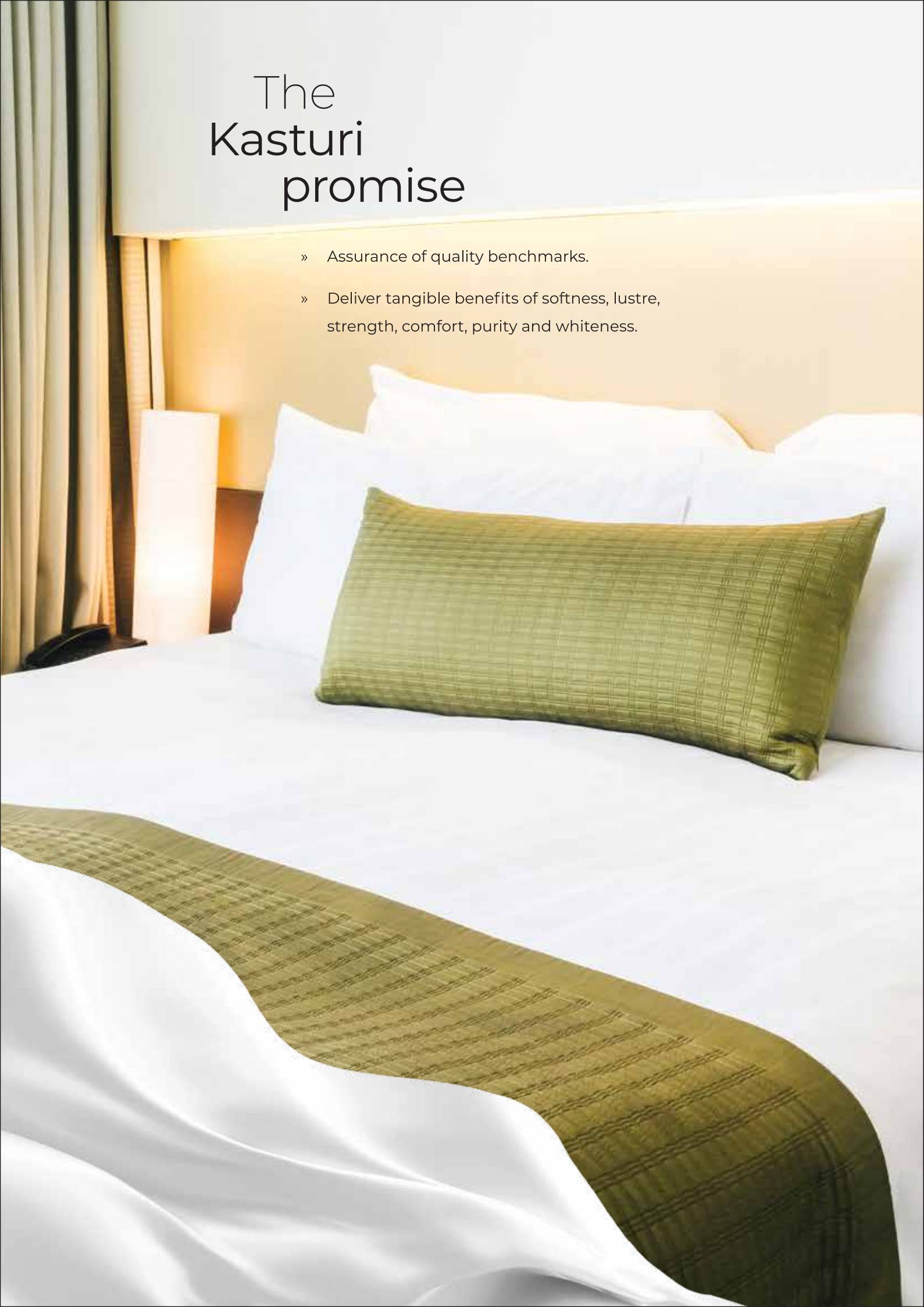
The implementation of the branding, traceability and certification of Kasturi Cotton is by The Cotton Textiles Export Promotion Council (TEXPROCIL), in association with the Cotton Corporation of India (CCI).

TEXPROCIL, instituted by the Ministry of Textiles, Government of India in 1954, is the apex body responsible for promotion of exports of Indian cotton textile products such as fibre, yarn, fabrics and home textiles across the world. The Council has been at the forefront of exporting Indian cotton textile products to more than 150 countries globally.

Cotton Corporation of India, a Mini Ratna company, established in 1970, is well-known as a supplier of cotton fibre to the textile industry. Being a Public Sector Undertaking, under the administrative control of Ministry of Textiles, Government of India, it has a significant role in furthering the interest of cotton farmers and the textile industry.

The Kasturi promise

- » Assurance of quality benchmarks.
- » Deliver tangible benefits of softness, lustre, strength, comfort, purity and whiteness.



Benefits of using Kasturi Cotton

- » Conforms to quantifiable standards of superior quality.
- » Increases the softness in a fabric.
- » Increases the strength of the fabric.
- » Increases the durability of the fabric.
- » Improves the colour vibrancy.
- » Made in India — Confirmation of Origin is provided.
- » It is Verifiable and Traceable using Blockchain technology across the value chain.

The Kasturi Cotton program provides you the opportunity to meet the global demand for high quality cotton and, of course, the satisfaction of elevating Indian cotton in the world. The premium that markets around the world will be willing to pay for your Kasturi branded cotton will make the processes outlined below well worth the effort you put into it.

Program Structure

Implementation of Branding, Traceability & Certification

TEXPROCIL will implement the program through nominated third-party agencies for inspection, sampling and testing. They will carry out the following activities:

- » Verification visits.
- » Drawing of samples.
- » Testing of drawn samples.
- » Evaluation of test results.
- » Grant of Kasturi Cotton Brand label(Transaction Certificate).

Program management

The above activities are further broadly classified in 4 main categories.

- Audit & Inspection.
- Sampling & Testing.
- Certification.
- Branding.



Criteria for being eligible for **Kasturi Cotton**

Label (Transaction Certificate)

- » Conformation of fibre quality standards based on testing at NABL Accredited Labs.
- » Packing and marking of bales as per IS 12171:2019.
- » Verification & Certification of Indian origin by providing traceability details to the end-user, through Blockchain based software platform using QR code.



Packing and marking of bales (as per IS 12171:2019)

- » Packing will be done at the ginner's site.
- » Weight of bale should be 170 kgs with tolerance of +/- 5kg.
- » Bale dimension should be as per BIS/ISI standards.
- » Bale should be packed fully from all six sides with cotton cloth of 120 GSM, 9/12 wraps of polyester strapping of 19.05 mm width/ 1.02 mm thick and stitched using 6-ply cotton twine.
- » Each sample picked to be marked by QR code.
- » Sample to be submitted to testing laboratory.
- » Every bale claimed under the Kasturi Program will be marked and QR code will provide the following information on scan:
 - Type of cotton
 - Ginner Name & Address & Country of Origin
 - Lot Number
 - Weight of the pressed bale in kg at the time of baling
 - Crop year
 - Station
 - Press Running Number
 - Bale Running Number

Sampling & testing procedure

- » 5% samples per lot are to be drawn randomly from bale number 1 to 100 as per IS 4905:1968 i.e., 5 bales out of 100.
- » Samples to be drawn from the centre portion of the bale.
- » 2 kgs of each sample to be drawn from each 170 kg bale of cotton. Four sets of 500 grams will be prepared from each sample of 2 kgs.
- » Each drawn sample must be packed in craft paper or polyethylene bag, bound tightly from all sides by twine and details to be mentioned on each sample (i.e., Lot No., QR code, station, P.R. No., and sample bale no. etc.).
- » One set of 500 gms is to be sealed and forwarded to the NABL Accredited Laboratory as per the process.
- » Five sets of 500 gms each will be sent to:
 - NABL Accredited Laboratory
 - Retained at Ginner
 - Retained with Sampling Agency
 - Handed over to TEXPROCIL.
- » Test report to be uploaded on the Blockchain based portal by the NABL Accredited Laboratory against the unique lot with a unique QR code for each lot.

Quality standards of Fibre to qualify as Kasturi Cotton

Parameter	Criteria	
Staple length/UHML	30 mm+	29 mm+
Micronaire value	3.7 to 4.5	3.7 to 4.5
RD value	76+	76+
Fibre strength	30.5 (-1.5) g/tex	29.5 (-1.5) g/tex
Uniformity index	84% or more	83% or more
Trash	2% or below	2% or below
Moisture content	8% or below	8% or below



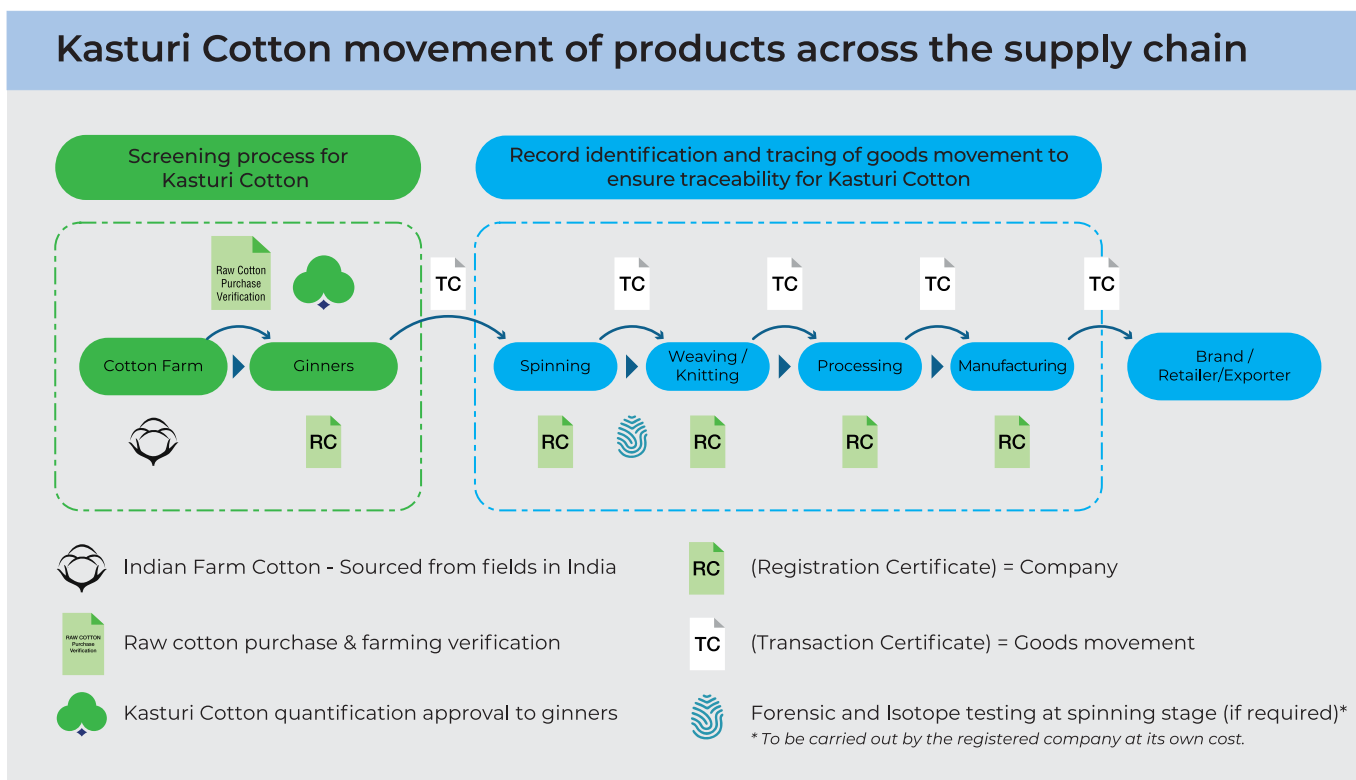
Registration process

Registration of Cotton Ginning Units

- » Apply for registration under the Kasturi Cotton Program by paying an annual fee of ₹10,000 plus 18% GST.
- » An annual membership status on successful verification of ginners will be issued.
- » TEXPROCIL will send a copy of the contract to you.
- » Complete the contract copy and send the signed & stamped copy to TEXPROCIL.
- » Pay the fee to The Cotton Textiles Export Promotion Council.
- » The application, contract and payment will be reviewed by TEXPROCIL.
- » The TEXPROCIL team will visit the ginning site for annual document and system verification (site must demonstrate the mechanism to fulfil the claim of the program and traceability mechanisms). In case the unit is already registered for a certification program such as GOTS/BCI/GCC/CCI, then a physical audit is not required and the 'Membership Certificate' can be issued immediately and a Unique Registration Number (URN) will be generated for your ginning unit using QR code on the Blockchain portal. (The process will begin when the ginning unit is operational).

Registration of Supply Chain units (Cotton Trading, Spinning, Processing and Garmenting/Finished Goods Unit)

- » Apply for registration under the Kasturi Cotton program by paying an annual fee of ₹10,000 plus 18% GST.
- » Completion of the contract copy by client.
- » Payment to The Cotton Textiles Export Promotion Council (TEXPROCIL).
- » Reviewing of application, contract and payment.



Post Registration process



For Ginning Units

- » A request is then raised for a production run using Kasturi Cotton by the ginning unit.
- » Sampling process is done through a nominated agency and samples will be sent to a nominated NABL Accredited Laboratory.
- » The test reports are then directly submitted on the portal by the nominated testing laboratory on the Blockchain portal against each tested lot.
- » Based on the test results, specified bales are qualified as Kasturi Cotton by generating QR code for all passed lots.
- » Sale of Kasturi Cotton to spinners: The ginning unit will transfer the certified quantity in the Spinner/Supply Chain partner account through the Kasturi blockchain portal or it can be retained for sale at a later stage. This is to be strictly monitored at the time of closing stock audit at the end of the cotton season.
- » Kasturi Cotton Transaction Certificate to be issued basis on the invoice, transport documents, payment proof etc, against each applied Transaction Certificate by the ginner.
- » Charges applied for each Sales Invoice / Transaction Certificate is ₹ 500+GST for domestic use and ₹ 1000+GST for exports.

For rest of the Supply Chain

Transaction Certificate (TC) shall be applied in Blockchain based portal for each Kasturi Cotton sales invoice. Details given below need to be provided during the application for Transaction Certificate:

- Provide purchase invoice details of Kasturi Cotton along with Application for Kasturi Cotton brand Transaction Certificate. Charges applied for each Sales Invoice/Transaction Certificate is ₹500 +GST for domestic use and ₹1000 +GST for exports.

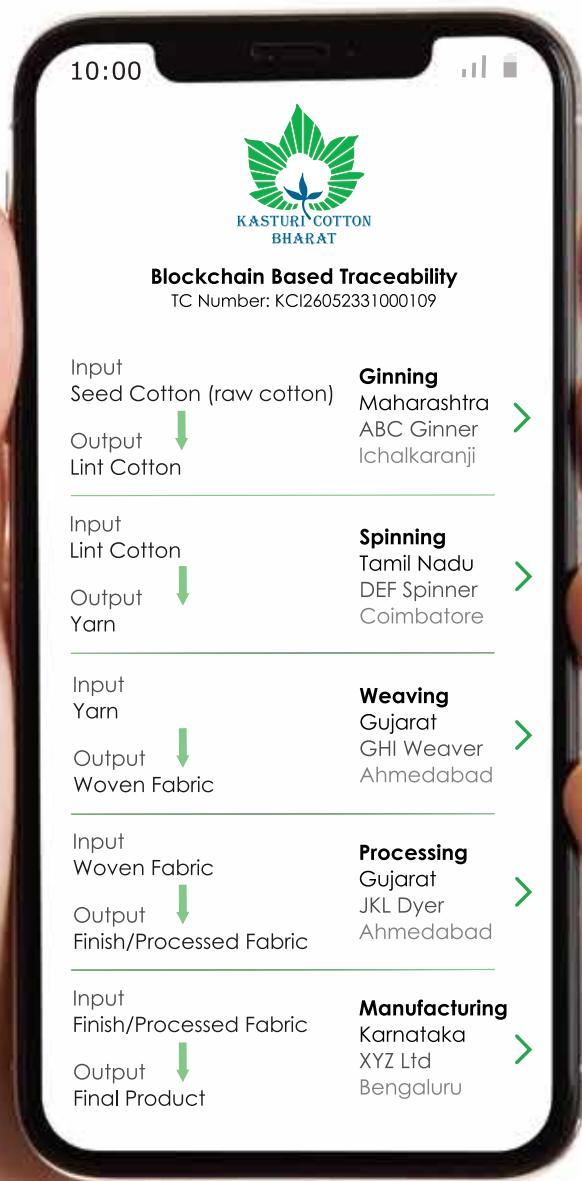
- Provide Sales Invoice wise Reconciliation Record/Quantity Control Sheet.
- Transfer the sold quantity in their Kasturi portal account to their buyers as consumed. To be strictly monitored at the time of annual audit.





Kasturi Cotton

supply chain traceability using Blockchain



Ensuring Supply Chain traceability using
blockchain platform at every stage of
supply chain using QR code.



A woman with her eyes closed, looking upwards, wearing a white dress and a vibrant orange and red shawl. The shawl is flowing and draped around her. Above her, a large, flowing blue fabric is suspended in the air. The background is a bright, white, curved architectural structure.

Brand
Kasturi Cotton

Use of Kasturi Cotton Brand and Logo

- » The brand certificate will be valid only for the tested and approved lot.
- » Brand logo can be used only on products covered under the lot for which the certificate is issued.
- » You shall abide by the terms and conditions for the usage of the logo specified from time to time.



Branding of Kasturi Cotton

FCB Interface Communications has been appointed as the creative agency to promote Kasturi Cotton. The brand will be promoted both in India and in global markets through the following platforms:

- » **Digital:** Through videos, banners, blogs, and webinars in English and Indian languages
- » **Retail & Outdoor:** At events, kiosks, and retail points using brochures, standees, and more
- » **Traditional:** In magazines, newspapers, and regional TV.
- » **International Outreach:** Showcasing at key global exhibitions.

Making our cotton stand among the best

History shows we have been giving the world some of its finest cotton. Today let us take that extra step to brand ourselves in the world market. This naturally will give us a name in the textile world beside giving us better returns. Let us step forward and produce Cotton that is truly global and proudly Indian.





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Disclaimer: The Cotton Textiles Export Promotion Council of India and The Cotton Corporation of India is not liable nor responsible for any misuse and or unauthorised use of the logo and/or the brand.