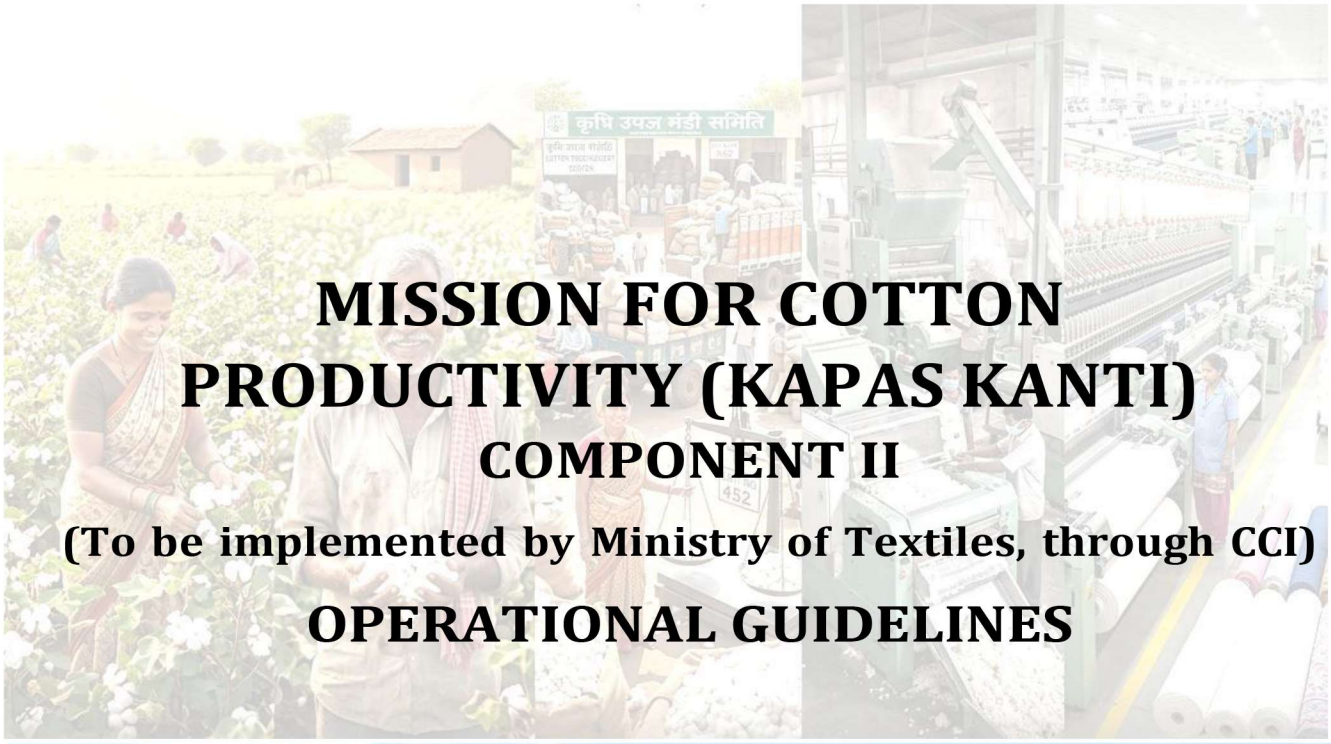


MISSION FOR COTTON PRODUCTIVITY (KAPAS KANTI)

COMPONENT II

(To be implemented by Ministry of Textiles, through CCI)

OPERATIONAL GUIDELINES



Ministry of Textiles

Government of India

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MISSION FOR COTTON PRODUCTIVITY (KAPAS KANTI)

1. INTRODUCTION :

Cotton remains the cornerstone of India's agricultural and industrial economy. The country accounts for more than 21% of global cotton production and cultivates cotton over 114.47 lakh hectares, the largest area in the world. The sector supports the livelihoods of over six million farmers and serves as the backbone of the textile industry, where cotton constitutes 60% of fibre consumption, significantly higher than the global average of 25%. Despite being the second-largest producer, India's productivity remains low at around 440 kg/ha, largely due to structural and climatic constraints. In this context, the Hon'ble Finance Minister, in the Union Budget speech delivered on 01.02.2025, announced the Mission for Cotton Productivity (MCP) to revitalize the cotton sector through a comprehensive value-chain approach. Subsequently, the proposal received **approval of the Union Cabinet on 05.05.2026**, paving the way for the implementation of the Mission aimed at enhancing productivity, improving quality, strengthening value-chain efficiency, and increasing farmers' income.

Challenges in India's Cotton Sector:

i. Low Productivity
- Heavy reliance on rain-fed agriculture (67%)
- Limited adoption of scientific practices such as High-Density Planting System (HDPS)
- Wide regional disparities in yield

ii. Pest and Climate Vulnerability
- Resistance development in Bt cotton, especially pink bollworm
- Increasing incidence of droughts, erratic rainfall, and soil degradation

iii. Quality-Related Issues
- High trash contamination reducing global competitiveness
- Poor harvesting, storage, and transportation practices
- Outdated ginning and pressing infrastructure

iv. Labour and Mechanization Constraints
- Rising labour costs
- Low level of mechanization, particularly in picking operations

v. Process related Quality issues
- Lack of modern Ginning and Processing practice & need for upgradation
- Varietal mixing and contamination
- Inadequate cotton testing Laboratories

vi. Lack of awareness of certification & traceability
- Increased Global requirement of sustainability standards
- Positioning & Branding of Indian Cotton

Key Features of Mission for Cotton Productivity (Kapas Kanti):

The Government of India launched MCP with an outlay of ₹5,659.22 crore, aligned with the 5F vision (Farm to Fibre to Factory to Fashion to Foreign). It has three components and delineated objectives:

1. Component I: Productivity Enhancement

This component focuses on increasing cotton productivity through research, innovation, and dissemination of improved production technologies. It consists of two sub-components:

- **Sub-Component IA** aims at research on climate – resilient, pest resistant, high ginning percentage, and high yielding varieties/hybrids of cotton; climate smart innovative production and protection technologies including precision, IoT based techniques and mechanization intervention for enhanced production in cotton.
- **Sub-Component IB** aims at empowering farmers with Science and technology support, scaling up of latest crop production technologies viz. HDPA and CS, promotion of ELS cotton and good management practices.

  Sub-Component IA is implemented by the Department of Agricultural Research and Education (DARE)/ICAR with an outlay of ₹555.05 crore, while Sub-**Component IB** is implemented by the Department of Agriculture & Farmers Welfare (DA&FW) with an outlay of ₹3,804.17 crore.

2. Component II: Quality Improvement and Branding

- Component-II is focusing on promotion of production of high quality, trash controlled bales through Output-Based Support; Augmentation of Kasturi Cotton Bharat and Contamination controlled Cotton, branding of Kasturi Cotton Bharat in domestic and international markets, facilitating market linkages through a transparent e-auction portal; strengthening testing and certification systems; scientific assessment of demand and supply of cotton and promoting the start-ups and innovation in cotton textile value-chain, capacity building of Ginning and Pressing factory workers and Promotion of Cotton Waste Recycling.

- Implemented by Ministry of Textiles through the Cotton Corporation of India Ltd. (CCI) Budget - ₹1000 crore

3. Component III: Fibre Diversification through New Age Fibres

- **Component-III** aims to enhance climate-specific cultivation and innovation by promoting fibre crops suited to regional soil and climate conditions; setting up of decentralized processing units near farms, train rural workers in modern techniques, and support farmers and producers of new age fibres, their blends with cotton and other value –added products; establish quality standards, boost branding, leverage e-commerce, and trade-shows to promote new-age allied fibre blends with cotton and raise consumer awareness on eco-benefits of natural fibres.
- To be implemented by Ministry of Textiles through National Jute Board (NJB) Budget - ₹300 crore

Output of Mission for Cotton Productivity (Kapas Kanti):

1. **Enhancing Productivity**
    - Increase cotton productivity to 755 kg/ha by 2031
    - Focus on rain-fed areas improves resilience and output
2. **Improving Quality and Global Competitiveness**
    - Traceability and branding initiatives can reposition Indian cotton as premium quality
    - Reduction in contamination (<2%) will enhance export potential
3. **Strengthening Farmer Incomes**
    - Higher yields and better price realization
    - Capacity building and technology adoption
4. **Promoting Sustainability**
    - Climate-resilient varieties and water-efficient practices
    - Encouragement of eco-friendly fibre blends

2. GENERAL GUIDELINES:

The below are the general guidelines applicable under this Mission:

I. Implementing Agency: Ministry of Textiles through the Cotton Corporation of India Limited.

II. The following Committees would be constituted under this mission for component II:

A. Apex Committee:

- Secretary (Textiles) – Chairperson
- Joint Secretary (Fibre) – Member
- CMD, CCI - Member
- Director/DS (Fibre) - Member
- Director, (Marketing), CCI – Member Secretary.
- **Invitees:** The representative from Textile Committee, Office of the Textile Commissioner, State Governments, ICAR – CICR, Nagpur, ICAR-CIRCOT, any agency, Ginners Association and Industry representatives could be invited representing the value chain of the Sub-Component.
- Reporting of all the sub components of **Component-II** shall be made to the Apex Committee

Terms of Reference (ToR):

- **Policy Oversight:** Provide strategic direction and policy guidance.
- **Approval Authority:** Consider PMIC recommendations for approval.
- **Guideline Modification:** To consider and approve amendments to scheme guidelines.
- **Financial Authority:** Exercise full powers over budget allocation and re-appropriation.
- **Final Authority:** Interpret scheme provisions, decisions shall be final and binding.

Meeting Frequency: At least **once every six months**.

B. PMIC Committee:

- CMD, CCI – Chairperson
- Director/DS (Fibre) - Member
- Director (Marketing),CCI - Member
- CGM (Marketing), CCI – Member Secretary
- **Invitees:** The representatives from Textile Committee, Office of the Textile Commissioner, State Governments, ICAR – CICR, Nagpur, ICAR-CIRCOT, any agency, CCI, Ginners Association and Industry representatives could be invited representing the value chain of the Sub-Component.

Terms of Reference (ToR):

- **Operational Oversight**: Monitor implementation through MIS/dashboard and ensure adherence to timelines.
- **Advisory:** Provide recommendations on operational and implementation aspects.
- **Guideline Finalization:** Examine, validate, and recommend SOPs/guidelines.
- **Stakeholder Coordination:** Facilitate coordination among all stakeholders.
- **Performance Review:** Evaluate progress and recommend course corrections.
- **Grievance Monitoring:** Review systemic issues and implementation bottlenecks.

Meeting Frequency: At least **once every quarter.**

C. Advisory Committee:

- An Advisory Committee could be constituted comprising representative of farmers, ginners, spinners, garment manufactures or as may be required from time-to-time to provide periodic feedback review of the cotton value chain. The said Committee may be constituted with the approval of the Apex Committee.

III. Any shortfall or deferment in achieving annual targets shall be placed before the Project Monitoring & Implementation Committee (PMIC) for recommendation and subsequent approval by the Apex Committee.

IV. A unified integrated digital platform shall be developed under the mission including all sub components, and all functionalities shall be incorporated into the common platform in a modular manner.

V. An Annual Action Plan (AAP) recommended by PMIC shall be submitted to Apex Committee each year.

VI. Impact evaluation studies will be carried out as may be decided by the Apex Committee from time to time to determine effectiveness of its various sub-components.

VII. Any Consultant/s and monitoring officials may be appointed on need basis after obtaining its approval from Apex Committee. All their expenses will be paid out of the Administrative expenses allocated under the mission.

VIII. Fund Flow Mechanism:

- Funds will be received in specified account as may be opened as per government guidelines.
- CCI shall release funds to the beneficiaries as per guidelines/terms as may be specified from time to time.
- Implementing Agency shall:
  - maintain separate accounts for the Scheme funds;
  - Ensure utilization of funds strictly as per guidelines
  - Submit Utilization Certificates (UCs).

IX. Grievance Redressal Mechanism

Level	Authority	Timeline
Initial	Nodal Officer (Implementing Agency)	30 days
First Appeal	Director (Marketing), CCI	30 days
Second Appeal	CMD, CCI	30 days
Final Authority	Joint Secretary (Fibre), MoT	Final

- All disputes shall fall under **jurisdiction of Mumbai.**

X. Force Majeure

In the event of circumstances beyond the reasonable control of a party, including but not limited to natural disasters, war, pandemics, or regulatory restrictions, the affected party shall promptly notify the other party within a reasonable timeframe. During the continuance of such force majeure event, the obligations of the affected party shall be suspended without any liability or penalty for the duration of the event.

XI. Compliance & Audit:

- Mandatory compliance with:
  - CVC guidelines
  - Audit by authorized agency/agencies, as may be specified as per government guidelines.

XII. Flexibility Clause

- The **Apex Committee** may as deemed necessary, relax, amend, delete, or modify any provision of these guidelines on the recommendations of PMIC, to ensure effective and smooth implementation of various sub-components.

OPERATIONAL GUIDELINES

KAPAS KANTI

COMPONENT-II

3. AUGMENTATION OF KASTURI COTTON BHARAT:

The Kasturi Cotton Bharat, a flagship program, is aimed at enhancing the brand value of Indian cotton, globally, by establishing robust testing, certification, branding, traceability, and quality standards. The Kasturi cotton bales are characterized by softness, strength, comfort, purity and whiteness. For effective implementation, the above sub-component has been structured into three parts:

3. (i): Output based support to G&P

1. Objective:

To enhance the supply of Kasturi Cotton Bharat (KCB) bales by incentivizing Ginning & Pressing (G&P) factories through output-based support of ₹500 per certified bale, encouraging upgradation of processing facilities and adoption of quality management systems. The support shall be provided up to ₹75 lakh per G&P factory over a period of five years, with an overall target of 133 lakh KCB bales during the Mission period.

2. Scheme Type:

Central Sector Scheme with **100% Central Funding**.

3. Duration & Budget Outlay:

To be implemented over a period of five years from FY 2026–27 to FY 2030–31, the budget is as follows:

S. No	Sub Component: A(i)	FY wise Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	Output based support to G&P factories	75	225	200	160	5	665

- **Indicative financial support:** ₹500/- per certified Kasturi bale.

4. Implementing Agency:

The Cotton Corporation of India Ltd. (CCI), Ministry of Textiles, Government of India.

5. Implementation Mechanism:

The CCI shall be responsible for its effective implementation consistent with these guidelines and ensure transparent, efficient, and time-bound execution.

5.1 Eligibility Criteria:

- Ginning & Pressing (G&P) factories registered with nominated agency/agencies under Kasturi Cotton Bharat certification scheme. A brief about the Kasturi Cotton Bharat, is enclosed at **Annexure-I**
- G&P factories registered with Textile Committee and having a minimum 3 (three) star rating under the Star Rating Scheme of Textiles Committee. A brief of the scheme is enclosed at **Annexure –II.**
- The G&P factory shall have an Air Jet Lint Cleaner installed as a mandatory requirement for availing support under the Scheme.

5.2 Support for Kasturi Cotton:

- Financial assistance of ₹500/- (or as may be decided from time to time with the approval of Apex committee) per Kasturi cotton Bharat bale shall be provided commencing from Cotton season 2026-27. This output-based support shall be subject to a maximum ceiling of ₹75 lakh per G&P factory over the entire mission period.
- Physical Target : 133 lakh Kasturi bales over a 5-year period**.**

Financial Year	**Annual Target :** Kasturi cotton bales (in lakh bales)	**Financial Target** (Rs. in crores)
2026-27	15	75
2027-28	45	225
2028-29	40	200
2029-30	32	160
2030-31	1	5
Total	**133**	**665**

5.3 Registration process:

- Interested Ginning & Pressing (G&P) factories shall register on Kasturi Portal. The registration form along with the list of required documents is enclosed at **Annexure–III**. The following documents shall be required at the time of registration:
    - Partnership deed (in case of partnership firm), or Memorandum and Articles of Association (in case of a company)
    - GST Registration certificate
    - PAN
    - Bank account details
    - UDYAM Certificate (for MSME firm)
    - Any Other documents, as may be specified

5.4 Certification of Kasturi bales:

- Kasturi Cotton Bharat (KCB) bales shall be certified by the agency/agencies appointed by Apex Committee. The detailed certification process and parameters for Kasturi bales (which may be notified every cotton season) are enclosed at **Annexure–IV**.

5.5 Submission of Claim:

- Ginning & Pressing (G&P) factories shall submit claims for Output-Based Support to CCI along with the following documents:
    - Kasturi lot certification issued by the agency appointed by Apex Committee, based on testing of samples meeting prescribed quality parameters fixed by Any Agency.

5.6 Support Disbursement:

- 50% of the eligible claim shall be reimbursed upon submission of Kasturi Cotton Bharat (KCB) bale certification.
- The balance 50% of the amount shall be released after the sale of Kasturi lots and submission of Transaction Certificate (TC) issued by the agency appointed by Apex Committee. **However in case of captive consumption by ginners in his spinning mill, the said G&P factory shall provide certificate of consumption.**
- Any claim found to be supported by incomplete, incorrect, or non-compliant documentation shall be liable for rejection.
- Any obligation or dispute arising out of the sale and purchase transaction shall be governed by the agreement between the Buyer and Seller, without any reference to or liability on the part of CCI.
- Ginning & Pressing (G&P) factories availing support under the Scheme shall mandatorily submit the prescribed returns on TSRS Portal of the Textile Commissioner Office or as may be prescribed from time to time in this regards.

5.7 Mode of Disbursement:

- All claims received within a given month shall be processed and reimbursed through DBT by the 15th of the succeeding month.

5.8 Time Schedule:

Activity	Responsibility	Time Frame
Development of platform for Output based Support and awareness among G&P factories	CCI	By the end of September 2026
Registration of G&P factories	CCI	To be completed latest by 1st half of October 2026
Rollout of certification system and receipt of applications	CCI	From 2nd half of October 2026.

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3. (ii): Strengthening Market Access through Promotional Activities

1. Objective:

To enhance the visibility, positioning, and market acceptability of Kasturi Cotton in the entire cotton textile value chain through targeted branding, promotion, and outreach initiatives in domestic and international markets, establishing it as a premium, traceable, and sustainable Indian cotton brand.

2. Scheme Type:

Central Sector Scheme with **100% Central Funding**.

3. Duration & Budget Outlay:

To be implemented over a period of **five years** from **FY 2026–27 to FY 2030–31**, the budget is as follows:

S. No	Sub Component A(ii)	Budget (₹ in crore)					
		2026-27	2027-28	2028-29	2029-30	2030-31	Total
1.	Strengthening Market Access through Promotional Activities	8	5	5	5	2	25

- Any shortfall or deferment in achieving annual targets shall be placed before the **Project Monitoring & Implementation Committee (PMIC)** for recommendation and subsequent approval by the **Apex Committee**.

4. Implementing Agency:

The Cotton Corporation of India Ltd. (CCI).

5. Implementation Mechanism;

5.1 Appointment of Advertising Agencies, Bodies of Government of India:

- Agencies appointed/approved by the Offices of Ministry of Textiles or empanelled with the Central Bureau of Communication (CBC) shall be engaged for publicity, awareness, branding and communication activities under the Scheme, subject to the prior approval of the Apex Committee.
- Further, The Textile Branding, Marketing & Export Promotion division of Ministry of Textiles/ any other department/any subordinate bodies may also undertake certain activities as may be approved by Apex Committee.

5.2 Scope of Work:

5.2.1 Global Brand Strategy and Positioning:

- Develop an integrated **Global brand strategy and communication plan** for *Kasturi Cotton Bharat,* clearly defining brand positioning, value proposition, and key messaging.
- Establish a **distinct visual identity and brand architecture**, ensuring uniformity across all communication platforms.

- Identify and prioritize **target markets (domestic and international)** and stakeholder segments including buyers, exporters, textile manufacturers, and consumers.

5.2.2 Creative Development and Content Production:

- Design and develop **creative communication materials,** including brochures, catalogues, audio-visuals, digital creatives, and promotional films.
- Develop **multilingual content** for wider outreach in domestic and global markets.
- Produce **high-quality digital and print media assets** aligned with global branding standards.

5.2.3 Media Planning and Campaign Execution:

- Prepare a **comprehensive media plan** covering print, electronic, outdoor, and digital platforms.
- Execute **integrated advertising campaigns** across domestic and international markets.
- Leverage **digital marketing channels** including social media, search engine marketing, and targeted online campaigns.
- Identify and utilize **sector-specific platforms,** trade journals, and B2B portals for focused outreach.

5.2.4 Participation in Trade Fairs, Exhibitions, and Events:

- Organize participation in **national and international trade fairs, exhibitions, and buyer-seller meets.**
- Design and manage **Kasturi Cotton pavilions/stalls** at key events.
- Facilitate **B2B and B2C interactions** to promote market linkages.
- Organization of **roadshows, workshops, and stakeholder consultations** in key markets.

5.2.5 Public Relations and Outreach:

- Develop and implement a public relations (PR) strategy for brand visibility in domestic and global media.
- Facilitate media coverage, press releases, and brand storytelling initiatives.
- Promote success stories and case studies of Kasturi Cotton value chain participants.

5.3 Annual Action Plan (AAP) & Workflow:

- An Annual Action Plan (AAP) shall be prepared by advertising agency in consultation with Ministry of Textiles, Govt. of India and CCI, detailing proposed activities, target markets, budget allocation, timelines, and expected outcomes.
- The **Project Monitoring & Implementation Committee (PMIC)** shall approve

detailed implementation strategies, media plans, and activity-wise proposals; recommend selection/continuation of agencies; and review progress with necessary course corrections.

- The approval and implementation workflow shall be as follows:
    - Preparation of draft AAP – by CCI/Agency
    - Review and recommendation – by PMIC
    - Final approval – by Apex Committee
    - Execution – by CCI through the selected agency
    - Monitoring – by PMIC on a quarterly basis
    - Reporting to Apex Committee

5.4 Tenure of the Engagement of Agency/Agencies:

- The selected Agency/Agencies may be appointed initially for a period of three years, with a provision for extension for a further period of up to two years, subject to satisfactory performance and approval of the competent authority.

5.5 Time Schedule :

Activity	Responsibility	Time Frame
Selection/finalization of Advertising agency	CCI	By 30th September 2026
Preparation of branding and marketing strategy	CCI	Within 1 month after Finalization of Ad agency (Q3 of FY 2026-27)
Launch of promotional campaigns and outreach activities	CCI	By 30th December 2026
Participation in trade fairs, buyer-seller meets and international events	CCI	Ongoing during Mission Period

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3. (iii): e-Portal for enhanced price discovery, ease of doing business and traceability

1. Objective:

To develop a transparent, efficient, and user-friendly e-portal for Kasturi Cotton Bharat bales that facilitates market linkages and enables effective price discovery, while operating as a neutral, non-transactional platform without involvement in trade execution, financial

settlement, or dispute resolution between buyers and sellers.

2. Scheme Type:

Central Sector Scheme with **100% Central Funding**.

3. Duration & Budget Outlay:

To be implemented over a period of five years from FY 2026–27 to FY 2030–31, the budget is as follows:

S. No	Sub Component: A(iii)	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030-31	Total
1.	e-Portal for enhanced price discovery, ease of doing business and traceability	6	1	1	1	1	10

4. Implementing Agency:

The Cotton Corporation of India Ltd. (CCI), Ministry of Textiles, Government of India.

5. Implementation Mechanism:

5.1 Agency Selection:

- The development, operation, and maintenance of the e-Portal shall be entrusted to a Public Sector Undertaking (PSU) having proven expertise in digital platform development, e-auction systems, and IT-enabled services.
- The PSU shall be selected in accordance with the prevailing Government of India guidelines on nomination of PSUs /Government organizations, subject to approval of the Apex Committee.
- The SOP for agency selection is given at Annexure -V

5.2 Scope of Work:

- The scope of work shall include design, development, deployment, operation, and maintenance of a dedicated e-Portal for Kasturi Cotton Bharat bales to facilitate transparent price discovery, improved market access, and traceability, while acting strictly as a neutral digital facilitation platform.
- The above portal could be expanded facilitating sale of all type of cotton by any seller in due course of time
- It includes the following:
    - Platform Design and Development
    - User Registration and Onboarding
    - e-Auction, Price discovery Mechanism and traceability
    - Notification and Communication System
    - Operation and Maintenance (O&M)
    - Helpdesk and User Support

6. Definitions:

6.1 Buyer:

- Buyer means any individual, firm, company, cooperative, partnership, or other legal entity duly registered on the e-Portal, intending to participate in the e-auction process for purchase of Kasturi Cotton Bharat bales.

6.2 Seller:

- Seller means any individual, firm, company, cooperative, ginning & pressing unit, or other legal entity duly registered on the e-Portal, authorized to list and offer Kasturi Cotton Bharat bales for sale through the e-auction mechanism.

6.3 E-Platform:

- E-Platform means the dedicated e-Portal developed under the Kapas Kanti for facilitating listing and e-auction of Kasturi Cotton Bharat bales. The Platform shall function solely as a neutral digital interface for price discovery and market facilitation, and shall not act as a buyer, seller, agent, broker, or intermediary in any transaction between users.

6.4 Registered User:

- Registered User means any Buyer or Seller who has successfully completed the registration process on the e-Portal, including submission of required details and acceptance of the Terms of Use, and has been granted access credentials to use the platform for permitted activities.

6.5 e-Auction:

- e-Auction means the electronic bidding process conducted on the Platform in a time-bound and transparent manner, wherein registered Buyers place bids for Kasturi Cotton Bharat bales listed by registered Sellers, leading to determination of the highest bid. The Auction process is limited to price discovery, and any resulting transaction shall be concluded directly between the Buyer and Seller, independent of the Platform

7. Roles & Responsibilities:

7.1 Responsibility of Buyer:

- The Buyer shall register on the platform with accurate credentials and undertake independent due diligence regarding the quality, quantity, and specifications of Kasturi Cotton Bharat bales prior to bidding.
- The Buyer shall participate in the e-auction in a fair and transparent manner, honour the bids placed, and enter into a contractual agreement with the Seller.
- The Buyer shall be solely responsible for making payments directly to the Seller as per mutually agreed terms.
- Any disputes arising out of the transaction shall be resolved directly with the Seller without involving the Platform or the Implementing Agency.

7.2 Responsibility of Seller:

- The Seller shall register on the Platform with valid details and ensure that all information provided, including bale specifications, quality parameters, and certifications, is true and accurate.
- The Seller shall honour the auction outcome, enter into an agreement with the Buyer, and ensure timely delivery of goods.
- The Seller shall be solely responsible for any claims relating to quality, quantity, compliance, or delivery and shall resolve disputes directly with the Buyer.

7.3 Responsibility of Service Provider:

- The Service Provider shall be responsible for the design, development, deployment, and maintenance of a secure, reliable, and efficient e-Portal, ensuring transparent functioning of the e-auction system.
- It shall provide necessary IT infrastructure, cybersecurity safeguards, user support, and system uptime as per defined service levels.
- The Platform Provider shall maintain audit trails, generate reports, and enforce platform terms of use.
- It shall function strictly as a neutral facilitator and shall not participate in trade execution, payment settlement, or dispute resolution between users.

7.4 Responsibility of Implementing Agency (CCI):

- The Implementing Agency shall provide overall policy direction, supervision, and oversight for the development and operation of the Platform.
- The Implementing Agency shall promote adoption of the Platform, review performance and fund utilization.
- It shall act solely as a policy facilitator and shall not be a party to any transaction conducted on the Platform.

8. Time Schedule:

Activity	Responsibility	Time Frame
Selection of agency and issue of RFP	CCI	By 30th September 2026
Development of portal	CCI	30th November 2026
Registration of buyers and sellers and pilot implementation	CCI	Registration from 01st December 2026.
Full-scale rollout and operationalization	CCI	Ongoing during Mission Period.

9. Post-Implementation Transition & Sustainability

Upon completion of the Mission period, the e-portal/platform shall be transitioned to a suitable institution/agency for continued operation and maintenance, as may be decided with the approval of the Apex Committee.

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4. CONTAMINATION CONTROLLED COTTON

1. **Objective:** To reduce contamination in seed cotton, arising during harvesting, storages at farm level, its marketing etc. caused by the use of fertilizer/plastic bags and other practices.

2. **Scheme Type:** The component shall be implemented as a **Centrally Sponsored Scheme**, with financial assistance shared between the Central Government and the State Governments in the ratio of **60:40**, respectively.

3. **Duration & Budget Outlay:**

3.1 Duration: To be implemented over a period of 5 years from FY 2026–27 to FY2030-31.
3.2 Budget Outlay: Distribution of Kits to eligible farmers during the Mission period.

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	Kits	25 (CS: 15.00 SS:10.00)	25 (CS: 15.00 SS:10.00)	25 (CS: 15.00 SS:10.00)	25 CS: 15.00 SS:10.00)	00 (CS: 0.00 SS: 0.00)	100 (CS: 60.00 SS:40.00)

- A farmer would be provided with a maximum support of Rs.3000 (Central Share) per farmer; thereby benefitting at least 2 lakh cotton farmers during the period from 2026-27 to 2030-31.

4. **Implementing Agency:**

The Cotton Corporation of India Ltd. (CCI), Ministry of Textiles, Government of India.

5. **Implementation Mechanism:**

5.1 Criteria for Selection of Beneficiaries:

- About 2 lakh cotton farmers would be supported under this sub-component.
- Beneficiary farmers shall be selected by the respective State Governments from among the farmers covered under Component IB of the Mission, being implemented by the Ministry of Agriculture & Farmers Welfare, in the following order of priority:

A.	*In accordance with the Government of India guidelines on the Special Component Plan (SCP) and Tribal Sub-Plan (TSP), funds shall be earmarked for SC and ST beneficiaries. States/UTs may, however, allocate funds to SC/ST farmers in proportion to their population. Beneficiary-wise data shall be maintained by the States/UTs for reporting purposes. Maintain	**Category**	**Allocation (%)**
		Scheduled Castes (SC)	16%
		Scheduled Tribes (ST)	8%
		Others	76%
		Total	100%

	separate beneficiary records for SC and ST categories.		
B.	Small and marginal farmers, including women farmers, having landholding up to 2 hectares.		
C.	Farmers from Kasturi Villages, to the extent feasible.		
D.	Forest Rights Act (FRA) Patta Holders, subject to fulfillment of other eligibility conditions under the Mission.		

* Category-wise allocation follows the provisions prescribed under the Operational Guidelines of Component IB of Kapas Kanti.

5.2 Recommended Kit Composition :

- The Kit may contain cotton picking apron/bag, cotton collection bag, cotton storage cloth (tarpaulin type), cotton head cover, polyester seamless latex coated gloves or as may be decided by respective state based on local requirements. Recommended specifications of kit is enclosed at **Annexure-VI**.
- The kits may also include the protective gears developed for Cotton farmers under the **National Technical Textile Mission (NTTM),** as may be decided in due course.

5.3 Procurement Mechanism:

- Procurement of kits shall be undertaken by the respective State Governments in a transparent manner by following standard procurement process of the Government.
- States shall ensure timely placement of procurement orders aligned with the cotton harvesting season.

5.4 Distribution Mechanism:

- The kits will be distributed directly to the cotton farmers.
- Distribution of kits shall be carried out through State Agriculture Departments or any other authorized agencies appointed by the respective State. Proper records of beneficiaries, landholding, and kits distributed shall be maintained.

6. Roles & Responsibilities of Beneficiaries:

6.1 Cotton Corporation of India (CCI):

- Release of Central Share (60%) as per the decisions of PMIC approved by Apex Committee.
- Monitoring progress through PMIC.
- Consolidation of utilization reports and submission to PMIC.

6.2 State Governments:

- Release of State Share (40%) in a timely manner.
- Procurement and distribution of kits as per approved specifications.
- Maintenance of beneficiary database.
- Submission of progress reports.
- Conduct awareness campaigns at district/block level.
- Digital maintenance of beneficiary records, distribution tracking and avoidance of duplication of benefits under convergent schemes.

7. Monitoring, Reporting and Evaluation:

The implementation of the sub-component "Contamination Controlled Cotton" shall be monitored through the existing monitoring, reporting and evaluation framework prescribed under Component I(B) of the Mission, to be implemented by Ministry of Agriculture & Farmers Welfare.

At the District, State/UT and National levels, monitoring and reporting shall be undertaken through the respective committees constituted under the Mission. Physical and financial progress shall be reviewed periodically by the concerned authorities.

In addition, the Project Monitoring & Implementation Committee (PMIC) and Apex Committee constituted by the Ministry of Textiles shall periodically review the implementation of the sub-component and provide necessary guidance.

7.1 Field Monitoring :

States shall undertake regular field monitoring through designated officials and submit the report to PMIC.

7.2 Feedback Mechanism:

Feedback from farmers shall be collected to improve kit design and effectiveness.

- **Mandatory documentation for release of share :**

  Submission of the following shall be mandatory for claiming Central share:
  - Beneficiary-wise distribution records
  - Utilization Certificates (UCs)
  - Physical and financial progress reports
  - Periodic progress/review reports as may be prescribed shall be submitted by the States.

8. Approval and Implementation:

- The State-wise annual outlay and targets are given at **Annexure-VII**.
- The States shall incorporate the activities and financial requirements relating to distribution of Kits under this sub-component in their Annual Action Plans (AAPs) prepared under Component-I (B) of the Mission for Cotton Productivity.
- Based on the approved AAP and annual allocation, release of Central Share shall be made by CCI/MoT in accordance with the extant Government Rules, Guidelines and Financial Norms etc.

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5. DEVELOPMENT OF FARMERS E-DATA PLATFORM

1. Objective:

To develop a comprehensive Farmers e-Data Platform for facilitating and streamlining the digitization of cotton farmer data and its seamless integration with Agricultural Produce Market Committees (APMCs) by the States, thereby enabling efficient, transparent, and real-time recording of cotton transactions, creation of a reliable national cotton farmer database for evidence-based policy planning, and strengthening the effective implementation, monitoring, and management of cotton procurement operations across the country.

2. Scheme Type;

Central Sector Scheme with **100% Central Funding**.

3. Duration & Budget Outlay:

To be implemented over a period of five years from FY 2026–27 to FY 2030–31, the budget is as follows:

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	Development of Farmers e-Data Platform	40.00	2.50	2.50	2.50	2.50	50.00

- Any shortfall or deferment in achieving annual targets shall be placed before the Project Monitoring & Implementation Committee (PMIC) for recommendation and subsequent approval by the Apex Committee.

4. Implementing Agency:

The Cotton Corporation of India Ltd. (CCI), Ministry of Textiles, Government of India.

5. Implementation Approach:

- This may be implemented through the following approaches:
    - **State-led Model:** The State Government shall develop, operate, and maintain the platform with support under the scheme, and ensure integration of digitized cotton farmer data with APMCs.

5.1 Onboarding of States:

The onboarding of States under the Farmers e-Data Platform shall be carried out in a phased and structured manner to ensure effective adoption and integration:

- **Expression of Interest (EoI):**
- State Governments shall convey their willingness to participate in the platform through an Expression of Interest (EoI) to CCI. **Assessment & Readiness Evaluation:**

  Respective State shall arrange certificate from the selected agency having put in place the system.
- **Signing of MoU/Agreement:**

  A formal MoU/Agreement shall be executed between CCI and the respective State Government, clearly defining roles, responsibilities, data-sharing protocols, timelines, and implementation milestones.
- **Data Integration & Pilot Implementation:**

  Integration of State databases (Revenue, Agriculture, APMCs) with the platform
- **Capacity Building & Training:**

  Training programmes shall be conducted by the State for APMC officials, field staff, and other stakeholders to ensure effective utilization of the platform.

5.3 Scope of Work:

This shall be implemented in two interrelated parts:

Part A: Digitization and Integration of Farmer Data:

- Creation of a comprehensive Farmer Database with unique Farmer ID.
- Integration with revenue Department (land records)
- Annual updation of land records (by Revenue Department)
- Data validation, de-duplication, and standardization.
- Development of APIs for integration with APMC and other systems.

Part B: APMC Transaction and Procurement Software:

- Development of a digital transaction system at APMC level.
- Farmer identification through Farmer ID-based data retrieval**.**
- Generation of digital documents:
  - Bidding/Auction slip
  - Weighment slip
  - Invoice / purchase records
- Option for Aadhaar-based authentication.
- Deployment of biometric devices, wherever required, for authentication.
- Integration with ERP/payment systems for seamless payment processing in case of MSP procurement as DBT.
- Robust cybersecurity framework, including encryption, secure authentication, and protection against cyber threats.
- Compliance with applicable data protection and IT regulations.

- End-to-End operation and maintenance of the platform, including uptime management, troubleshooting, and user support.
- Service Level Agreements (SLAs) for system availability, response time, and issue resolution.
- Periodic up gradation and feature enhancements based on user feedback and evolving requirements.

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6. STRENGTHENING COTTON TESTING INFRASTRUCTURE

1. Objective:

To strengthen cotton testing infrastructure across all cotton-growing States by establishing a robust, standardized, and technologically advanced network of Cotton Testing Laboratories to meet the evolving requirements of the cotton value chain, including farmers, traders, ginners, and the textile industry.

A total of **50 Cotton Testing Laboratories** shall be established, with priority accorded to locations having significant cotton acreage and market relevance.

2. Scheme Type:

Central Sector Scheme with **100% Central Funding**.

3. Duration & Budget Outlay:

3.1 Budget Outlay: To be implemented over a period of five years from FY 2026–27 to FY 2030–31, the budget is as follows:

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	Strengthening Cotton testing Infrastructure through Setting-up of 50 Cotton Testing Labs near cotton producing areas.	10.00	10.00	10.00	0.00	0.00	30.00

- **Indicative financial support:** ₹60 lakh per laboratory. However, total cost per lab or type of machines to be established is kept flexible, as the requirement of a particular machine may change due to technology advancements in future. However, the budget requirement per lab may be changed with the prior approval of Apex Committee.

4. Implementing Agency:

The scheme shall be implemented by the **Textiles Committee**, Ministry of Textiles, and Government of India.

5. Implementation Mechanism:

The Textiles Committee shall develop a detailed SOP consistent with these guidelines and ensure transparent, efficient, and time-bound execution.

5.1 Selection of Beneficiaries:

- Selection shall be carried out through a **transparent RFP process**.
- Eligible entities may include industry associations, ginning units, FPOs, cooperatives, or other qualified institutions.
- Evaluation shall be based on:
  - Location relevance (cotton cluster proximity)
  - Infrastructure readiness
  - Technical capability
  - Financial and operational capacity

5.2 Laboratory Equipment:

- PMIC shall recommend standardized equipment, which may also include:
  - High Volume Instrument (HVI)
  - Trash Analyzer
  - Conditioning Chambers
  - Ancillary testing and calibration equipment
- Equipment specifications shall conform to **national/international standards (e.g., BIS, ISO)**.

5.3 Procurement of Equipment:

- Procurement shall be undertaken in compliance with the GFR guidelines

5.4 Memorandum of Understanding (MoU):

A MoU shall be executed between the Implementing Agency and selected beneficiaries, covering:

- Roles and responsibilities
- Performance obligations
- Compliance requirements
- Asset ownership and usage conditions
- Penalty and termination clauses

6. Roles & Responsibilities of Beneficiaries:

6.1 Establishment & Commissioning

Ensure timely setup, installation, and commissioning of laboratories.

6.2 Infrastructure Provision

Provide adequate space, power, water, connectivity, and environmental conditions.

6.3 Operations & Maintenance

Ensure continuous and efficient functioning with proper upkeep of equipment.

6.4 Standards & Quality Assurance

- Adhere to prescribed testing protocols.
- Ensure calibration and standardization.

6.5 Testing Charges

Comply with ceiling rates prescribed by PMIC.

6.6 Human Resources

Deploy qualified and trained personnel.

6.7 Asset Management

- Use assets strictly for intended purposes.
- No transfer/disposal without prior approval.
- Maintain asset registers.

6.8 Accreditation

Obtain and maintain **NABL accreditation** within the stipulated timeframe.

6.9 Monitoring & Audit

Facilitate inspection, audit, and data sharing with authorities.

7. <u>Monitoring, Evaluation & MIS:</u>

- Key Performance Indicators (KPIs):
  - Number of samples tested
  - Turnaround time
  - Lab utilization rate
  - Quality compliance
- Third-party evaluation may be undertaken periodically.

8. <u>Time Schedule:</u>

- To be finalized by the implementing agency & placed before Apex Committee.
- The Textile Committee shall be responsible for placing the Annual Action Plan (AAP) before the Apex Committee every year in the month of April, i.e., the first month of the financial year.

9. The list of Labs along with their location is enclosed at **Annexure –VIII** and the draft RFP for procurement of testing equipment's is enclosed at **Annexure – IX** (as prepared by ANY AGENCY).

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7. EXPOSURE VISITS (FARMERS)

1. <u>Objective:</u>

To learn from and promote best practices in farming, mechanization, contamination/trash reduction, processing practices, storage, marketing practices to improve quality across the cotton value chain, adopted by various cotton growing states/countries. Multi-stakeholder

delegations comprising of cotton farmers, ginners, Govt. Officials, Scientists, Research Institutes and other stakeholders may undertake the visits.

2. Scheme type: Central sector scheme with **100% central funding.**

3. Duration & Budget Outlay:

3.1 Budget Outlay: To be implemented over a period of five years FY 2026–27 to FY 2030–31, the budget is as follows:

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	**Exposure visit to cotton farmers, ginners, and stakeholders**	**5.00**	**6.25**	**7.50**	**6.25**	**0.00**	**25.00**

- **Indicative Financial Support:** Financial support shall be provided on an actual-cost basis per delegation/visit, covering expenses related to domestic/international travel, boarding & lodging, local transport, training/orientation, and other logistical arrangements.

4. Implementing Agency:

The Cotton Corporation of India Ltd (CCI), Ministry of Textiles, Government of India.

5. Implementation Mechanism:

- A suitable travel agency/consultant shall be selected through GeM/Open Tender/Nomination in accordance with prevailing guidelines as decided by PMIC.
- In exceptional cases, alternative selection modes may be adopted as per PMIC.
- Exposure visits may also include capacity building through webinars and other digital platforms, with emphasis on dissemination and adoption of best practices across the cotton value chain.
- Considering the diverse strengths and experiences of States in cotton cultivation, processing, marketing, and organic/sustainable cotton practices, structured cross-learning, inter-State knowledge exchange, and sharing of best practices shall be actively promoted.

5.1 Selection of Proposed members for visit: The nomination for the exposure visits should include the representatives from the entire cotton value chain. The members of the group shall consists of Progressive farmers, representatives from Ministry of Textiles, Ministry of Agriculture, ICAR-CIRCOT, Seed associations, Sustainability initiatives, Ginners, Representatives of Cotton related Machine manufacturers, Officials from CCI etc.

One such sample group for farming related exposure is given as under:

S. No.	Member/Representation*	Tentative No. of Members*
1	Joint Secretary (Fibre), Ministry of Textiles.	1
2	CMD, CCI	1
3	Director / DS (Fibre), Ministry of Textiles	1

4	Chief Scientist, ICAC, Washington, District of Columbia, United States	1
5	Representatives – Office of Textile Commissioner	1
6	Representatives -ICAR – CIRCOT	1
7	Representatives -ICAR – CICR, Nagpur.	1
8	Representative – State Agricultural university	1
9	Representative from Ginning Sector	1
10	Representative from Integrated Textile Mills	1
11	Progressive Cotton Farmers from States.	6
	TOTAL	16

* Final list will be decided during PMIC meeting.

5.2 The visits will be domestic as well as International Cameroon, Brazil, Uzbekistan, USA or any other country as may be decided by the Ministry based on requirements.

5.3 Exposure Visits Plan and Cost:

Year	No. of Visits per year	Participants per Visit	Total Participants	Indicative Cost	
				Per Participant (₹ lakh)	Total Cost (₹ crore)
2026–27	4	25	100	5.00	5.00
2027–28	5	25	125	5.00	6.25
2028–29	6	25	150	5.00	7.50
2029–30	5	25	125	5.00	6.25

* Above details are tentative and are to be decided during PMIC meeting

6. <u>Programme Scope and Focus Areas:</u> The programme shall support multi-stakeholder domestic and international exposure visits aimed at learning and adoption of best practices across the cotton ecosystem.

6.1 Key Focus Areas:

- Innovations, generation of new knowledge assuring quality fibre.
- Sustainable and high-yield cotton farming techniques.
- Precision agriculture and mechanization.
- Contamination-free harvesting and post-harvest management systems.
- Advanced ginning technologies and quality assurance systems.
- Farmer training models, contract farming, and market linkages.
- Cutting edge research, up scaling of technologies and capacity building.

6.2 Memorandum of understanding (MoU):

MoU can be executed between the Implementing Agency and travel agency/consultant/ domain experts covering:

- Roles and responsibilities
- Performance obligations
- Compliance requirements
- Programme Execution & Resource Utilization
- Penalty and termination clauses

7. Roles and Responsibilities of CCI – Implementing Agency:

CCI shall be the nodal agency responsible for end-to-end implementation, with clearly defined operational, financial, and monitoring responsibilities as under:

7.1 Annual Planning & Approvals

- Prepare a **detailed Exposure Visit Plan** for each financial year, indicating number of visits, countries, institutions and estimated costs.
- Place the plan before PMIC for recommendation and obtain Apex Committee approval where required.

7.2 Finalization of Countries & Institutions

- Identify and shortlist **specific institutions/farms/research bodies** in selected countries in consultation with PMIC.
- Obtain confirmation from host organizations.

7.3 Tendering & Engagement of Agency

- Initiate selection of travel agency/consultant through **GeM/Open Tender/Nomination**, as approved by PMIC.
- Execute MoU clearly defining scope, deliverables, timelines, and penalty clauses.

7.4 Monitoring, Evaluation & Outcomes

- Ensure participating members/group submit a **post-visit report.**
- Compile a **consolidated visit report** including:
  - Key learnings
  - Replicable best practices
  - Policy/implementation recommendations

7.5 Compliance, Audit & Record Keeping

- Maintain complete documentation including approvals, itineraries, invoices, reports, and UCs.
- Facilitate audit by CAG/authorized agencies.
- Ensure strict adherence to CVC, and GoI guidelines.

8. Roles and Responsibilities of Travel Agency / Consultant:

The selected agency shall be responsible for **end-to-end execution and logistics**, with clearly defined service-level obligations:

8.1 Pre-Visit Arrangements

- Arrange:

- Travel arrangements
- Accommodation arrangements
- Visa processing and travel insurance (For international visits)

- Provide confirmed travel plan and accommodation details.

8.2 Detailed Itinerary & Coordination

- Prepare **day-wise itinerary** in consultation covering:
  - Field visits (farms, ginning units, processing facilities)
  - Research institutions/universities
  - Industry interactions

8.3 On-Ground Logistics & Execution

- Provide:
  - Local transport
  - Translation/interpretation support (where required)
  - Dedicated tour coordinator for each group
- Ensure adherence to approved schedule.

8.4 Training & Exposure Facilitation

- Arrange structured sessions including:
  - Expert lectures
  - Demonstrations of machinery/technologies
  - Interaction with farmers and industry stakeholders

8.5 Participant Support & Safety

- Provide 24×7 assistance during travel.
- Handle contingencies such as flight delays, medical emergencies, or logistical disruptions.

8.6 Financial Documentation

- Submit **item-wise invoices with supporting documents** (tickets, hotel bills, local transport, etc.).
- Ensure no hidden costs or deviations from approved financial norms.

8.7 Reporting & Documentation

- Submit a **visit completion report**, including:
  - Itinerary followed
  - Locations visited
  - Photographs and attendance records
- Provide digital documentation.

8.8 Compliance & Performance Standards

- Adhere to all terms of MoU, including timelines and service quality benchmarks.
- Be subject to **penalties for delays, deficiencies, or non-performance**, including deduction in payments or termination.

9. <u>Time Schedule:</u>

Activity	Responsibility	Time Frame
Identification of domestic locations and leading international cotton-producing countries/institutions for exposure visits	CCI	By July 2026.
Selection of participants, preparation of visit programmes, logistical arrangements	CCI	By September 2026.
Conduct of exposure visits	CCI	Ongoing during Mission Period.
Organization of dissemination workshops, documentation of key learnings, and evaluation of outcomes	CCI	Within 1 month of completion of each exposure visit.
Dissemination workshops and outcome evaluation	CCI	Ongoing throughout the mission period.

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8. SCIENTIFIC ASSESEMENT OF DEMAND & SUPPLY OF COTTON

1. **Objective:** This aims to enhance the accuracy, reliability, and timeliness of cotton demand and supply estimates through the integration of advanced technologies such as Remote Sensing, Artificial Intelligence (AI)/Machine Learning (ML), and ground-based validation, thereby enabling informed policy decisions and efficient market interventions.

2. **Scheme Type:**
   Central Sector Scheme with **100% Central Funding**.

3. **Duration & Budget Outlay:** To be implemented over a period of **five years** from **FY 2026–27 to FY 2030–31**, the budget is as follows:

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	030 - 31	Total
1.	Scientific assessment of Demand and Supply of cotton	15.00	2.50	2.50	2.50	2.50	25.00

- **Indicative Financial Support:** Financial support shall be provided for activities such as satellite data procurement, development of AI/ML models, and engagement of technical institutions, field surveys, data collection, creation of digital platforms/dashboard, and other related analytical and operational requirements.

4. Implementing Agency:

Office of the Textile Commissioner, Ministry of Textiles, Government of India.

5 Key Components:

5.1 Supply Estimation:

- Use of satellite imagery and remote sensing data.
- Crop acreage mapping, crop health monitoring, and yield estimation models.
- Integration of weather data, historical trends, and AI/ML-based predictive analytics.
- Ground validation through field surveys and institutional networks.

5.2 Demand Estimation:

- Development of demand forecasting models using market intelligence.
- Analysis of domestic consumption by textile industry, exports, imports, and stock levels.
- Collaboration with industry bodies, trade associations, and research institutions.
- Use of AI/ML tools for trend analysis and scenario forecasting.

6 Methodology:

- Satellite-based crop mapping and monitoring.
- AI/ML-driven yield and production estimation models.
- Ground validation through field surveys and sampling.
- Data triangulation using multiple sources (satellite, field, market data).
- Periodic updating and validation of estimates.
- Demand arising from entire cotton value chain be studied while deploying AI/ML based scientific assessment of cotton demand study.

7 Data Management & Dissemination:

- Development of a centralized digital dashboard/portal for real-time data visualization.
- Periodic publication of demand-supply estimates and analytical reports.
- Data sharing with stakeholders including Ministries, industry, and State Governments.

8 Expected Outcomes:

- Improved accuracy in cotton production and demand estimates.
- Better policy planning and strengthened data-driven decision-making ecosystem in the cotton sector.
- Enhanced market transparency and stability.

9 Time Schedule:

- To be finalized by the implementing Agency & placed before Apex Committee.

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9. START-UP INNOVATION, STUDIES AND REPORTS

1. **Objective:** To foster a dynamic, innovation-driven, and future-ready ecosystem across the cotton textile value chain by supporting start-ups and technology providers engaged in cotton harvesting solutions, advanced traceability systems, cotton waste recycling etc., while also promoting research studies and evidence-based reports to facilitate informed policy-making and ensure sustainable growth from farm to fashion.
2. **Scheme type:** Central sector scheme with 100% central funding.
3. **Duration & Budget Outlay:**

3.1 Duration : To be implemented over a period of five years from FY 2026–27 to FY 2030–31.

3.2 Budget Outlay: The Budget is as follows:

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	Start-up Innovation, Studies and Reports	5.00	5.00	5.00	5.00	0.00	20.00

- Indicative financial support – upto Rs.50 lakhs per Startup

4. **Implementing Agency:**

R&D Division of Ministry of Textiles, the Cotton Corporation of India Ltd. (CCI), other bodies and Subordinate offices under Ministry of Textiles

5. **Implementation Mechanism:** The initiative will be executed through a multi-tiered approach focusing on identification, validation, and scaling.

5.1 Identification of beneficiaries:

- The initial phase involves the identification and finalization of agencies associated with innovation in across the cotton value chain, including processing, downstream textile sectors, recycling, traceability, and agriculture-related technologies to ensure synergy. Agencies like Startup India, Agribusiness Incubation (ICAR-CIRCOT), IIM Bangalore, IIM Ahmedabad etc. may be involved.
- Organizing hackathons and thematic challenges (e.g., sustainable cotton, AI in ginning, waste-to-wealth etc.) on behalf of CCI, where the winners will be provided support.
- Existing or ongoing innovative projects/startups relevant to the cotton and textile ecosystem may also be identified for handholding support, mentoring, technical

guidance, evaluation, and scale-up assistance, wherever such projects demonstrate potential for commercialization, sustainability, productivity enhancement, or wider sectoral impact.

- Provision of financial grants to winners of startups and early-stage enterprises working in the cotton textile sector.
- Support for pilot-scale deployment and field trials in clusters or cotton-growing regions to validate solutions in real-time field conditions.
- Establishment of Centre of Excellence for sustainability intervention and Development of Incubators.

5.2 Problem Identification:

- **Technological Solutions:** Digital and AI-based solutions for quality, traceability, and supply chain management.
- **Sectoral Challenges:** Innovative solutions addressing challenges in farming, ginning, spinning, weaving, dyeing, and garmenting.
- **Sustainability:** Sustainable and circular economy initiatives, including cotton waste recycling and utilitarian cotton blends with new-age fibres.

5.3 Scope of Work:

- **Outreach & Startup Mobilization:** Invitations of applications shall be issued to prospective startups empaneled by the Ministry of Electronics and Information Technology (MeitY) and/or DPIIT. Further, thematic hackathons or innovation challenges shall be organized to facilitate transparent and competitive selection of ten (10) startups annually under the scheme.
- **Event Organization & Stakeholder Engagement:** Events such as hackathons, workshops, trade seminars, and stakeholder meetings shall be organized directly or in collaboration with relevant institutions to promote innovation and networking.
- **Financial Support under Kapas Kanti:** Financial assistance shall be provided to selected startups whose solutions demonstrably contribute to enhancing productivity, efficiency, sustainability, or value addition within the cotton ecosystem under the Kapas Kanti.

5.4 Memorandum of Understanding (MoU):

A MoU shall be executed by CCI on behalf of the Implementing Agency (Sustainability division, Ministry of Textiles) and selected beneficiaries, covering:

- Roles and responsibilities
- Deliverables and milestones
- Fund release schedule
- Compliance and reporting requirements
- Intellectual property provisions
- Penalty and termination clauses

6. Roles & Responsibilities of beneficiaries:

6.1 Cotton Corporation of India (CCI)

- Release of funds as per approved schedule
- Monitoring & evaluation
- Facilitate field-level coordination.
- Conduct periodic field inspections through CCI Officials.

6.2 Startups/Agencies:

- Execute project as per approved plan.
- Maintain financial transparency.
- Submit progress reports (monthly/quarterly).
- Ensure compliance with Statutory and regulatory requirements
- Submission of technical & Evaluation reports.

7. Monitoring, Evaluation & MIS:

- **Key Performance Indicators (KPIs):**
  - Number of Problem Statements identified and addressed
  - Number of pilot deployments completed
  - Productivity or efficiency gains achieved
  - Outcome & Output evaluation
  - Adoption rate of technology in clusters
  - Research studies completed and policy recommendations generated
  - Potential for scalingup the startup
- Third-party evaluation may be undertaken periodically to assess impact & scalability

8. Time Schedule:

Activity	Responsibility	Time Frame
Identification & Finalization of Problem Statements	R&D Division of Ministry of Textiles, CCI, other bodies or subordinate offices under MoT	By August 2026
Launch of innovation challenges, Hackathons and evaluation of proposals	R&D Division of Ministry of Textiles, CCI, other bodies or subordinate offices under MoT	By October 2026
Selection of start-ups and pilot implementation	R&D Division of Ministry of Textiles, CCI, other bodies or subordinate offices under MoT	By December 2026
Monitoring and scaling-up of successful innovations	R&D Division of Ministry of Textiles, CCI, other bodies or subordinate offices under MoT	Ongoing throughout the mission period.

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10. CAPACITY BUILDING OF REGISTERED G&P FACTORIES

1. **Objective:** To facilitate Capacity building by enhancing the skill level of workers of registered Ginning & Pressing (G&P) factories including Managers, Supervisors, Graders and Ginning Fitters by conducting targeted training programs based on Best Management Practices (BMP), thereby improving productivity and quality of cotton processing and cotton bales under the Kasturi Cotton Bharat Programme.
2. **Scheme type:** Central sector scheme with 100% central funding
3. **Duration & Budget Outlay:**

3.1 **Duration :** To be implemented over a period of **five years** from **FY 2026–27 to FY 2030–31**

3.2 **Target & Budget Outlay:** Training of 10,000 workers to be undertaken, covering 2,000 Ginning & Pressing (G&P) factories.

S. No.	Financial Year	No. of G&P Factories covered	No. of Workers to be trained	Budget Allocated (Crores)
1.	2026-27	500	2500	7.50
2.	2027-28	500	2500	7.50
3.	2028-29	500	2500	7.50
4.	2029-30	500	2500	7.50
5.	2030-31	0	0	0
	Total	**2000**	**10000**	**30.00**

- Training will be provided upto 5 Workers per G&P factory
- Indicative financial support: ₹1.5 lakh per G&P Factory.

4. **Implementing Agency:**

The Cotton Corporation of India Ltd. (CCI), Ministry of Textiles, Government of India

5. **Training Programs Agencies:** ICAR – CIRCOT, Mumbai, Office of the Textile Commissioner, Textile Committee, State Governments, and any other agencies at State Governments and Central Government, academic, research, industry, or private institutions/agencies, as may be identified and approved by the PMIC,

The Implementing Agency shall prepare a detailed SOP and submit the same to Project Monitoring & Implementation Committee (PMIC) for approval.

6. **Implementation Mechanism:**

The trainings and capacity-building programmes shall be conducted through both physical and digital modes, including courses hosted on platforms such as iGOT Karmayogi and YouTube. The training modules and content shall be reviewed and updated periodically based on field experience, stakeholder feedback, technological advancements, and learnings emerging across the cotton value chain.

6.1 Selection of Beneficiaries: The Ginning & Pressing (G&P) factories shall be selected in transparent manner, on first come first serve basis.

6.2 Roles & Responsibilities of Implementing Agency :

- Pre-training and post-training assessments shall be conducted to evaluate knowledge enhancement and skill upgradation of trainees. The assessment process may be undertaken by an Independent Agency, wherever considered necessary.
- Planning be carried out well in advance to develop proper training standards and curriculum for ginning factories by Training Agencies. Digital learning modules, short video capsules and other technology-enabled learning tools may be developed to facilitate wider dissemination of knowledge and training among stakeholders.
- Structured feedback, as submitted by the independent agency to PMIC shall be obtained from participants as well as G&P factory management to assess training effectiveness and identify areas for improvement.
- The Independent Agency shall submit an Annual Report to PMIC, outlining programme performance, key outcomes, impact assessment, and recommendations for strengthening and scaling up the initiative.
- Based on review findings, PMIC may recommend course corrections, curriculum revision, reallocation of targets, or procedural improvement
- Trainings may include courses available on I-GoT or other platforms such as youtube.

6.3 Memorandum of Understanding (MoU):

A MoU shall be executed to define the roles, responsibilities, and operational modalities for implementation of the skill upgradation programme covering 2,000 Ginning & Pressing (G&P) factories and training of workers. It broadly covers:

- Roles and responsibilities
- Performance obligations
- Compliance requirements
- Financial Arrangements
- Monitoring framework
- **Parties involved:**
  - ICAR–CIRCOT and/or any other designated technical or training agency
  - Registered G&P factories (2000)

7. <u>Roles and Responsibilities of beneficiaries:</u>

CCI shall function as the nodal coordination and financial management agency under the scheme and shall:

- **Responsibilities of CCI**
  - Coordination with ICAR-CIRCOT and other approved training agencies for scheduling and logistics.
  - Facilitate identification and confirmation of eligible registered G&P factories in consultation with the Implementing Agency.
  - Release of funds as per approved financial norms.
  - Maintenance of factory-wise and worker-wise training database.
  - Monitor physical and financial progress of the scheme.

- Submission of periodic progress reports to PMIC and Apex Committee.
- Place cases of shortfall/deviation before PMIC for necessary recommendations.

- **Responsibilities of training agency**

ICAR–CIRCOT or any other approved training agency shall act as the technical implementing agency and shall:

- Preparation of standard training curriculum based on BMP.
- Deployment of qualified trainers and subject matter specialists and technical personnel for conducting training programs.
- Conduct on-site and/or off-site training workshops for workers in selected G&P factories.
- Ensure adequate hands-on and practical exposure during training sessions.
- Assessment and certification of trained workers.
- Issue certificates to successfully trained workers.
- Maintain proper documentation, including attendance records, assessment results, and training reports.

8. Monitoring, Evaluation & MIS:

- Key Performance Indicators (KPIs):

- No. of G&P Factories covered in training programme
- No. of workers trained per G&P factory
- Attendance rate & completion rate of enrolled trainees
- No. of mock exams conducted during the training programme
- Pre-training and post training assessment scores to measure skill enhancement
- No. of training batches conducted and geographical coverage covered
- Feedback forms received from trainees and overall satisfaction rating

Third-party evaluation may be undertaken periodically to assess Effectiveness of training modules, improvement in worker skill levels and overall outcomes under the Kapas Kanti.

9. Time Schedule:

Activity	Responsibility	Time Frame
Assessment of training needs and finalization of modules	CCI	By August 2026
Nomination and conduct of training programmes	By appointed agencies.	By October 2026
Evaluation and revision of training modules	CCI	Annually

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3 (H). PROMOTION OF COTTON WASTE RECYCLING

1. Objective:

To promote **sustainable** collection, segregation, recovery, recycling, and value addition of cotton/textile waste through establishment of Textile Recovery Facilities (TRFs), capacity building, knowledge and value-chain support systems, and market development initiatives, thereby strengthening circular economy practices and enhancing resource efficiency in the cotton sector.

2. **Scheme Type:**
   Central Sector Scheme with **100% Central Funding**.

3. **Duration & Budget Outlay:**

3.1 Budget Outlay: To be implemented over a period of 5 years FY 2026–27 to FY 2030–31, the budget is as follows:

S. No	Sub Component	Budget (₹ crore)					
		2026-27	2027-28	2028-29	2029-30	2030 - 31	Total
1.	Promotion of cotton waste recycling	**2.50**	**2.50**	**2.50**	**2.50**	**0.00**	**10.00**

4. **Implementation Agency:**

   R&D Division of Ministry of Textiles, and the Cotton Corporation of India Ltd. (CCI), Government of India

5. **Implementation Mechanism:**
   The Scheme shall be implemented through coordinated interventions focusing on infrastructure creation, digital enablement, institutional support, market development, and stakeholder capacity building across the cotton and textile recycling value chain. The key implementation interventions shall include the following:

5.1 Capacity Building & Textile Recovery facilities (TRFs):

- Capacity-building activities including training programmes, awareness campaigns, stakeholder consultations, and workshops in partnership with industry associations, technical institutions, and specialized agencies to promote segregation at source, minimize contamination, and enhance fibre recovery efficiency.
- Strengthening technical capacity of spinners, processors, recyclers, waste handlers, SHGs, cooperatives, and MSMEs on recycled fibre management, quality standards, traceability, sustainability practices, and documentation systems through collaboration with industry associations, technical institutions, and specialized agencies.
- Establishment of three Textile Recovery Facilities (TRFs) on pilot basis, one each in the Northern, Central/Western, and Southern zones at identified major textile clusters, for

collection, segregation, baling, storage, and channelization of cotton/textile waste for recycling and value addition. Indicative locations may include Panipat/Bhilwara/Ludhiana in the Northern region; Ahmedabad in the Central/Western region; and Tiruppur/Erode in the Southern region, preferably through participation of SHGs, cooperatives, MSMEs, and other local stakeholders.

5.2 Knowledge & Value Chain Support:

- Development and dissemination of knowledge portals, e-learning platforms, sustainability-oriented training materials, best-practice compendiums, and digital traceability mechanisms through technical institutions and specialized agencies.
- Undertaking studies and assessments relating to cotton/textile waste generation, collection and segregation systems, resource efficiency practices, circular economy models, value-chain optimization, sustainability benchmarking, and market development for recycled cotton and textile products.

5.3 Market Development:

- Promotion of market linkages through buyer–seller meets, trade fairs, exhibitions, expos, business networking platforms, and engagement with domestic and international stakeholders to facilitate market access and enhance commercialization of recycled cotton/ textile products.

6. Financial Target:

S. No.	Activity	2026–27	2027–28	2028–29	2029–30	2030-31	Total (₹ Crore)
1	Capacity Building, Training Programmes, Workshops and Awareness Activities	0.50	0.50	0.75	0.75	0	2.50
2	Establishment and Operational Support for Textile Recovery Facilities (TRFs) (₹1.00 crore per TRF)	1.00	1.00	1.00	0.00	0	3.00
3	Knowledge Support Systems including Knowledge Portal, e-Learning Resources, Traceability Support and Studies	0.50	0.50	0.50	0.50	0	2.00
4	Market Development Activities including Buyer–Seller Meets, Trade Fairs, Expos and Outreach Activities	0.30	0.30	0.15	0.25	0	1.00
5	Administrative, Monitoring and Documentation Expenses	0.20	0.20	0.10	0.00	0	0.50
	Total	**2.50**	**2.50**	**2.50**	**2.50**	**0**	**10.00**

- Financial assistance for establishment of TRFs shall be limited to a maximum of ₹1.00 crore per TRF, subject to approval by the Competent Authority.

7. Memorandum of Understanding (MoU)

A MoU shall be executed between the **Implementing Agency and selected beneficiaries/industry partners/recycling units**, covering:

Roles and Responsibilities:

- Performance Obligations:
- Compliance Requirements
- Asset Creation & Utilization
- Fund Utilization
- Penalty & Termination Clauses

8. Time Schedule:

Activity	Responsibility	Time Frame
Awareness, conducting of workshops, Capacity Building & Training Programmes	R&D Division of Ministry of Textiles, CCI.	By September 2026.
Establishment of Operational Support for TRFs	R&D Division of Ministry of Textiles, CCI.	By October 2026.
Knowledge Support systems including Knowledge Portal, e-Learning resources, Traceability support and studies, Market Development Activities including Buyer-Seller meets, Trade fairs, Expos and Outreach Activities	R&D Division of Ministry of Textiles, CCI.	By December 2026
Evaluation, branding and dissemination of best practices	R&D Division of Ministry of Textiles, CCI.	Within 12 months and thereafter annually.

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ANNEXURE - 1

Brief Note on Kasturi Cotton Bharat - Reshaping India's Textile Value Chain

Kasturi Cotton Bharat is not merely a rebranding of Indian cotton; it is a movement that marks a definitive paradigm shift, transforming India's cotton legacy into a futuristic international benchmark. It signals India's commitment to building a globally recognised premium cotton identity.

The creation of a globally acknowledged standard improves efficiencies, increases ease of use and generates trust in Indian products, creating greater opportunities for increasing market share as compared to ordinary cotton.

The three pillars of Kasturi Cotton are:

1. Fibre Quality
2. Traceability
3. Sustainability

1. Fibre Quality: Superior Fibre, Superior Products

At the heart of Kasturi Cotton lies a superior fibre profile. Kasturi Cotton is variety neutral and is defined by benchmarking seven key cotton parameters of staple length, micronaire value, RD value, fibre strength, uniformity index, trash and moisture.

Kasturi Cotton provides the assurance of finer cotton through rigorous sampling, testing and certification. It delivers greater operational efficiencies, reduced wastage, better yarn realisation and superior product output.

2. Traceability: End-to-End Transparency

KC Track, Kasturi Cotton's indigenously built Blockchain and QR-code platform is a unique farm to finished product traceability solutions that is truly a one-of-its-kind traceability solution in the global cotton ecosystem. It delivers unapparelled transparency within a highly complex value chain. The benefits of this platform are numerous;

a. A common industry wide platform that comes built in with the Kasturi Cotton initiative that both SMES and large integrated textile mills can utilise to meet mandatory requirement of the global cotton textiles supply chain. This reduces the burden of creating individual traceability solutions and the accompanying integration issues.
b. Provides ease of use and complete transparency to members
c. Assurance of origin of Indian cotton – a mandatory requirement in global markets
d. Consumers, too, can scan the QR code for assurance of origin and quality of cotton

3. Sustainability: Creating a Better Future

Kasturi Cotton has collaborated with globally recognised standards in sustainability like the Better Cotton Initiative (BCI) and Regenagri to spread best practices in sustainability among Indian farmers. The sustainability initiatives also include training

and development of Best Practices with leading associations and organisations like CITI-CDRA, SIMI-CDRA, ICAR-CIRCOT and CottonConnect.

Kasturi Cotton is adopting village clusters that have shown maximum potential in producing cotton that meets the Kasturi Cotton standard. Key cotton producing clusters in MP, Gujarat, Maharashtra, Telangana, Tamil Nadu, AP and Odisha will be identified and developed as Centres of Excellence under the Kasturi Cotton Clusters initiative. Dedicated Extension workers 'Kasturi Cotton Mitras' are being appointed to provide hands-on support and guidance in enabling these clusters to improve quality and yields and thereby access markets that value superior cotton. The goal is to enable farmers to get higher returns for their superior produce positively impacting the lives and livelihoods of the farming community.

These sustainability initiatives encompass the three main pillars, namely:

I. Planet (environment) through water management, carbon sequestering and judicious use of pesticide and fertilizers
II. Produce (farms) by increasing quality, improving returns, improving livelihoods
III. People (social) through ethical labour practices and cluster development

Benefits of Using Kasturi Cotton

The 'Kasturi Cotton' program aims to deliver an array of benefits to the cotton textile industry and to consumers.

Benefits for the Textile Industry:

- An assured supply of consistently high-quality Indian cotton
- Greater operational efficiencies
- Superior product output
- Confirmation of Indian grown cotton that is verifiable
- End-to-end traceability through its blockchain platform
- Meet traceability and sustainability criteria of developed markets

Benefits for Consumers:

- Softness of Fabric: Kasturi Cotton ensures a luxurious softness in fabrics, enhancing the overall comfort of the end product.
- Lustre of Fabric: The cotton's intrinsic qualities contribute to a natural sheen, elevating the fabric's visual appeal.
- Improved Colour Vibrancy: Fabrics made from Kasturi Cotton exhibit enhanced colour vibrancy, creating a more visually striking end product.
- Increased Strength of Fabric: The inherent strength of Kasturi Cotton translates into durable and long-lasting fabrics, meeting the demands of modern consumers.
- Increased Durability of Fabric: Durability is a key feature, ensuring that products made from Kasturi Cotton withstand the test of time.

Benefits for Farmers:

- Farmers that adopt best practices in sowing, picking, segregation and storing of the cotton produced would experience better remuneration for their efforts
- Educational webinars and training sessions will enable the farmers to access latest practices and information on cotton cultivation

The economic benefits of the Kasturi Cotton initiative.
Kasturi Cotton enables Indian Cotton to upgrade its perception in the international market and improve its valuation by positioning it as a reliable cotton of consistent quality and a competitively priced product, both in domestic and global markets. This creates positive cascading effect on the supply chain and the benefits of increased returns should benefit the value chain right down to the farmers. It will enable Indian Cotton to continue to be a fibre of choice and it will also encourage Indian farmers to adopt modern practices that will enhance the yield of the Indian Cotton sector.

Response to the Kasturi Cotton initiative
The Kasturi Cotton branding initiative has been welcomed by the industry. Top brands including Killer, US Polo, Arrow, Serena by Welspun, Trident and Boutique Living by Indo Count have created a range of premium products for international and domestic market. Global and Domestic industry stalwarts have begun the process of adoption of Kasturi Cotton.

The role of TEXPROCIL
TEXPROCIL is the implementation partner of the Ministry of Textiles and the Cotton Corporation of India for the Kasturi Cotton programme. TEXPROCIL administers the programme including the operation of the blockchain portal, engagement with accredited partners for sampling, testing and certification, branding and promotion activities.

Enhancing the brand recognition of Kasturi Cotton
Kasturi Cotton has been strengthening its branding by reaching out to all stakeholders including farmers, ginners, spinners, manufacturers and buying houses/brands. It has undertaken intensive digital campaigning that has enhance brand recognition in the supply chain. Advertising in domestic and international trade publications and digital platforms has also spread the brand message across the world.

ANNEXURE – II

Assessment and Rating of Ginning & Pressing (G&P) Factories Scheme

The Textiles Committee, under its EPQA Division, implements the scheme on 'Assessment and Rating of Ginning & Pressing (G&P) Factories' to promote modernization, quality improvement, and contamination control in cotton processing. The scheme is voluntary in nature and aims to create a national brand for clean cotton.

Objectives

- • Encourage modernization of G&P factories.
- • Recognize modernized factories through a Star Rating system.
- • Promote quality culture in the ginning industry.
- • Facilitate sourcing of quality cotton by spinning mills and traders.
- • Create a brand image for clean cotton in India.

Scope and Purpose

- • Helps factories identify their current operational status.
- • Serves as a marketing tool to attract buyers.
- • Targets modernized factories meeting prescribed criteria.

Administrative Structure

- • Assessment & Rating Cell (ARC) processes applications and arranges expert visits.
- • Technical Rating Award Committee (TRAC) assigns final ratings.
- • TRAC is headed by the Secretary, Textiles Committee, Mumbai.
- • Empanelled experts conduct on-site assessments.

Eligibility Criteria

- • Factories modernized under TMC, TUFS, or through independent funding.
- • Must meet minimum requirements for specified machinery and infrastructure.
- • Hybrid factories sharing conventional and modern lines are not eligible.

Assessment Process

- • Two-member expert team conducts on-site inspection during operations.
- • Evaluation covers infrastructural and management parameters.
- • Assessment is supported with documentation and photographs.

Scoring System

- • 21 Infrastructural parameters (Maximum 200 marks).
- • 13 Management parameters (Maximum 175 marks).
- • Marks assigned on a scale of 1 to 5 based on defined criteria.

Contamination Assessment

- • One bale is randomly selected on the day of assessment.
- • Around 25 kg of cotton is visually examined for contaminants.
- • Deductions are applied based on type and severity of contamination.

Star Rating Categories

- • Five Star: Minimum 90% in both Infrastructure and Management with all essential parameters.
- • Four Star: Minimum 80% in both categories with essential parameters.
- • Three Star: Minimum 70% in both categories with essential parameters.
- • Two Star: Minimum 60% in both categories.
- • Single Star: Minimum 50% in both categories.

Validity and Renewal

- • Star Rating is valid for 3 years.
- • One mid-term surveillance visit is conducted.
- • Provisional status valid for 1 year for improvement.
- • Renewal allowed before expiry or within one year after expiry.

☑ Kasturi Cotton Bharat Registration – Complete Procedure

Registration link: https://kasturicotton.in/#/register/new/id

- **Step 1: Basic Details Entry**

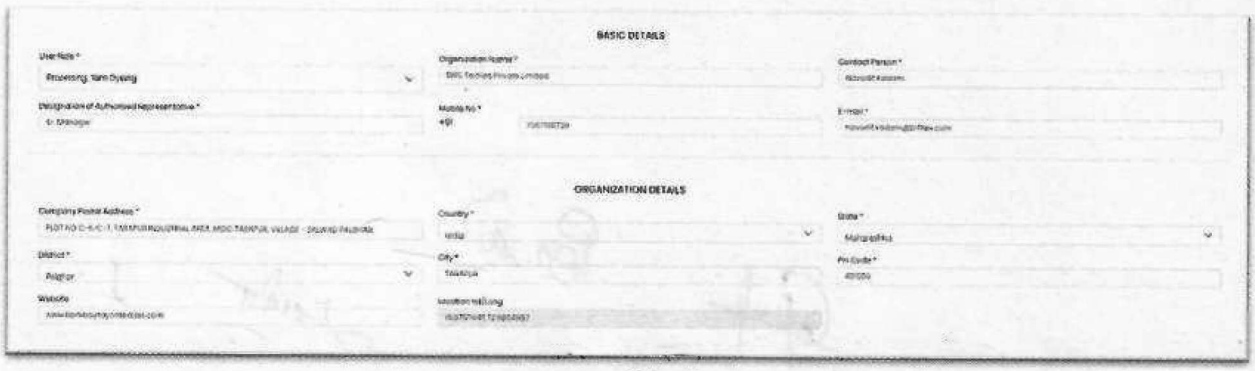
Fill in the primary company and contact details:

- **User Role** (e.g., Ginning, Spinning, Processing, Yarn Dyeing, etc.) *
- **Organization Name** *
- **Designation of Authorized Representative** *
- **Contact Person Name** *
- **Mobile Number** *
- **Email ID** *

- **Step 2: Organization Details**

Provide complete address and location details:

- **Company Postal Address** *
- **Country** *
- **State** *
- **District** *
- **City** *
- **Pin Code** *
- **Website**
- **Location Latitude/Longitude**



◆ **Step 3: Firm / Company Details**

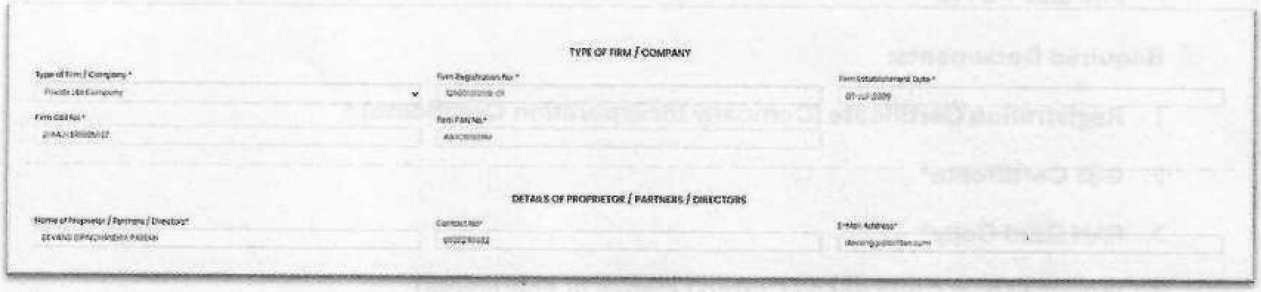
Legal and registration-related information:

- **Type of Firm / Company** (e.g., Private Ltd Company) *
- **Firm Registration Number** *
- **Firm Establishment Date** *
- **GST Number** *
- **PAN Number** *

◆ **Step 4: Proprietor / Directors Details**

Details of key management:

- **Name of Proprietor / Partner / Director** *
- **Contact Number***
- **Email Address** *



◆ **Step 5: Certification Details**

✔ **Product Traceability Certification (Mandatory)** *

- Select: **Yes / No**
- If Yes:
  - **Certificate Name** (GOTS / OCS / GRS / GCC / CCI)
  - **Certificate Number**
  - **Certificate Validity**
  - **Upload Certificate (PDF)**

✔ **Other Certifications (If Applicable) ***

- Select: **Yes / No**
- If Yes:
  - **Certificate Name** (BCI / RegenAgri / Fair Trade / OEKO-TEX / SA 8000 / SMETA / SLCP / etc.)
  - **Certificate Number**
  - **Validity Date**
  - **Upload Certificate (PDF)**

◆ **Step 6: Additional Information**

- **Any other details (optional remarks)**
- **Add Units** (List of all units to be registered under the program)

◆ **Step 7: Upload Mandatory Documents**

Ensure all documents are:

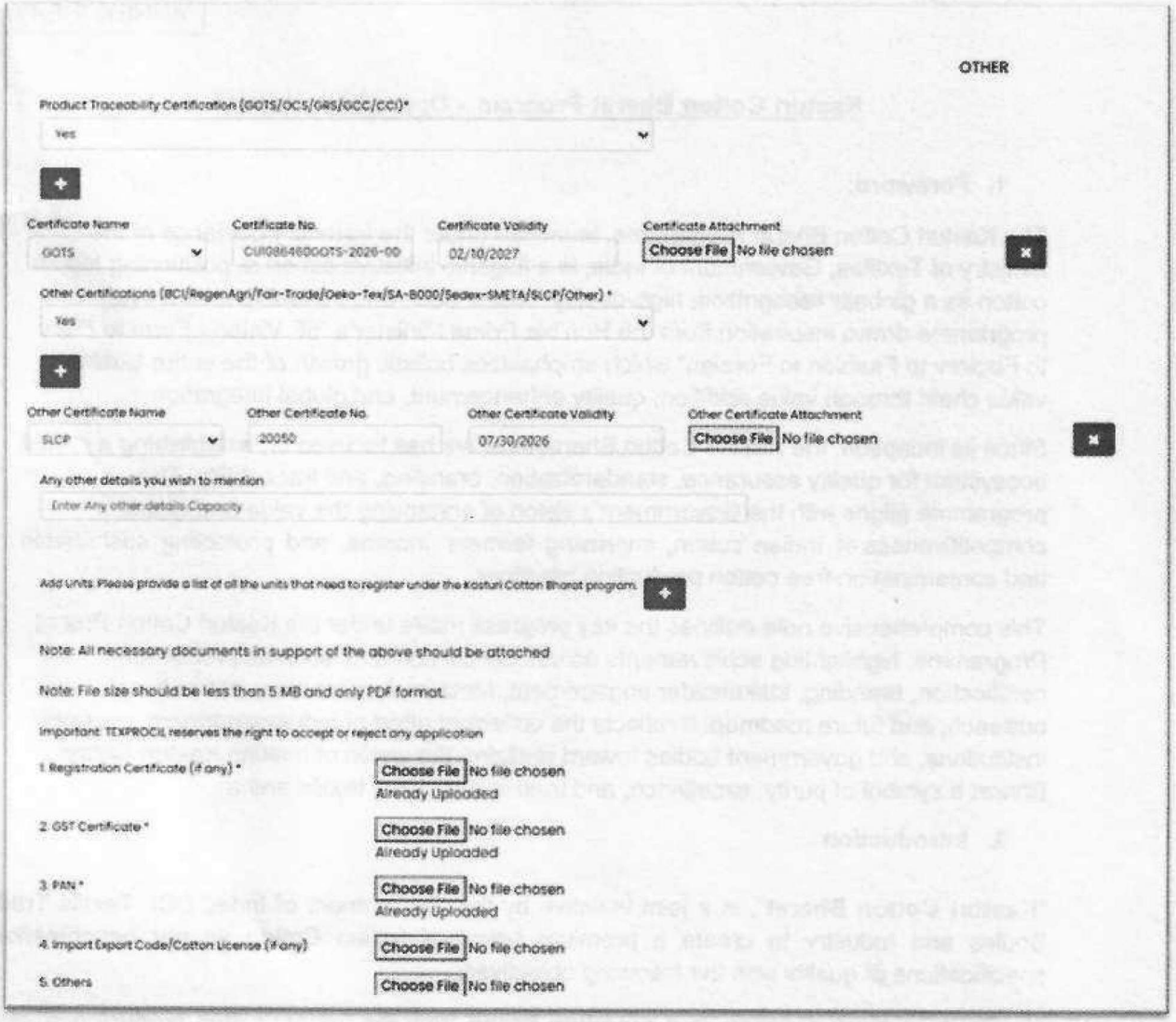
- **PDF format only**
- **File size < 5 MB**

📄 **Required Documents:**

1. **Registration Certificate (Company Incorporation Certificate) ***
2. **GST Certificate***
3. **PAN Card Copy***
4. **Import Export Code (IEC) / Cotton License (if applicable)**
5. **Other Supporting Documents (if any)**

◆ **Step 8: Final Submission**

- Verify all details
- Ensure all mandatory fields (*) are filled
- Upload all required documents
- Submit the application



OTHER

Product Traceability Certification (GOTS/OCS/GRS/OCC/CCI)*

Yes

Certificate Name | Certificate No. | Certificate Validity | Certificate Attachment

GOTS | CUI086460GOTS-2020-00 | 02/10/2027 | Choose File No file chosen

Other Certifications (BCI/RegenAgri/Fair-Trade/Oeko-Tex/SA-8000/Sedex-SMETA/SLCP/Other) *

Yes

Other Certificate Name | Other Certificate No. | Other Certificate Validity | Other Certificate Attachment

SLCP | 20050 | 07/30/2026 | Choose File No file chosen

Any other details you wish to mention

Enter Any other details Capacity

Add Units: Please provide a list of all the units that need to register under the Kasturi Cotton Bharat program.

Note: All necessary documents in support of the above should be attached

Note: File size should be less than 5 MB and only PDF format.

Important: TEXPROCIL reserves the right to accept or reject any application

1. Registration Certificate (if any) * — Choose File No file chosen — Already Uploaded

2. GST Certificate * — Choose File No file chosen — Already Uploaded

3. PAN * — Choose File No file chosen — Already Uploaded

4. Import Export Code/Cotton License (if any) — Choose File No file chosen

5. Others — Choose File No file chosen

ANNEXURE-IV

Kasturi Cotton Bharat Program - Operations Manual

1. Foreword:

The Kasturi Cotton Bharat Programme, launched under the visionary guidance of the Ministry of Textiles, Government of India, is a flagship initiative aimed at positioning Indian cotton as a globally recognized, high-quality, sustainable, and traceable brand. The programme draws inspiration from the Hon'ble Prime Minister's "5F Vision - Farm to Fibre to Factory to Fashion to Foreign" which emphasizes holistic growth of the entire textile value chain through value addition, quality enhancement, and global integration.

Since its inception, the Kasturi Cotton Bharat initiative has focused on establishing a robust ecosystem for quality assurance, standardization, branding, and traceability. The programme aligns with the Government's vision of enhancing the value and global competitiveness of Indian cotton, improving farmers' income, and promoting sustainable and contamination-free cotton production practices.

This comprehensive note outlines the key progress made under the Kasturi Cotton Bharat Programme, highlighting achievements across critical domains such as production, certification, branding, stakeholder engagement, MoU implementation, international outreach, and future roadmap. It reflects the collective effort of industry partners, research institutions, and government bodies toward realizing the vision of making Kasturi Cotton Bharat a symbol of purity, excellence, and trust in the global textile arena.

2. Introduction

"Kasturi Cotton Bharat", is a joint initiative by the Government of India, CCI, Textile Trade Bodies and Industry to create a premium brand of Indian Cotton as per benchmarked specifications of quality with the following objectives:

- Promote 'Kasturi' cotton as a **premium brand** from the largest cotton producing country in the world.
- Provide end to end **'Traceability & Certification'** to validate Indian origin at each stage of the cotton value chain.
- Ensure **higher returns, sustaining long-term growth and competitiveness** of Indian Cotton.
- Enhance **export opportunities** that will bring in precious foreign exchange and build international perception about Indian Cotton.
- On 15th December 2022, the Cotton Corporation of India (CCI) signed a MoU (Memorandum of Understanding) with The Cotton Textiles Export Promotion Council (TEXPROCIL) to implement the Branding, Traceability & Certification of the Kasturi Cotton Bharat programme.

3. Scope of Certification

3. How to use this document
3.1. Scope of the standard
3.2. References
3.3. Terms and definitions
4. Standard information
4.1. KCB Process flow and movement of products across supply chain
4.2. Criteria for Ginning
4.3. Criteria for Supply Chain
5. Provision of Appeal Procedure for Retesting.
6. Format for proforma, tax invoice and payment receipt
7. Format for KCB service agreement
8. Format for Registration cum Membership Certificate
9. Format for Transaction Certificate
10. Format for Ginning Audit Checklist
11. SOP for Sampling
12. SOP for Testing
13. Nominated Sampling and Testing Agencies
14. FAQ's
15. List of Annexures:
- Annexure A
- Annexure B
- Annexure C
- Annexure D
16. References:
15.1 IS: 4905 (1968) – Methods for Random Sampling
15.2 IS: 12171 (2019) – Cotton Bales – Specifications

Championing Indian Cotton:

Kasturi Cotton is a major step that has been taken in facilitating the growth of domestic cotton. It creates additional value across the value chain. Kasturi Cotton standards and specifications are significantly improving the quality of Indian cotton. In turn, the farmers get access to markets that place greater value for their produce, thereby motivating them to adopt the best agricultural practices, resulting in higher yields, more production and more income. This should reduce the dependency on imports for high-quality cotton, over time.

Inclusion of ELS cotton under Kasturi Cotton Bharat Program: The Implementing agency to promote ELS Cotton under Kasturi Cotton Bharat program, commenced consultations with industry representatives, State Agriculture Departments, farmer representatives from ELS producing States and other key stakeholders including think tanks, etc. ELS of 33 mm+, 34 mm+ and 35 mm+ have been included in the programme and block-chain portal has been upgraded appropriately.

As per the suggestions received from the industry and stakeholders, it was recommended that a focused approach be developed to integrate the project at the farm level and to seek convergence under the Mission for Cotton Productivity. Furthermore, the brands were consulted to ensure the development of effective market linkages. Accordingly, measures have been undertaken to facilitate farm-level integration and convergence with the Mission for Cotton Productivity, including the upgradation of the KC Track blockchain system and the organization of training programmes for stakeholders.

Existing Programme Structure of Kasturi Cotton Bharat:

The *Kasturi Cotton Bharat Programme* has been structured to create an integrated and accountable framework that ensures quality, traceability, and brand credibility across the entire cotton value chain. The programme is being implemented by **The Cotton Textiles Export Promotion Council (TEXPROCIL)** in association with the **Cotton Corporation of India (CCI)** under the guidance of the Ministry of Textiles, Government of India, in collaboration with key industry stakeholders & trade bodies.

Nodal Ministry

- The Ministry of Textiles (MoT) provides strategic direction, policy support, and overall monitoring of the programme.

Apex Committee

- An Apex Committee, chaired by the Secretary (Textiles), oversees the progress of the programme and provides policy guidance.
- The committee includes representatives from the Cotton Corporation of India (CCI), Textile Committee, CITI, ICAR-CICR, APEDA, BIS and other key stakeholders as directed by the Ministry of Textiles.
- It monitors key performance indicators such as the number of certified bales, area coverage, branding initiatives, and market outreach.

Steering Committee

The Steering Committee functions as the operational arm of the Apex Committee, providing technical and administrative oversight for the execution of the programme. It is chaired by the Chairman Texprocil and comprises members from TEXPROCIL, Textile Committee, CITI, CCI, and CICR.

Key functions include:

- Monitoring field-level implementation of testing, certification, and branding activities.
- Reviewing progress on the number of certified bales, mill participation, and traceability adoption.
- Submitting periodic progress reports and recommendations to the Apex Committee.

Implementing Agency

The Cotton Textiles Export Promotion Council (TEXPROCIL) is the Implementing Agency for the *Kasturi Cotton Bharat Programme*.

TEXPROCIL is responsible for:

- Testing and Certification of cotton bales as per the prescribed *Kasturi Cotton Bharat Quality Standards*.
- Branding and Promotion of *Kasturi Cotton Bharat* in domestic and international markets.
- Traceability and Tagging, ensuring transparency from farm to finished product using a digitalized QR code-based blockchain platform (KC Track)
- Coordination with ginners, spinners, manufacturers & brands to facilitate wider adoption of Kasturi Cotton.

Branding and Promotion

- A dedicated *Branding and Communication team* under Texprocil promotes *Kasturi Cotton Bharat* domestically and internationally.
- Activities include participation in **global exhibitions, buyer-seller meets, roadshows**, and **brand partnerships** with textile and apparel companies to generate domestic as well as international market demand.

Stakeholder Collaboration

- The programme is implemented in close partnership with **cotton value chain stakeholders** including other textile trade organizations, farmer producer organizations (FPOs), ginners, spinners, textile mills, brands, and exporters.
- **Memoranda of Understanding (MoUs)** have been signed with major textile groups and industry associations to enhance Kasturi Cotton production and usage.

The Kasturi Cotton benchmarks

The seven parameters that decide whether a particular lot of Indian Cotton is eligible for being certified as Kasturi Cotton are as follows:

Name/ Parameters	Kasturi Cotton 28 mm+	Kasturi Cotton 29 mm+	Kasturi Cotton 30 mm+	Kasturi Cotton 31 mm+	Kasturi Cotton 32 mm+	Kasturi Cotton 33 mm+	Kasturi Cotton 34 mm+	Kasturi Cotton 35 mm+
Staple Length/ UHML	28 mm+	29 mm+	30 mm+	31 mm+	32 mm+	33 mm+	34 mm+	35 mm+
Micronaire Value	3.7 to 4.7	3.7 to 4.5	3.7 to 4.5	3.7 to 4.5	3.0 to 4.2	3.0 to 4.2	3.2to 4.2	3.0 to 4.0
RD Value	76+	76+	76+	76+	73+	73+	74+	74+

Fibre Strength	29.0 (-1.5) g/tex	29.5 (-1.5) g/tex	30.5 (-1.5) g/tex	32.5 (-1.5) g/tex	35.0 (-1.5) g/tex	36.0 (-1.5) g/tex	36.5 (-1.5) g/tex	37.5 (-1.5) g/tex
Uniformity Index	83% or more	83% or more	84% or more	84% or more	83% or more	83% or more	8.5% or more	85% or more
Trash	2% or below	2% or below	2% or below	2% or below	2% or below	2% or below	3% or below	3% or below
Moisture Content	8% or below	8% or below	8% or below	8% or below	8% or below	8% or below	8% or below	8% or below

Kasturi Cotton provides the assurance of finer cotton through rigorous sampling, testing and certification. It delivers greater operational efficiencies, reduced wastage, better yarn realisation and superior product output.

Benefits of Using Kasturi Cotton

The 'Kasturi Cotton' program aims to deliver an array of benefits to the cotton textile industry and to consumers.

Benefits for the Textile Industry:

- An assured supply of consistently high-quality Indian cotton
- Greater operational efficiencies
- Superior product output
- Confirmation of Indian grown cotton that is verifiable
- End-to-end traceability through its blockchain platform

Benefits for Consumers:

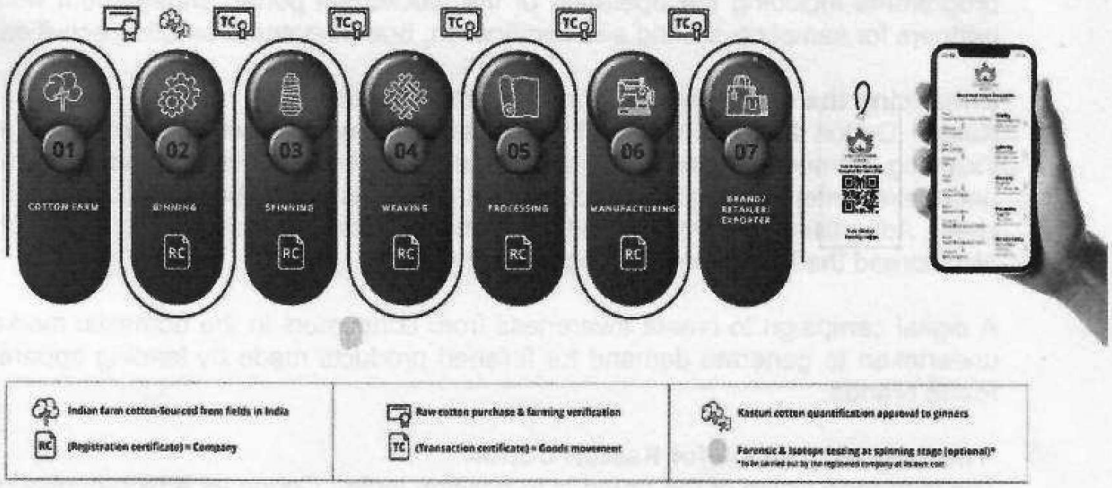
- Softness of Fabric: Kasturi Cotton ensures a luxurious softness in fabrics, enhancing the overall comfort of the end product.
- Lustre of Fabric: The cotton's intrinsic qualities contribute to a natural sheen, elevating the fabric's visual appeal.
- Improved Colour Vibrancy: Fabrics made from Kasturi Cotton exhibit enhanced colour vibrancy, creating a more visually striking end product.
- Increased Strength of Fabric: The inherent strength of Kasturi Cotton translates into durable and long-lasting fabrics, meeting the demands of modern consumers.
- Increased Durability of Fabric: Durability is a key feature, ensuring that products made from Kasturi Cotton withstand the test of time.

Benefits for Farmers:

- Farmers that adopt best practices in sowing, picking, segregation and storing of the cotton produced would experience better remuneration for their efforts
- Educational webinars and training sessions will enable the farmers to access latest practices and information on cotton cultivation.

End-to-end Traceability for Complete Transparency

The journey of Kasturi Cotton through the supply chain beginning at the farming stage. It undergoes a high level of scrutiny to ensure its authenticity enabling it to enjoy the trust of every supply chain participant right up to the finished product. The indigenously developed Kasturi Cotton blockchain portal coupled with QR code technology ensures seamless and robust tracking across the entire chain of custody. It also provides complete transparency to consumers, too.



Initiatives to engage with cotton farmers across India

TEXPROCIL is working with various Farmer Producer Organizations (FPOs) to create awareness of the Kasturi Cotton initiative and to educate them about the best practices covering farming, picking, storage and transportation of their produce so that it can meet the quality benchmarks of Kasturi Cotton. On-site workshop and off-site seminars are being held to reach out to the farming community. Literature relating to following good practices in farming with Do's and Don'ts/ SOPs are being made available in vernacular languages.

Making Kasturi Cotton Sustainable

Kasturi Cotton has collaborated with the Better Cotton Initiative (BCI) and Regenagri, globally recognized standards in sustainability to spread best practices in sustainability among Indian farmers. The programme enables buyers to get the double benefit of sustainably grown Indian cotton that meets the high standards of Kasturi Cotton. Initial response to this has been very positive and the first batch of 600 bales that are both certified Kasturi Cotton and Regenagri certified have been exported to Bangladesh.

The sustainability initiatives also include training and development of Best Practices with leading associations and organizations like CITI-CDRA, ICAR-CIRCOT and CottonConnect.

The economic benefits of the Kasturi Cotton initiative.
Kasturi Cotton enables Indian Cotton to upgrade its perception in the international market and improve its valuation by positioning it as a reliable cotton of consistent quality and a competitively priced product, both in domestic and global markets. This creates positive cascading effect on the supply chain and the benefits of increased returns should benefit the value chain right down to the farmers. It will enable Indian Cotton to continue to be a fibre of choice and it will also encourage Indian farmers to adopt modern practices that will enhance the yield of the Indian Cotton sector.

The role of TEXPROCIL
TEXPROCIL is the implementation partner of the Ministry of Textiles and the Cotton Corporation of India for the Kasturi Cotton programme. TEXPROCIL administers the programme including the operation of the blockchain portal, engagement with accredited partners for sampling, testing and certification, branding and promotion activities.

Enhancing the brand recognition of Kasturi Cotton
Kasturi Cotton has been strengthening its branding by reaching out to all stakeholders including farmers, ginners, spinners, manufacturers and buying houses/brands. It has undertaken intensive digital campaigning that has enhance brand recognition in the supply chain. Advertising in domestic and international trade publications and digital platforms has also spread the brand message across the world.

A digital campaign to create awareness from consumers in the domestic market has been undertaken to generate demand for finished products made by leading apparel and home textile brands.

The long-term vision for Kasturi Cotton
The long-term vision of the brand is to position Indian Cotton as a high-quality cotton that is sustainable and fully traceable. The Mini Mission II on Cotton proposes to produce 75 lakh bales of Kasturi Cotton over a 5-year period, which works out to 15 lakh bales or 5% of the total produce of cotton in the country.

Dovetailing the Kasturi Cotton Bharat programme with the objectives of the Mini Mission II scheme will provide a major boost to the cotton eco-system in the country. The farmers will benefit through continuous training on best practices, higher returns on produce and opportunity to engage with the brands/retail chains. The Ginners get the opportunity to invest in modern machinery and equipment through subsidies, training on best practices and a premium for their efforts. The supply chain will get a superior quality fibre that will enable superior quality intermediate and final products which are tested, certified and traceable across the value chain. This will facilitate greater engagement with brands and retail chains who in turn gain the confidence of the consumer through QR code-based traceability on the end product.

1. **Promotion Programme**
   1) **Brand Building**
   Objective: Establish Kasturi Cotton as a **premium, sustainable, and trusted cotton brand** nationally and internationally.

- **Digital Media Campaigns:**
  - Platforms: YouTube, News Media, PayTM app, Glance app, Jio ads
  - Creative: Pankaj Tripathi farmer video & hoarding adaptations
  - Regional language campaigns: Hindi, Marathi, Gujarati, Telugu, Kannada, Odia
- **Celebrity & Cultural Association:**
  - **Kaun Banega Crorepati (KBC) Season 17** with Amitabh Bachchan
    - Pan-India reach across demographics and languages
    - 453+ Million video views on Sony LIV; 43 mins average watch time
    - Digital assets for use till December 2025
- **International Brand Presence:**
  - Trade journal advertisements in **Home Textiles Today, Women's Wear Daily, Sourcing Journal, Just-style.com**
  - Focus on showcasing Kasturi Cotton as **premium and sustainable**

Expected Outcomes:

- Strong national and international brand recognition
- Increased cultural credibility and trust
- Enhanced association with sustainable and high-quality cotton

Supply-Side Promotion (Push)

Objective: Encourage **millers, spinners, and textile manufacturers** to adopt Kasturi Cotton in their production lines.

Strategies & Activities:

- **Targeted Industry Outreach:**
  - Direct communication with **spinners, ginners, and mills** highlighting Kasturi Cotton availability and certification
  - Showcase case studies of successful adoption (e.g., Killer, US Polo Assn, Tata Trent)

- **Trade Exhibitions & Roadshows:**
  - Participation in **textile trade shows** and buyer-seller meets
  - Distribution of samples and brochures
- **Digital & Print Trade Campaigns:**
  - Ads in trade journals and newsletters
  - Highlighting **quality, sustainability, and RegenAgri certification**

Expected Outcomes:

- Increased **adoption by textile manufacturers**
- Steady supply chain engagement and demand for certified bales
- Enhanced visibility in trade and industrial circles

Demand-Side Promotion (Pull)

Objective: Create **consumer demand** for products made from Kasturi Cotton, boosting market pull.

Strategies & Activities:

- **Consumer Awareness Campaigns:**
  - Regional language digital campaigns (YouTube, Jio, Glance)
  - Farmer stories & sustainability messaging with Pankaj Tripathi videos
- **Celebrity Endorsements & Shows:**
  - KBC association ensures **wide consumer reach** and cultural credibility
  - Focus on brand storytelling to connect **premium cotton with everyday consumer trust**
- **Retail Promotions & Engagement:**
  - POS (Point of Sale) branding in stores
  - Promotion of **Kasturi Cotton product lines** in Pan-India retail chains

Expected Outcomes:

- Increased consumer preference for Kasturi Cotton products
- Higher retail traction and product awareness
- Indirect encouragement to manufacturers to increase usage (reinforcing the push strategy)

Awareness Campaigns

Farmers & Ginners

I. **Farmer campaign** is currently under implementation as follows:

Outdoor:

Awareness is being created with hoardings in main cotton growing districts of following 7 states:

- **Maharashtra**: Akola, Amravati, Buldhana and Wardha
- **Gujarat**: Rajkot, Surendranagar, Amreli, Narmada, Baruch
- **Madhya Pradesh**: Dhar, Khargone, Ratlam
- **Odisha**: Kalahandi, Bolangir, Bodh
- **Andhra Pradesh**: Srikakulam
- **Telangana**: Adilabad, Warangal, Rangareddy, Asifabad, Vikarabad, Rangareddy, Nagarkurnool
- **Karnataka**: Uttarkanada, Belgaum, Mysore, Chitradurga, Haveri, Simoga,

Radio:

- **Maharashtra**: Nandurbar, Akola, Amravati, Buldhana, Wardha, and Parbhani
- **Madhya Pradesh**: Khargone-Ratlam
- **Andhra Pradesh**: Srikakulam, Kurnool-Yemmiganur, Adoni
- **Odisha**: Rayagada, Kalahandi, Bodh, Bolangir
- **Telangana**: Warangal, Siddipet, Nagarkurnool, Vikarabad, Adilabad, Rangareddy
- **Karnataka**: Uttarkannada, Belgaum/Belagavi, Haveri, Shimogga, Chitradurga, Mysuru
- **Gujarat**: Surendranagar, Rajkot, Amreli, Cotaudaipur, Narmada, Bharuch

Overall Objectives of the Awareness Campaigns

1. Equip farmers and ginners with **technical knowledge** on ginning and bale management in line with Kasturi Cotton standards.
2. Implement **farm-level traceability** from the upcoming cotton season.
3. **Connect farmers and ginners with global markets**, promoting India's premium cotton initiative.
4. Develop a **"Cotton Story"** for each region to highlight local legacy and contribution to India's cotton sector.

❖ **Kasturi Cotton Bharat - Awareness Programme for Value Chain Stakeholders**

Objective

To create awareness and engagement among spinners, manufacturers, retailers, and wholesalers about Kasturi Cotton's **premium quality, traceability, and sustainability**, fostering adoption, market preference, and advocacy across the cotton value chain.

Target Stakeholders

1. **Spinners:** Textile mills, small and medium-scale spinning units.
2. **Manufacturers:** Apparel brands, home textiles, technical textiles producers.
3. **Retailers:** Organized and unorganized retail chains, e-commerce platforms.
4. **Wholesalers:** Regional cotton traders, bulk distributors.

Core Messages

- **Premium Quality:** Kasturi Cotton's superior staple length, fiber strength, and color.
- **Traceability:** Complete farm-to-fabric transparency, certified under RegenAgri and Kasturi Cotton standards.
- **Sustainability & Carbon-Negative Production:** Reduced environmental footprint and GHG emissions.
- **Market Differentiation:** Opportunities to create high-value products and connect with premium global markets.
- **Brand Storytelling:** Regional heritage and Cotton Story for marketing campaigns.

Programme Components

1. Knowledge Workshops & Technical Sessions

- Conduct hands-on workshops for spinners and manufacturers on quality standards, ginning processes, bale inspection, and traceability. Sessions for retailers and wholesalers on branding, premium positioning, and market differentiation.

2. Event-Based Awareness Programmes.

Concept Note on Action Plan

Issues and Solutions for Increasing Kasturi Cotton Production from Seed to Storage, with International Comparisons and Branding Requirements.

1. Key Issues (Seed to Storage)

- **Seed quality & purity:** Inconsistent varietal purity reduces yield and fiber uniformity critical for Kasturi's premium positioning.
- **Pest and disease pressure:** Whitefly and pink bollworm cause sticky and stained cotton, impacting export grade fiber.
- **Small and fragmented landholdings:** Make mechanization difficult and result in inconsistent crop management practices.
- **Contamination:** Hand-picking often introduces foreign matter such as plastics and dust particles. Cotton gets contaminant from the field while picking, during transport, storage, at market Yard and from Ginning and pressing factories.
- **Storage & transport contamination:** Poor farm storage, logistical handling, poor quality jute bags, and unclean ginning storage & machinery degrade quality and appearance of the cotton.

2. International Best Practices and Learnings

Country	Key Practices	Learnings for India
Brazil	Large-scale mechanized farming, zoning, and certified seeds	Promote cluster-based mechanized contracting and standardized seed supply
Australia	My BMP system, integrated pest management, contamination-free protocols	Introduce on-farm quality certification and IPM extension for Kasturi clusters
USA	Cotton Trust Protocol, traceability, bale contamination control	Implement digital traceability and bale-level certification for Kasturi Cotton
Egypt	Focus on breeding long-staple varieties and preserving fiber identity	Strengthen Kasturi's genetic and fiber identity for premium branding

Roadmap to Scale Kasturi Cotton Bales from 1.10 lakh → 10 lakh

1. Vision

To make Kasturi Cotton a globally recognized Indian premium cotton brand — *clean, traceable, and sustainable* — by scaling production tenfold through farmer engagement, quality assurance, and brand partnerships.

2. Target Milestones

Cotton season	Targeted Kasturi Bales	Key Focus
2023–24	0.47 lakh	1st Year initial production
2024–25	1.10 lakh	Initial pilot clusters and MoUs
2025–26	3 lakh	Cluster expansion & quality infrastructure
2026–27	6 lakh	Mechanization, traceability rollout, strong brand connect
2027–28	10 lakh	Pan-India scale with export-brand linkages

3. Terms and definitions :

Blending: The process combining multiple different materials of different types into a single product.

Chain of Custody: A system to document and verify the path taken by a defined input material through all stages of transfer and production, to the final product. The chain of custody preserves the identity of the input material.

Claimed material: The specific material that is being verified as a content claim in a product which is sold.

Mixing: The process of combining multiple different grades of the same raw material into a single product.

Registration Certificate (RC): A document issued by the certification body which verifies that an organization is competent to produce and sell claimed materials in conformity with a standard.

Transaction Certificate (TC): A document issued by a certification body that verifies that products being sold or shipped from one organization to another conform to a given standard.

Main Unit: It is a legal entity that holds the Registration Certificate. The billing of the claimed material is done by the main unit.

Facility Unit: The sites are under common ownership with the organization. Locations are geographically distinct or have different civic addresses than main unit. Billing of the material is done by the main unit.

Outsourcing/Subcontractor: A legal entity hired by an organization or under common ownership to perform services (e.g., storage, processing) on claimed material. Subcontractors take physical possession but not legal ownership of claimed materials.

4. Standard information

4.1 Kasturi Cotton Bharat - Process flow:

Sr. No.	Activity for Kasturi Cotton Program	Council's Back office Process
1	Client enquiry through phone / email for KCB membership	Response time for Proposal - 01 Hr.
2	Application sent to Ginner / Supply Chain Stakeholders	Response time - 01 Hr.
3	Application Review for completeness	Follow up online application filling
4	Invoice & Service Agreement	Follow up for payment & request for signed copy of KCB agreement
5	Receipt generated after payment receipt	Response time - 02 hrs.
6	Annual Membership Issuance / Registration Certificate (RC)	Issuance of User ID & Password to the client for the Blockchain portal

7	Scheduling of unit Site Audit (Compliance & Unit Registration)	Intimating the Auditing Agency for scheduling an audit within 24 hrs
8	Completion of Site Audit & NC Closure within 15 days by the Ginner	Unit registration completed on Blockchain portal within 24 hrs
9	Lot creation on Blockchain portal by the Ginner.	Review for the correctness of the lot creation request received by the technical team on Blockchain portal
10	After receipt of lot in Blockchain portal, assigning the TPI Agency for Sampling	Response time - 01 Hrs.
11	Inspection Planning by TPI Agency	Response time - 24 Hrs.
12	Scope sharing to Field Inspector to be done by TPI Agency branch office	Scheduler responsibility to Transfer right information to the field staff
13	Sampling to be performed with application of QR Code labels to each bale and bale weight is recorded in the portal by the locally stationed, well-equipped & competent field staff as per the KCB guidelines / SOP	Response time – same day after the job instruction received from office
14	Sampling Agency to Courier the sample to nominated NABL laboratory on same day	Response time – within 02 hrs after the sampling is completed
Sr. No.	**Activity for Kasturi Cotton Program**	**Council's Back office Process**
15	Nominated NABL laboratory to perform the testing on submitted samples as per the KCB guidelines / SOP	Sample registration to be done within 01 hr. by the Lab registration desk after the receipt of the samples
16	Field Inspector reporting / FIR to be submitted on portal	Deliver of Inspection Report on portal time from Inspector is 8 hrs.
17	Nominated NABL laboratory to issue the testing reports of the submitted samples on Blockchain portal	Response time - 48 Hrs.
18	Review of lab report by Council Back-office team & Issuance of lab report to the client through Blockchain portal	To see same staff is not issuing certificate
19	Draft TC creation request by the Ginners / Supply Chain Stakeholders on the Blockchain portal for review to Council nominated third party TC	Review of draft TC request by Council nominated agency (The Certification agency complies with the requirements of ISO/IEC-17065:2012) for the correctness of the data submitted by

	review agency through the Blockchain portal	the applicant & Issuance of final TC to the client through blockchain portal after compliance with all the KCB standard requirements
20	Monthly basis Invoicing for QR Code labels issuance & TC application issuance fees to clients on monthly basis by Council's back office team	Monthly basis Invoicing (on the last working day of every month) and follow-up with the sampling agencies by Council's account's team
21	Payment collection	Regular follow-up with the clients by Council's account's team
22	Follow-up with the Clients by back office team for renewal of KCB Membership	After the successful completion of 12 months of membership tenure with KCB Program, Council's Back-office team follow-up with the clients for the renewal of membership.

4.2. Criteria for Ginning

4.2.1. Raw Cotton procurement practices from Farm to Ginners

Direct purchase: At the end of harvest season farmers directly reach out to the ginners to sell their crop (raw cotton) or ginners as well directly reach out to farmers for procurement of the raw cotton. Depending upon the purchase of net. quantity of raw cotton, the farmers are remunerated accordingly. Herein the ginner shall maintain all records of the purchase and details of the farmer as per government rules.

Purchase from APMC (Mandi): There is no direct sale and purchase between farmers and ginners but the transaction happens via *Agricultural produce market committee (APMC), marketing board in India.* APMC maintains a record of the cotton that has been procured from the farmers. Here in slips issued by the APMC to the ginners provides details of the farmers.

Purchase through broker: There is no direct sale and purchase between farmers and ginners but the transaction happens via broker or agent. To be eligible as valid raw cotton input the brokers shall maintain and provide information of farmers to the ginners.

Prepare quality wise heap depending upon fiber length, material contamination, micronaire value and then issue it to production as per heap preparation.

4.2.2. Input inspection at ginning

Ginning site shall have a system in place to verify that all raw cotton inputs come from a farm of Indian origin and shall maintain data as per *Annexure A*.

Ginning site shall have a system in place to verify that all raw cotton inputs are properly segregated, identified as heap with a heap no. and shall maintain data as per ***Annexure B***.

Ginning site shall have a system in place to verify production records in processing register, define Lot No. and P.R. No. for each bale and shall maintain data as per ***Annexure C***.
All raw cotton entering supply chain shall have below listed documents

- Purchase invoice/Mandi receipt
- Transport copy
- Inward register
- Weighing slip

The organization shall prepare reports of annual volume summaries (in the measurement unit commonly used by the organization), covering the period since the previous reporting period, demonstrating that the quantities of output products sold with verified claims are compatible with the quantities of inputs, any existing inventory, their associated output claims, and the conversion factor(s). ***Annexure D*** shall be used as a tool to maintain Annual mass balance information.

After completion of the verification process a Registration Certificate (RC) shall be issued based on the audit report by the TEXPROCIL.
For claimed materials certified to the program, a KCB Transaction Certificate (TC) shall accompany the claimed materials issued by the certification body (or TEXPROCIL).

QR Code labels to be couriered from the council nominated agency directly to the sampling agencies, well in advance, as per the production planning, after the payment of annual membership fees, the ginner has to sign the service agreement with the council and then the ginner will get an unique user id & password to operate in the blockchain, and to create new lot of Kasturi Cotton in the KCB Blockchain portal.

4.3. Criteria for Supply Chain

KCB supply chain, includes each stage of sourcing, processing, trading, and distribution where progress to the next stage of the supply chain involves a change of product ownership. Any change of ownership in the supply chain requires the establishment of effective CoC management systems at the level of the respective organization and their verification by TEXPROCIL or nominated third party certification bodies if the organization wants to claim products.

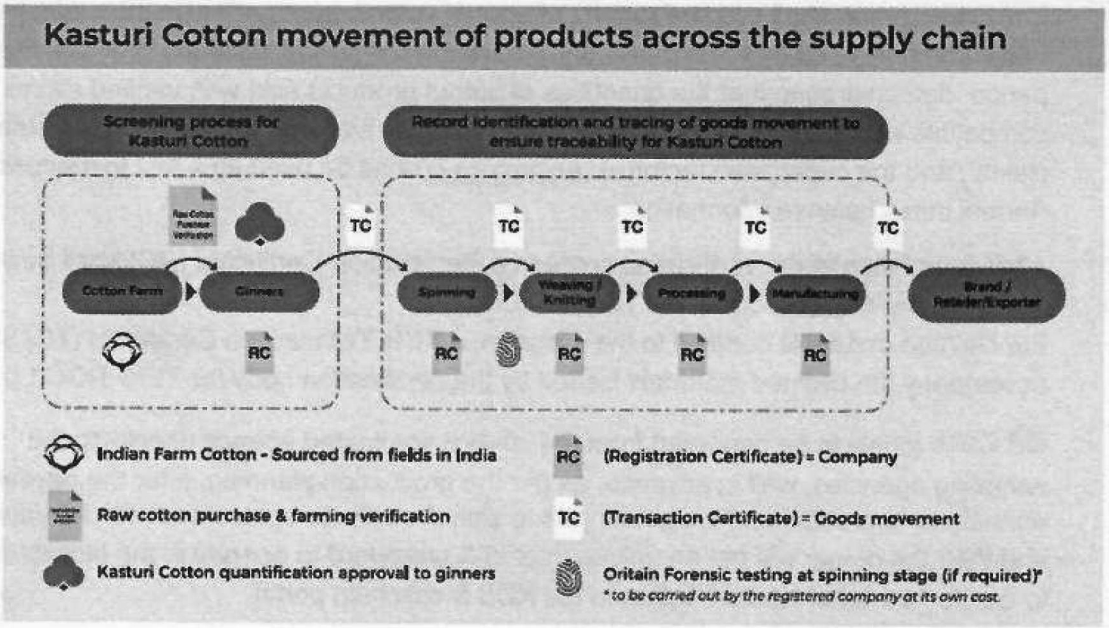
Organizations involved in the manufacturing and handling of claimed products, from the initial processing to final packaging as well as traders of claimed products, shall receive an on-site or off-site audit from TEXPROCIL nominated third party certification bodies (as-an-when required). Verification audits are to occur at least annually within the calendar year if company not certified in **GOTS/GRS/OCS/BCI/CCI.**

Compliance with the verification by all organizations in the supply chain shall be verified by TEXPROCIL nominated third party certification bodies according to the KCB requirements.

KCB movement of products across supply chain

Screening process for Kasturi Cotton, A Registration Certificate (RC) is issued to ginners after verification of purchase of raw cotton from the Indian cotton farm.

To maintain the further traceability of the Indian farm cotton movement throughout the supply chain a Transaction Certificate (TC) is issued, and RC is issued to organization taking part in the KCB chain of custody program. Please refer to the below image.



4.3.1. Management system

The organization shall establish, implement, and maintain documented procedures and/or work instructions covering all the applicable requirements of the verification protocol.

4.3.2. Input inspection & verification

For claimed material entering the supply chain from an outside source, there shall be documentation including the name and address of the supplier, the quantity and description of the goods, reference to claims being made about the material, and any corresponding verification or certification.

The consignee of any claimed and verified material must check the integrity of the packaging to verify the origin and nature of the certified products from the information contained in the product marking and corresponding documentation e.g., Final Invoice, E-way bill, TC upon receipt of the certified products.

4.3.3. Managing verified claimed products during the production

The Organization shall demonstrate control over the flow of products within the unit. e.g., processing/ manufacturing steps performed), recipe's used, product composition, and stock quantities.

The organization shall prepare reports of annual volume summaries (in the measurement unit commonly used by the organization), covering the period since the previous reporting period, demonstrating that the quantities of output products sold with verified claims are compatible with the quantities of inputs, any existing inventory, their associated output claims, and the conversion factor(s). ***Annexure D*** shall be used as a tool to maintain annual stock balance information.

4.3.4. Packaging, transportation, and sales of verified products

The organization shall ensure that the products containing verified materials shall be transported to other units, including wholesalers and retailers, only inappropriate packaging, containers, or vehicles that are closed in such a manner that substitution of the content cannot be achieved without manipulation or damage to the container.
The organization shall ensure that sales documents (physical or electronic) are issued for products sold with verified claims.

4.3.5. Outsourcing

The organization may outsource activities within the scope of its certificate contractors. The organization's outsourcing arrangements are subject to a risk analysis by TEXPROCIL nominated third party certification bodies for on-site audit purposes.

5. Provision of Appeal Procedure for Retesting.

It was stated that there is a need for an Appeal procedure to be formulated so as to provide an opportunity to applicants to offer an appeal in case their lot does not meet the grade of Kasturi Cotton and hence gets rejected. In this connection following procedure was considered and approved by the Committee.

Scope:

The Scope is for redressal of dispute between the Seller (Ginner) and the Buyer (Spinning Unit). In case the subject policy wants to have the redressal mechanism up to the end consumer stage, then a complete chain of traceability mechanism has to be devised.

Dispute Redressal Policy:

i. Fresh samples will be drawn from the originally sampled lot by an NABCB accredited third-party inspection agency in presence of the seller and the buyer representative.

ii. The testing of these samples will be conducted at nominated NABL accredited laboratory as nominated and approved by the Steering Committee of Kasturi Cotton Bharat. Both parties may witness the testing at the Council nominated NABL accredited Lab.

Timeframe for Disputes: There has to be a certain retention period for samples tested under Kasturi Cotton Bharat Program (currently its one year post testing)

With reference to the 6th Steering Committee Meeting of the Kasturi Cotton Bharat Programme held on 22nd August 2024, please find below the Dispute Redressal Policy and procedure as discussed and as required by you, for your kind reference and necessary action.

A. Dispute Redressal Policy

In the event of a dispute raised by any spinner or buyer regarding the certified quality parameters of *Kasturi Cotton*, the following dispute redressal mechanism shall be applicable:

- The scope of this policy is limited to the redressal of disputes between the Seller (Ginner) and the Buyer (Spinning Unit).
- In case it is proposed to extend the dispute redressal mechanism up to the end consumer stage, a comprehensive traceability mechanism across the entire value chain will need to be devised and approved separately.

Dispute Redressal Procedure:

i. Fresh samples shall be drawn from the originally sampled lot by an NABCB-accredited third-party inspection agency, in the presence of representatives of both the seller and the buyer.

ii. Testing of the freshly drawn samples shall be conducted at a Council-nominated NABL-accredited laboratory, as approved by the Steering Committee of Kasturi Cotton Bharat. Representatives of both parties may witness the testing process at the nominated laboratory.

- The test results issued by the NABL-accredited laboratory shall be final and binding on both parties, ensuring a fair, transparent, and impartial resolution of the dispute.

This mechanism aligns with the standard international practices followed for Australian Cotton and is intended to ensure transparency and credibility in quality dispute resolution under the Kasturi Cotton Bharat Programme.

B. Procedure for Discrepancy in Reports after Retesting

In cases where the entire lot has already been sold, the following aspect shall be addressed:

- Adjustment / Refund of Premium: Appropriate consideration shall be given to the adjustment or refund of premiums paid across the value chain, based on the outcome of the retesting.

The cost incurred for undertaking the dispute redressal process shall be INR 12,000/- per lot, which shall be borne by the buyer. The said amount is required to be transferred to TEXPROCIL at the earliest, to enable initiation of the further dispute redressal process.

Annexure A – Ginning site raw cotton inputs

Ginning site shall have a system in place to verify that all raw cotton inputs come from a farm from Indian origin and shall maintain data as per Annexure A.

Annexure A – Ginning site raw cotton inputs													
Heap No	Date	Source	Quantity in kg	Village	taluka	District	State	Country	Transport mode	Vehicle No	Payment Mode	Payment receipt No.	Remarks
1													
2													
3													
4													
5													

Note: Source Is How Raw Cotton Is Purchased It Can Be Individual/Farmer/Agent/Mandi.

Annexure B – Ginning site Heap register

Ginning site shall have a system in place to verify that all raw cotton inputs are properly segregated and identified and defined as Heap with a heap no and shall maintain data as per Annexure B.

Annexure B – Ginning site Heap Register				
Sr No	Heap No	Inward start date	Outward lot no	QTY in kg
1				
2				
3				
4				
5				

Annexure C – Ginning site processing register

Ginning site shall have a system in place to verify production records in processing register and define lot no and PR NO for each Bale and shall maintain data as per Annexure C.

Annexure C – Ginning site processing Register								
Sr. No.	Heap No	M/C No	Start Date	End Date	Qty	No of bales	Lot No	PR No
1								
2								
3								
4								
5								

Annexure D – Chain of Custody

Claimed output volume does not exceed available claimed input (from KCB) after factoring in production losses. Detailed records or systems must be maintained that identify which inputs were used in the production of a given output product.

All data shall be maintained by supply chain sites as per Annexure D.

Annexure D – Chain of Custody														
Opening Stock	Input KCB no/heap No	Seller Name	Product details	I/P Qty in kg	I/P used in kG	Loss in kg	O/P kg	Raw material stock (kg)	Finished Stock (Kg)	Qty Sold	Buyer Name	Invoice No	Date	output KCB no

Note: In Case Of Ginning Unit Input KCB Number Shall Be Replaced By Heap No.

Nominated Third Party - Sampling & Testing Agencies:

Sr. No.	NABCB - Sampling Agency Name	Address of Communication	Contact Staff & Designation	Contact details & Email id
1	Alfred H Knight Pvt. Ltd. (AHK Group)	A-29, FIEE Complex, Okhla Industrial Area, Phase-II, New Delhi – 110 020, India	Mirza Alam, Vice President (Rice & Cotton)	M: +91 95822 82200 T: +91 120 3121056 (Direct), 4096672, 3121006 mirza.alam@rcaindia.net
2	Baltic Control a (subsidiary of Apave Group)	Hubtown Viva Bldg, Suite no. 316, Shankarwadi, Western Express Highway, Jogeshwari (East), Mumbai - 400 060	Arun Kumar Shukla (Regional Manager)	Phone : +91 731 4912 134 Mobile: +91 8828233386 Mobile: +91 9301965442 aks@balticcontrolindia.com
3	Bureau Veritas (India) Pvt. Ltd.	Eco Centre, EM-04,16th Floor, Unit - 1601, Sector - 5, Kolkata - 700091, West Bengal.	Swarnendu Das, Senior Manager - Agri Commodities	Phone: +91 33 66446609, Mobile: +91 98300 55573 swarnendu.das@bureauveritas.com
4	Cotecna Inspection India Pvt Ltd.	The Summit - Business Bay, Office No. 213, 214 & 215, Behind Guru Nanak Petrol Pump, Opp. PVR Cinemas, Off Andheri - Kurla Road, Prakashwadi, Andheri (East), Mumbai - 400 069	Manish Sawant, Manager - Business Development	T. +91 - 22-42188000 M. +91 – 9773206249 Manish.SAWANT@cotecna.co.in
5	CU Inspections & Certifications India Pvt. Ltd.	22nd & 23rd Floor, B Wing, Arihant Aura, Plot No. 13/1, TTC, Opp.Turbhe Railway Station, Thane Belapur Road, MIDC Side, Navi Mumbai - 400 705	Dilip Ghadigaonkar (Manager - Commodity Inspections)	T +91 22 61294218, M +91 98338 32407, M +91 99200 77791. dghadigaonkar@ controlunion.com
6	Intertek India Private Limited	1st Floor, F-Wing, Tex Center Next to Kamani Oil Mills, Chandivali Farm Rd, Chandivali, Powai, Mumbai, 400072	Dhimant Patel, Senior Manager, Agricultural Services	Phone: 022 4245 0204 Mobile : +91 72030 30069 dhimant.patel@intertek.com

Sr. No.	NABL - Testing Agency Name	Address of Communication	Contact Staff & Designation	Contact details & Email id
1	Ahmedabad Textile Industry's Research Association (ATIRA)	PO - Ambawadi Vistar, Ambawadi, Ahmedabad, Gujarat.- 380 015	Ms. Neeta, (Coordinator – Marketing-Sales)	M +91 09313541439 deepali_dydirector@atira.in; Marketing@atira.in
2	Northern India Textile Research Association (NITRA)	Sector-23, Raj Nagar, Ghaziabad- 201 002 (U.P.)	Dr. Neha Kapil, (Head - Polymer & Technical Textiles)	T +91 0120-2807390-95, nehakapil@nitratextile.org
3	Cotton Association Of India (CAI)	2nd Floor, Cotton Exchange Building, Opp. Cotton Green Railway Station, Cotton Green (East) Mumbai - 400 033	Dr. Pradeep Mandhyan / Mr. Sanket	laboratory.mb@caionline.in, cai@caionline.in +91 8691068976
4	Central Institute for Research on Cotton Technology(CIRCOT)	Adenwala Road, Matunga (E) Mumbai - 400019	Dr. A.S.M.Raja, (Principal Scientist & Head Quality)	Phone: 022-24146002 Mobile. +91 9137582766 director.circot@icar.gov.in
5	The Bombay Textile Research Association (BTRA)	Lal Bahadur Shastri Marg, Ghatkopar (W), Mumbai - 400086	Ms. Snehal Dhamdhere, (Head-Sales & Marketing)	T : 022-62023636-212 mktg@btraindia.com
6	The South India Textile Research Association (SITRA)	13/37, Avinashi Road, Civil Aerodrome Post, Coimbatore - 641014 (TN)	Dr. V. Thanabal (Head - Incharge)	T: 0422 - 4215342, 355 vt@sitra.org.in
7	Cotton Association Of India (CAI)	2nd Floor, Cotton Exchange Building, Opp. Cotton Green Railway Station, Cotton Green (East) Mumbai - 400 033	Dr. Pradeep Mandhyan / Mr. Sanket	laboratory.mb@caionline.in, cai@caionline.in +91 8691068976

After a due examination of international blending standards such as GOTS & Textile Exchange, the blending standards will be introduced in the Kasturi Cotton Bharat program.

In case of any blending with Kasturi Cotton, the maximum blending of other materials allowed should be limited to 49%. Further the end product must not lose its identity as material produced from Kasturi Cotton, subject to verification and validation through the prescribed system of Kasturi Cotton Bharat Transaction Certificates. Protocols for Blending claimed material with non-claimed materials are ready and await approvals for introduction.

Annexure -V

SOP FOR AGENCY SELECTION FOR DEVELOPMENT OF E-PORTAL

6.1.1 Objective:

To ensure transparent, objective, and efficient selection of a Public Sector Undertaking (PSU) for development, operation, and maintenance of the e-Portal under the Mission for Cotton Productivity.

6.1.2 Eligible Agencies:

Only Central/State Government PSUs having proven experience in IT-enabled services, digital platform development, or e-auction systems shall be considered.

6.1.3 Identification of PSUs:

The following PSUs (indicative list) working in the domain of IT services / digital platforms may be considered:

- National Informatics Centre (NIC)
- RailTel Corporation of India Ltd.
- Telecommunications Consultants India Ltd. (TCIL)
- Broadcast Engineering Consultants India Ltd. (BECIL)
- C-DAC (Centre for Development of Advanced Computing)

6.1.4 Mode of Selection:

Selection shall be carried out as per Government of India guidelines for **nomination of PSUs / Government organizations.**

- A **limited tender / quotation-based approach** may be adopted among identified PSUs, wherever required, to ensure competitiveness and value for money.
- Evaluation shall broadly follow **QCBS (Quality-cum-Cost Based Selection) principles**, with higher weightage to technical capability, given the critical nature of the platform.

6.1.5 Selection Criteria (QCBS Framework):

A. Technical Evaluation (Weightage: 70%)

- Experience in development of similar e-platforms / e-auction systems
- Experience in Government projects of similar scale
- Technical capability and infrastructure
- Cybersecurity framework and data protection measures
- Proposed implementation approach and timelines

- Availability of skilled manpower and support systems

B. Financial Evaluation (Weightage: 30%)

- Reasonableness of cost estimates
- Cost efficiency over lifecycle (development + O&M)

6.1.6 Selection Process:

1. Identification of eligible PSUs
2. Issuance of Request for Proposal (RFP) / Request for Quotation (RFQ)
3. Receipt of technical and financial proposals
4. Evaluation based on QCBS criteria
5. Recommendation by PMIC
6. Final approval by Apex Committee

6.1.7 Approval Mechanism:

The final selection of the PSU shall be subject to approval of the **Apex Committee**, based on recommendations of the PMIC.

6.1.8 Award of Work:

Upon approval, a formal agreement/MoU shall be executed with the selected PSU, clearly defining scope of work, deliverables, timelines, Service Level Agreements (SLAs), and payment terms.

6.1.9 Guding Principles:

- Transparency and fairness
- Preference to experienced Government PSUs
- Ensuring data security and platform reliability
- Cost-effectiveness and scalability
- Alignment with overall scheme objectives

Annexure-VI

Farm-Level Kit

Technical Specification:

Objective:

To minimize contamination of seed cotton during manual picking, collection, transportation, and temporary storage at farm level by providing standardized contamination-control materials made from contamination-free cotton fabric and approved picking gloves.

A) Kit Composition recommendations:

The Kit may contain cotton picking apron/bag, cotton collection bag, cotton storage cloth (tarpaulin type), cotton head cover, polyester seamless latex coated gloves or as may be decided by respective state based on local requirements.

B) Cotton Fabric Specification for Picking Bag, Collection Bag, Storage Cloth and Head Cover:

Parameter	**Specification**
Fiber Content	100% Cotton
Fabric Weight	150 GSM - 175GSM
Yarn Count (Warp)	20s - 30s Ne
Yarn Count (Weft)	20s -30s Ne
Weave Type	1×1 Plain Weave
Ends Per Inch (EPI)	60 - 72
Picks Per Inch (PPI)	60 - 72
Fabric Width (Pana)	53 inches minimum
Fabric Color	Natural White/Off White
Fabric Finish	Desized, Scoured, Non-linting
Cover Factor	20.4
Contamination Requirement	Free from synthetic fibers, colored fibers, jute particles, plastic fragments, oil stains and loose yarns
Fabric Strength	Suitable for repeated agricultural use and washing

Quality Requirements:

- Fabric shall not shed fibers during use.
- No loose threads or frayed edges.
- Stitching thread shall be 100% cotton.
- No synthetic labels or decorative materials permitted.
- Fabric shall be washable and reusable for at least one cotton season.

C) Cotton Picking Apron / Picking Bag:

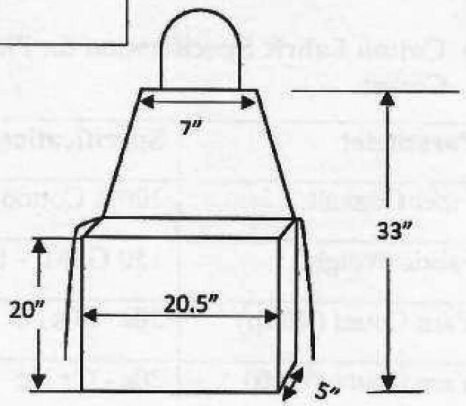
Purpose: To collect seed cotton directly during hand picking while avoiding contact with contaminated clothing.

Dimensions: Based on 53-inch fabric width.

Parameter	Dimension
Fabric Requirement	1.5 m
Finished Width	Approx. 20 in + 20.5 in body panels
Pocket Depth	33 in
Neck Loop Width	7 in
Capacity	3–4 kg seed cotton
Weight	Approximately 350–450 g

Design Features:

- Apron style front-mounted picking bag.
- Adjustable neck and waist straps.
- Reinforced seams at stress points.
- Smooth internal surface.
- Rounded corners for easy emptying.
- Double-stitched seams.

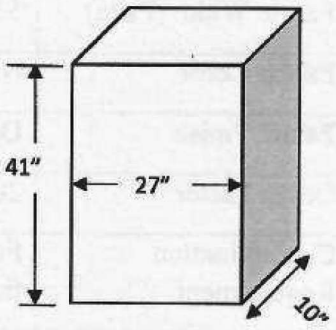


D) Cotton Collection Bag:

Purpose: Transfer of cotton from picker to field collection point.

Dimensions: Using 53-inch fabric width.

Parameter	Dimension
Fabric Requirement	2.0 m
Finished Size	41 in × 27 in
Capacity	35–40 kg seed cotton
Carrying Method	Shoulder or hand carried



Design Features:

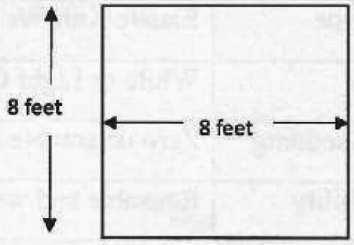
- Cylindrical or rectangular bag.
- Reinforced carrying handles.
- Double-fold hem.
- Lock stitch construction.
- No metal components.

E) Cotton Storage Cloth:

Purpose: Temporary storage of picked cotton in the field without direct contact with soil.

Dimensions:

Parameter	Dimension
Size	8 ft × 8 ft
Area	64 sq. ft
Fabric Weight	150 GSM
Weight of Cloth	Approx. 0.9 kg
Capacity	Approx. 80 kg



Design Features:

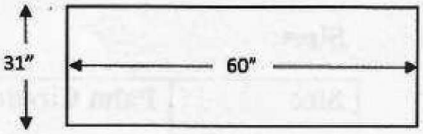
- Four folded and stitched edges.
- Corner reinforcement patches.
- Washable and reusable.
- Free from tears, holes, and lint.

F) Cotton Head Cover:

Purpose: Prevent contamination from hair, dandruff, and external fibers.

Dimensions:

Parameter	Dimension
Fabric Requirement	1.5 m
Finished Size	Universal fit (31 in × 60 in)
Coverage	Full head and hair coverage



Design Features:

- Cap or scarf style.
- Elastic-free cotton tie closure preferred.
- Lightweight and breathable.
- Washable and reusable.

G) Polyester Seamless Latex-Coated Gloves:

Purpose: To prevent contamination from skin contact, sweat, nails, jewelry, and foreign particles during cotton picking.

Specification:

Parameter	Specification
Glove Type	Seamless Knitted Safety Glove
Base Material	100% Polyester Continuous Filament Yarn
Coating Material	Natural Latex Crinkle Finish
Knitting Gauge	13 Gauge or finer
Construction	Seamless Circular Knit

Palm Coating	Full Palm Latex Coated
Back Side	Breathable Open Knit
Cuff Type	Elastic Knit Wrist
Color	White or Light Color Preferred
Fiber Shedding	Zero detectable shedding during use
Washability	Reusable and washable

Performance Requirements:

Parameter	**Requirement**
Abrasion Resistance	EN 388 Level 3 or higher
Grip	High grip in dry and slightly moist conditions
Dexterity	EN 420 Level 5
Tear Resistance	EN 388 Level 2 or higher
Breathability	Good
Comfort for Long Duration Use	Excellent

Sizes:

Size	**Palm Circumference**
Short (S)	178–203 mm
Medium (M)	203–229 mm
Large (L)	229–254 mm



Quality Requirements:

- No loose fibers.
- No exposed latex particles.
- Uniform coating thickness.
- Odor-free.
- Skin-safe and non-irritant.
- Free from silicone and oil contamination.

Annexure-VII

STATE-WISE DISTRIBUTION OF KITS FOR THE YEAR 2026-27

Sl. No.	State	Component-IB		Expected beneficiary number of farmers for the kit	Budget Outlay (₹ Crore)		
		Physical Target under Component–I(B) (Hectare)	Estimated Beneficiary Farmers* (Nos.)		Central Share at the rate of 60% subject to the maximum of Rs.3000	State Share at the rate of (40%)	Total
1	Maharashtra	1,07,125	1,44,764	12,750	3.83	2.55	6.38
2	Madhya Pradesh	29,000	39,189	3,500	1.05	0.70	1.75
3	Telangana	67,840	91,676	8,200	2.46	1.64	4.10
4	Uttar Pradesh	1,000	1,351	100	0.03	0.02	0.05
5	West Bengal	1,600	2,162	200	0.06	0.04	0.10
6	Andhra Pradesh	18,000	24,324	2,200	0.66	0.44	1.10
7	Assam	400	541	50	0.02	0.01	0.03
8	Gujarat	94,450	1,27,635	11,400	3.42	2.28	5.70
9	Haryana	10,000	13,514	1,200	0.36	0.24	0.60
10	Karnataka	33,000	44,595	4,000	1.20	0.80	2.00
11	Odisha	11,590	15,662	1,400	0.42	0.28	0.70
12	Punjab	5,000	6,757	600	0.18	0.12	0.30
13	Rajasthan	16,380	22,135	1,950	0.59	0.39	0.98
14	Tamil Nadu	18,000	24,324	2,450	0.74	0.49	1.23
Total		**4,13,385**	**5,58,628**	**50,000**	**15.00**	**10.00**	**25.00**

***Note:**

1. The distribution of Kits shall be implemented as a convergent intervention under Component–I(B) of the Mission.
2. Allocation of kits among States broadly in proportion to the estimated number of beneficiary farmers under Component–I(B), ensuring alignment with the annual physical targets.
3. The Sub-component shall be benefitting 50,000 farmers in FY 2026-27. Similar distribution aligned with targeted farmers of Component-IB for subsequent years from 2027-28 to 2030-31 subject to an overall estimated coverage of 2,00,000 farmers during the Mission period.

Annexure-VIII

List of existing Cotton Fibre testing Labs in India

Sr. No.	Name of the Organization	Laboratory Location
1	The Cotton Corporation of India Limited	Navi Mumbai
2		Ahmedabad
3		Guntur
4	ICAR-Central Institute for Cotton Research, Nagpur	Nagpur
5	ICAR-CIRCOT, Mumbai	Mumbai
6		Nagpur
7		Sirsa
8		Coimbatore
9		Dharwad
10		Surat
11		Guntur
12	The Bombay Textile Research Association	Mumbai
13	Ahmedabad Textile Industry's Research Association	Ahmedabad
14	Cotton Association of India, Cotton Testing & Research Laboratory	Mumbai
15		Aurangabad
16		Yavatmal
17		Nagpur
18		Jalgaon
19		Ahmedabad
20		Rajkot
21		Bathinda
22		Khargone
23		Adoni
24		Hubli
25		Adilabad
26		Warangal
27		Hyderabad
28	Northern India Textile Research Association (NITRA)	Ghaziabad
29	Textiles Committee	Ahmedabad,
30		Bhubaneshwar
31		Delhi (NCR),
32		Hyderabad,
33		Ludhiana,
34		Indore,
35		Mumbai,
36		Bangalore
37		Coimbatore
38		Guntur
39		Ichalkaranji
40		TTDC-Madurai
41		Jaipur

42		Tirupur
43	The South India Textile Research Association (SITRA)	Coimbatore
44	SITRA Power Loom Service Centre	Coimbatore
45		Rajapalayam
46	PSC	Bengaluru
47		Burhanpur
48		Hyderabad
49		Malegaon
50		Nagpur

ANNEXURE-IX

RFP to be received from Textile Committee



MISSION FOR COTTON PRODUCTIVITY (KAPAS KANTI)

COMPONENT II

(To be implemented by Ministry of Textiles, through CCI)

OPERATIONAL GUIDELINES

SUB-COMPONENT

Contamination Controlled Cotton

(Distribution of Kits under Centrally Sponsored Scheme)

Ministry of Textiles

Government of India

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3)	Objectives	3
4)	Strategy	4
5)	Implementation Mechanism	4-5
6)	Roles & Responsibilities	5-6
7)	Monitoring, Reporting and Evaluation	6
8)	Approval and Implementation	6
9)	Convergence with Other Schemes	7
10)	Interventions under Contamination Controlled Cotton	7
11)	Technical Specification of Farm-Level Cotton Kit (Annexure-I)	8-11
12)	State-Wise Distribution of Kits for the Year 2026-27 (Annexure-II)	12

1. Introduction

Cotton is one of the most important commercial crops of India and plays a vital role in the textile value chain. Contamination in cotton adversely affects fibre quality, reduces market value, impacts spinning efficiency, and affects the branding and competitiveness of Indian cotton in domestic and international markets.

The Government of India launched MCP with an outlay of ₹5,659.22 crore, aligned with the 5F vision (Farm to Fibre to Factory to Fashion to Foreign), comprising three components with distinct objectives. Of the total outlay, ₹1,000 crore has been allocated to **Component II**, which is being implemented by the Ministry of Textiles through the Cotton Corporation of India Ltd. (CCI).

Component II: Quality Improvement and Branding

- Component-II is focusing on promotion of production of high quality, trash controlled bales through Output-Based Support; Augmentation of Kasturi Cotton Bharat and Contamination controlled Cotton, branding of Kasturi Cotton Bharat in domestic and international markets, facilitating market linkages through a transparent e-auction portal, strengthening testing and certification systems, scientific assessment of demand and supply of cotton and promoting the start-ups and innovation in cotton textile value-chain, capacity building of Ginning and Pressing factory workers and Promotion of Cotton Waste Recycling.
- Out of all the Sub-Components, one of the Sub-Component "Contamination Controlled Cotton" is a Centrally Sponsored Scheme with financial assistance shared between the Central Government and State Governments in the ratio of 60:40, respectively.

2. Rationale for Contamination Controlled Cotton:

The sub-component aims to reduce contamination in seed cotton arising during harvesting, on-farm storage, handling, transportation, marketing and other related operations through the distribution of kits and awareness generation among cotton farmers.

The sub-component focuses on promoting contamination-free picking, handling, storage, and transportation practices among cotton farmers through distribution of contamination control kits and capacity building activities.

3. Objectives

The objectives of the Contamination Controlled Cotton sub-component are:

- To reduce contamination in seed cotton caused during harvesting, storage, handling, transportation and its marketing.
- To promote contamination-free cotton picking and storage practices among cotton farmers.
- To improve the quality and marketability of Indian cotton.
- To create awareness among cotton farmers on proper contamination control practices, thereby improving cotton quality and enhancing farmer's income.
- To strengthen the supply chain for contamination-free cotton under the Mission.

4. Strategy

- The sub-component would focus on distribution of kits to eligible cotton farmers with a view to improve cotton quality and enhance farmer's income.
- Convergence shall be ensured with Component-I (B) of the Mission, as well as farmers from Kasturi Cotton Villages/Clusters.
- State Governments shall ensure equitable and need-based distribution of kits.
- Farmers shall be trained on proper usage of kits and contamination-free practices.
- States shall undertake awareness and capacity-building activities for contamination reduction.

5. Implementation Mechanism

5.1 Coordinating Ministry

Coordinating Ministry, **Ministry of Textiles.**

5.2 Scheme Type

A farmer would be provided with a maximum support of Rs.3000 (Central Share) per farmer; thereby benefitting at least 2 lakh cotton farmers.

States to include the sub-component "Contamination Controlled Cotton" under Component I(B) while preparing and submitting their **Annual Action Plans**, along with the requisite financial provisions for its effective implementation.

5.3 Duration & Budget Outlay

5.3.1 Duration

The sub-component shall be implemented over a period of five years from FY 2026–27 to FY 2030–31.

5.3.2 Budget Outlay

S.No.	Sub-Component	2026-27 (Cr)	2027-28(Cr)	2028-29(Cr)	2029-30(Cr)	2030-31(Cr)	Total (Cr)
1	Kits	25.00	25.00	25.00	25.00	0.00	100.00

- A farmer would be provided with a maximum of five kits; thereby benefitting at least 2 lakh cotton farmers during the period from 2026-27 to 2029-30.

5.3.3 Number of Farmers to be benefitted:

- Estimated number of farmers to be benefitted during the Mission period: 2.00 lakh.
- Estimated number of farmers to be benefitted annually: 50,000.
- Distribution of kits to 50,000 farmers shall be made broadly in proportion to the farmer coverage approved under Component-I (B) being implemented by Ministry of Agriculture & Farmers Welfare.

5.4 Criteria for Selection of Beneficiaries

- About 2 lakh cotton farmers would be supported under this sub-component.
- Beneficiary farmers shall be selected by the respective State Governments from among the farmers covered under Component IB of the Mission, being implemented by the Ministry of Agriculture & Farmers Welfare, in the following order of priority:

<table>
<tr><td rowspan="5">A.</td><td rowspan="5">*In accordance with the Government of India guidelines on the Special Component Plan (SCP) and Tribal Sub-Plan (TSP), funds shall be earmarked for SC and ST beneficiaries. States/UTs may, however, allocate funds to SC/ST farmers in proportion to their population. Beneficiary-wise data shall be maintained by the States/UTs for reporting purposes. Maintain separate beneficiary records for SC and ST categories.</td><td>Category</td><td>Allocation (%)</td></tr>
<tr><td>Scheduled Castes (SC)</td><td>16%</td></tr>
<tr><td>Scheduled Tribes (ST)</td><td>8%</td></tr>
<tr><td>Others</td><td>76%</td></tr>
<tr><td>Total</td><td>100%</td></tr>
<tr><td>B.</td><td colspan="3">Small and marginal farmers, including women farmers, having landholding upto 2 hectares.</td></tr>
<tr><td>C.</td><td colspan="3">Farmers from Kasturi Villages, to the extent feasible.</td></tr>
<tr><td>D.</td><td colspan="3">Forest Rights Act (FRA) Patta Holders, subject to fulfillment of other eligibility conditions under the Mission.</td></tr>
</table>

***** Category-wise allocation follows the provisions prescribed under the Operational Guidelines of Component IB of Kapas Kanti.

5.5 Kit Composition Recommendations

- The recommended composition and dimensions of the Kit mentioned at **Annexure-I**.
- The kits may also include protective gears developed for cotton farmers under the **National Technical Textile Mission (NTTM),** as may be decided in due course.

5.6 Procurement Mechanism

- Procurement of kits shall be undertaken by the respective State Governments in a transparent manner.
- States shall ensure timely placement of procurement orders aligned with the cotton harvesting season.

5.7 Distribution Mechanism

- The kits will be distributed directly to the cotton farmers.
- Distribution of kits shall be carried out through State Agriculture Departments or any other authorized agencies appointed by the respective State.
- Proper records of beneficiaries, landholding, and kits distributed shall be maintained.

6. Roles & Responsibilities

6.1 Cotton Corporation of India (CCI)

- Release of Central Share (60%) as per the decisions of PMIC approved by Apex Committee.
- Monitoring progress through PMIC.

- Consolidation of utilization reports and submission to PMIC.

6.2 State Governments

- Release of State Share (40%) in a timely manner.
- Procurement and distribution of kits as per approved specifications.
- Maintenance of beneficiary database.
- Submission of progress reports.
- Conduct awareness campaigns at district/block level.
- Digital maintenance of beneficiary records, distribution tracking and avoidance of duplication of benefits under convergent schemes.

7. Monitoring, Reporting and Evaluation

The implementation of the sub-component "Contamination Controlled Cotton" shall be monitored through the existing monitoring, reporting and evaluation framework prescribed under Component I(B) of the Mission, being implemented by Ministry of Agriculture & Farmers Welfare.

At the District, State/UT and National levels, monitoring and reporting shall be undertaken through the respective committees constituted under the Mission. Physical and financial progress shall be reviewed periodically by the concerned authorities.

In addition, the Project Monitoring & Implementation Committee (PMIC) and Apex Committee constituted by the Ministry of Textiles shall periodically review the implementation of the sub-component and provide necessary guidance.

7.1 Field Monitoring

States shall undertake regular field monitoring through designated officials and submit reports to PMIC.

7.2 Feedback Mechanism

Feedback from farmers shall be collected to improve kit design and effectiveness.

8. Approval and Implementation

- The State-wise annual outlay and targets are given at **Annexure-II.**
- The States shall incorporate the activities and financial requirements relating to distribution of Kits under this sub-component in their Annual Action Plans (AAPs) prepared under Component-I(B) of the Mission for Cotton Productivity.
- Based on the approved AAP and annual allocation, release of Central Share shall be made by CCI/MoT in accordance with the extant Government Rules, Guidelines and Financial Norms etc.

9. Convergence with other Schemes

Convergence with the following schemes/programmes may be undertaken wherever feasible:

- Component–IB of Mission for Cotton Productivity.
- Kasturi Cotton Bharat initiatives.
- National Technical Textile Mission (NTTM).
- Other Central/State Government schemes related to cotton quality improvement and farmer welfare.

10. Interventions under Contamination Controlled Cotton

The key interventions under the sub-component include:

10.1 Distribution of Kits

Distribution of kits to eligible cotton farmers for reducing contamination during harvesting, storage, and handling of cotton.

10.2 Awareness and Capacity Building

Awareness and capacity-building programs shall be organized to educate farmers regarding:

- Contamination-free cotton picking practices.
- Proper storage and handling methods.
- Usage of kits.
- Reduction of plastic contamination in cotton.

****

Annexure-I

Farm-Level Kit

Technical Specification:

Objective:

To minimize contamination of seed cotton during manual picking, collection, transportation, and temporary storage at farm level by providing standardized contamination-control materials made from contamination-free cotton fabric and approved picking gloves.

A) Kit Composition recommendations:

The Kit may contain cotton picking apron/bag, cotton collection bag, cotton storage cloth (tarpaulin type), cotton head cover, polyester seamless latex coated gloves or as may be decided by respective state based on local requirements.

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Ends Per Inch (EPI)	60 - 72
Picks Per Inch (PPI)	60 - 72
Fabric Width (Pana)	53 inches minimum
Fabric Color	Natural White/Off White
Fabric Finish	Desized, Scoured, Non-linting
Cover Factor	20.4
Contamination Requirement	Free from synthetic fibers, colored fibers, jute particles, plastic fragments, oil stains and loose yarns
Fabric Strength	Suitable for repeated agricultural use and washing

Quality Requirements:

- Fabric shall not shed fibers during use.
- No loose threads or frayed edges.
- Stitching thread shall be 100% cotton.
- No synthetic labels or decorative materials permitted.
- Fabric shall be washable and reusable for at least one cotton season.

C) Cotton Picking Apron / Picking Bag:

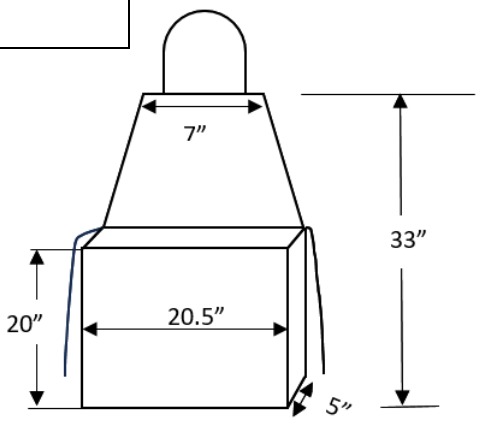
Purpose: To collect seed cotton directly during hand picking while avoiding contact with contaminated clothing.

Dimensions: Based on 53-inch fabric width.

Parameter	Dimension
Fabric Requirement	1.5 m
Finished Width	Approx. 20 in + 20.5 in body panels
Pocket Depth	33 in
Neck Loop Width	7 in
Capacity	3–4 kg seed cotton
Weight	Approximately 350–450 g

Design Features:

- Apron style front-mounted picking bag.
- Adjustable neck and waist straps.
- Reinforced seams at stress points.
- Smooth internal surface.
- Rounded corners for easy emptying.
- Double-stitched seams.

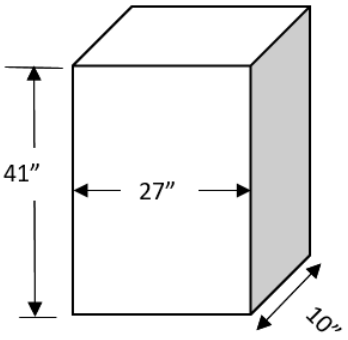


D) Cotton Collection Bag:

Purpose: Transfer of cotton from picker to field collection point.

Dimensions: Using 53-inch fabric width.

Parameter	Dimension
Fabric Requirement	2.0 m
Finished Size	41 in × 27 in
Capacity	35–40 kg seed cotton
Carrying Method	Shoulder or hand carried



Design Features:

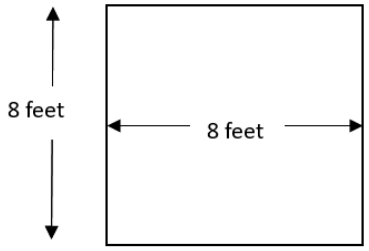
- Cylindrical or rectangular bag.
- Reinforced carrying handles.
- Double-fold hem.
- Lock stitch construction.
- No metal components.

E) Cotton Storage Cloth:

Purpose: Temporary storage of picked cotton in the field without direct contact with soil.

Dimensions:

Parameter	Dimension
Size	8 ft × 8 ft
Area	64 sq. ft
Fabric Weight	150 GSM
Weight of Cloth	Approx. 0.9 kg
Capacity	Approx. 80 kg



Design Features:

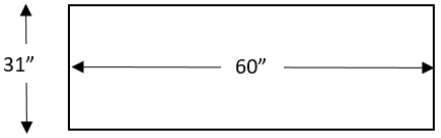
- Four folded and stitched edges.
- Corner reinforcement patches.
- Washable and reusable.
- Free from tears, holes, and lint.

F) Cotton Head Cover:

Purpose: Prevent contamination from hair, dandruff, and external fibers.

Dimensions:

Parameter	Dimension
Fabric Requirement	1.5 m
Finished Size	Universal fit (31 in × 60 in)
Coverage	Full head and hair coverage



Design Features:

- Cap or scarf style.
- Elastic-free cotton tie closure preferred.
- Lightweight and breathable.
- Washable and reusable.

G) Polyester Seamless Latex-Coated Gloves:

Purpose: To prevent contamination from skin contact, sweat, nails, jewelry, and foreign particles during cotton picking.

Specification:

Parameter	Specification
Glove Type	Seamless Knitted Safety Glove
Base Material	100% Polyester Continuous Filament Yarn
Coating Material	Natural Latex Crinkle Finish

Knitting Gauge	13 Gauge or finer
Construction	Seamless Circular Knit
Palm Coating	Full Palm Latex Coated
Back Side	Breathable Open Knit
Cuff Type	Elastic Knit Wrist
Color	White or Light Color Preferred
Fiber Shedding	Zero detectable shedding during use
Washability	Reusable and washable

Performance Requirements:

Parameter	**Requirement**
Abrasion Resistance	EN 388 Level 3 or higher
Grip	High grip in dry and slightly moist conditions
Dexterity	EN 420 Level 5
Tear Resistance	EN 388 Level 2 or higher
Breathability	Good
Comfort for Long Duration Use	Excellent

Sizes:

Size	**Palm Circumference**
Short (S)	178–203 mm
Medium (M)	203–229 mm
Large (L)	229–254 mm



Quality Requirements:

- No loose fibers.
- No exposed latex particles.
- Uniform coating thickness.
- Odor-free.
- Skin-safe and non-irritant.
- Free from silicone and oil contamination.

Annexure-II

STATE-WISE DISTRIBUTION OF KITS FOR THE YEAR 2026-27

Sl. No.	State	Component-IB		Expected beneficiary number of farmers for the kit	Budget Outlay (₹ Crore)		
		Physical Target under Component–I(B) (Hectare)	Estimated Beneficiary Farmers* (Nos.)		Central Share at the rate of 60% subject to the maximum of Rs.3000	State Share at the rate of (40%)	Total
1	Maharashtra	1,07,125	1,44,764	12,750	3.83	2.55	6.38
2	Madhya Pradesh	29,000	39,189	3,500	1.05	0.70	1.75
3	Telangana	67,840	91,676	8,200	2.46	1.64	4.10
4	Uttar Pradesh	1,000	1,351	100	0.03	0.02	0.05
5	West Bengal	1,600	2,162	200	0.06	0.04	0.10
6	Andhra Pradesh	18,000	24,324	2,200	0.66	0.44	1.10
7	Assam	400	541	50	0.02	0.01	0.03
8	Gujarat	94,450	1,27,635	11,400	3.42	2.28	5.70
9	Haryana	10,000	13,514	1,200	0.36	0.24	0.60
10	Karnataka	33,000	44,595	4,000	1.20	0.80	2.00
11	Odisha	11,590	15,662	1,400	0.42	0.28	0.70
12	Punjab	5,000	6,757	600	0.18	0.12	0.30
13	Rajasthan	16,380	22,135	1,950	0.59	0.39	0.98
14	Tamil Nadu	18,000	24,324	2,450	0.74	0.49	1.23
Total		**4,13,385**	**5,58,628**	**50,000**	**15.00**	**10.00**	**25.00**

***Note:**

1. The distribution of Kits shall be implemented as a convergent intervention under Component–I(B) of the Mission.
2. Allocation of kits among States broadly in proportion to the estimated number of beneficiary farmers under Component–I(B), ensuring alignment with the annual physical targets.
3. The Sub-component shall be benefitting 50,000 farmers in FY 2026-27. Similar distribution aligned with targeted farmers of Component-IB for subsequent years from 2027-28 to 2030-31 subject to an overall estimated coverage of 2,00,000 farmers during the Mission period.

Component III (New-Age Fibre)

Guidelines for New Age Fibre (NAF) for Development of Ecosystem of New Age Fibres Through Hybrid National Innovation Model.

Chapter 1

Preamble

1.1 The Government of India recognizes that sustainable and emerging natural fibres, hereinafter referred to as **New Age Fibres**, possess significant potential for contributing towards sustainable industrial development, rural livelihood generation, green manufacturing, import substitution and export competitiveness in the textile and allied sectors.

1.2 New Age Fibres including **Flax, Hemp, Banana, Pineapple Leaf Fibre (PALF), Bamboo, Milkweed, Ramie, Sisal, Kapok and Nettle** represent emerging strategic resources capable of supporting India's transition towards environmentally sustainable manufacturing systems.

1.3 Considering the diverse techno-commercial maturity levels, different cultivation ecosystems, extraction challenges, processing requirements, machinery gaps and varying market demand associated with each fibre.

1.4 Accordingly, the Ministry of Textiles proposes Component-III, a project-based funding architecture under **New Age Fibre (NAF)** through a hybrid national innovation model for development of sustainable fibre ecosystems.

Chapter 2

Background and Rationale

2.1 Background

New Age Fibres (NAFs) represent an emerging category of sustainable natural fibres with significant potential to support environmentally responsible industrial development, promote circular economy principles, enhance rural livelihoods, and reduce dependence on conventional synthetic and resource-intensive fibres. These fibres offer opportunities for diversified applications across textiles, technical textiles, composites, packaging, automotive components, construction materials, and other value-added sectors. Despite their potential, the NAF sector in India remains at a nascent stage, with varying levels of technological maturity, commercial readiness, and market development across different fibre types.

Unlike conventional fibre sectors, the value chains of identified New Age Fibres are fragmented, with significant disparities in cultivation practices, primary processing, technology availability, industrial adoption, and market linkages. Consequently, each

fibre requires customized interventions based on its stage of ecosystem development and commercial maturity.

2.2 Ecosystem Gaps and Challenges

The major challenges affecting the development and commercialization of New Age Fibres include:

- Limited cultivation ecosystem and inadequate availability of quality planting material;
- Lack of standardized agronomic practices and certified planting material;
- Absence of indigenous fibre extraction and primary processing technologies;
- Limited processing and value-addition infrastructure;
- Dependence on imported machinery and equipment;
- Absence of indigenous machinery manufacturers and automation ecosystem;
- Weak aggregation, logistics, and supply chain systems;
- Limited market awareness, buyer ecosystem, and industry acceptance;
- Inadequate commercialization pathways and weak industry participation in scaling technologies.

The nature and magnitude of these gaps differ considerably across fibre types. While certain fibres may primarily require interventions in cultivation and primary processing, others may require support for technology development, processing infrastructure, market creation, or commercialization. Therefore, the developmental needs are highly fibre-specific rather than uniform across the sector.

2.3 Rationale for Project-Based and Cluster-Driven Approach

Considering the diverse stages of development and varying ecosystem gaps across New Age Fibres, a uniform scheme-based funding architecture may not effectively address sector-specific challenges and may result in sub-optimal utilization of public resources.

Accordingly, Government support shall be provided through project-specific interventions designed to address identified gaps across the entire value chain of individual fibres. The project-based approach will enable tailored solutions encompassing cultivation, technology development, fibre extraction, processing, value addition, machinery development, skill development, market linkages, and commercialization, depending on the specific requirements of each fibre ecosystem.

Further, a cluster-driven approach shall be adopted to facilitate the integrated development of geographically suitable regions where cultivation, processing infrastructure, research institutions, industry partners, startups, farmer groups, and market stakeholders can be brought together. The cluster approach will promote economies of scale, improve supply chain efficiency, strengthen industry participation,

encourage technology adoption, and create sustainable fibre ecosystems capable of supporting long-term commercialization and employment generation.

This approach will enable targeted investments, foster innovation through industry-academia collaboration, optimize resource utilization, and accelerate the development of commercially viable and globally competitive New Age Fibre value chains in India.

Chapter 3

Objectives

The support system shall aim to:

- Promote cultivation and raw material availability
- Develop indigenous fibre extraction technologies
- Support machinery development and reverse engineering
- Build decentralized rural processing ecosystems
- Promote innovation, startups and incubation support
- Develop product commercialization pathways
- Enhance export competitiveness of fibre-based products
- Reduce import dependence in machinery and raw material ecosystems
- Promote blending of New Age Fibres.

Chapter 4

Guiding principles

The schemes shall operate on the following principles:

4.1. Industry-driven and market-linked implementation architecture.

4.2. Fibre-specific and value-chain intervention approach.

4.3. Project-based support with milestone-based disbursement linked to achievement of approved project deliverables and outcomes.

4.4. Technology and innovation-led ecosystem development.

4.5. Participation of technical institutions wherever required by the industry.

4.6. Commercial viability as mandatory evaluation parameter.

4.7. Promotion of indigenous technology and machinery development.

Chapter 5

Project Structure

The New Age Fibre Mission shall be implemented through 10 (at least 1 project for each) to 30 (approx..) major projects developed across the identified New Age Fibres.

Each major project shall address one or more critical gaps within the fibre ecosystem and may comprise several fibre-specific and value chain-based sub-components/ projects covering cultivation, primary processing, technology development, machinery, value addition, commercialization, market development, skill development and other interventions, as applicable.

Financial assistance under the four Strategic Intervention Windows shall be provided to these major projects depending upon the approved project components. ***Four strategic intervention windows***

5.0 Flexibility in Eligible Activities

The eligible activities indicated under the Strategic Intervention Windows are illustrative and not exhaustive. Depending upon the specific requirements of the identified New Age Fibre, value chain gaps, technological maturity, commercial potential and project objectives, additional activities may be considered by the Project Evaluation and Monitoring Committee (PEMC) and approved by the Apex Committee, provided such activities are consistent with the objectives of the New Age Fibre Mission.

5.1. Krishi Sutra (A Scheme for Utilizing Technology and Research in Agronomy)

Objective

Development of cultivation ecosystem and strengthening upstream raw material availability through the engagement of Nodal Institutes/ extension centres of CoEs (ICAR – CRIJAF, Other ICAR / CSIR Institutes or Agri Universities, Textile Institutes, etc.) for development of SoP on New Age Fibres and ensuring availability of seeds, planting materials and other required resources for cultivation.

Indicative Eligible activities

- Planting material multiplication
- Agronomy package development
- Demonstration plots
- Farmer training
- Cultivation mechanization
- Crop economics studies
- Fibre pricing studies
- Extension activities

5.2. Gram Setu (Scheme for Extending Technological Upgradation)

Objective

Creation of decentralized rural infrastructure and primary fibre ecosystem.

Indicative Eligible activities

- Village collection centres
- Aggregation infrastructure

- Fibre extraction hubs
- Rural processing centres
- Cluster development
- Training & Skill upgradation
- Supply chain development
- Supplier reporting tools & self-assessment including traceability
- Storage infrastructure
- Biomass utilization infrastructure

5.3. *Infinity (Innovation Framework for New Age Fibre Technology and Yield)*

Objective

Promotion of deep-tech innovation and indigenous technology development.

Indicative Eligible activities

- Basic research
- Seed development
- Applied research
- Machinery development
- Reverse engineering
- Prototype development
- Automation systems
- AI-based process development
- Indigenous decorticator development
- Startup incubation
- Studies on Compliances
- Intellectual property support
- Vendor ecosystem development

5.4. *GMPS (Global Market Promotion Support)*

Objective

Commercialization and global market development of New Age Fibre products.

Indicative Eligible activities

- Branding support
- Standards development
- Buyer linkage
- International exhibitions
- Trade promotion
- Export facilitation
- Product commercialization
- Promotional campaigns
- Digital market development

The above indicative eligible activities under 5.1-5.4 are illustrative and not exhaustive. Additional activities relating to cultivation, agronomy, planting material, mechanization, farmer capacity building or other upstream interventions may be supported based on fibre-specific requirements and approval of the competent authority.

5.5. Financial Outlay

	MM-III Components	**Financial Targets (₹crore)**					**Total cost (₹crore)**
		2026-27	**2027-28**	**2028-29**	**2029-30**	**2030-31**	
I	KRISHI-SUTRA- A Scheme for Utilising Technology and Research in Agronomy	6.7	4.705	5.205	4.1	1.59	**22.3**
II	GRAM-SETU (Infrastructure for Local Growth) – A scheme for extending technological upgradation to the decentralised sectors	23.375	32.975	33.375	36.375		**126.1**
III	INFINITY- Scheme for Innovation Framework for New Age Fibre Technology and Yield	8.4	14.6	15.6	17.4		**56**
IV	GMPS - Global Marketing and Promotion Scheme of New Age Fibre Blends	7.05	20.65	31.65	33.25		**92.6**
V	Administrative/ Miscellaneous	0.75	0.75	0.75	0.75	0	**3**
Total		**46.275**	**73.68**	**86.58**	**91.875**	**1.59**	**300**

Chapter 6

Eligible entities

The following entities shall be eligible:

- Private industry
- MSMEs
- Startups
- Farmer producer organizations / companies (FPOs & FPCs)
- Textile research associations
- Universities (Government & Pvt)
- Engineering institutions (Government & Pvt)
- Technical institutions (Government & Pvt)
- Research organizations (Government & Pvt)

Chapter 7

Eligibility and Selection criteria

7.1. Other than basic research activities and the Nodal Institutes/extension centres under CoEs engaged in SoP / agronomy package development as mentioned in 5.1, funding shall not be provided to standalone applicants.

7.2. Every project proposal must mandatorily include consortium participation.

The consortium should include a combination of one or more among the following categories of legal entities where one must be a Private Industry /MSME /Startup. The entities should have minimum 2 years operational history requirement. Startups are exempted from this requirement of the operational history.

- Registered Company
- LLP
- MSME
- DPIIT Recognized Startup
- Registered FPO/ FPC
- Cooperative Society
- Research Institution
- Textile Research Association
- University
- Engineering Institution

7.3. All applicants shall undergo mandatory Pre-Qualification Screening prior to entering the formal project approval process

7.4. The consortium shall ensure technical feasibility, commercial accountability and execution capability.

Basic Legal Eligibility Conditions

Applicants shall belong to one of the legally recognized entities along with the eligibility mentioned in section 7.2.

Minimum Financial Eligibility

Applicants must demonstrate financial capacity proportional to project size. Startups are exempted from this requirement of Financial Eligibility.

Project Size	Minimum Net Worth Requirement
Up to ₹50 lakh	No minimum
> ₹50 lakh	Minimum 20% of project cost

Projects failing financial capacity requirements shall not qualify.

Economic Viability Requirement

Projects above ₹2 crore shall submit economic viability assessment.

Assessment shall include:

- Production economics
- Expected revenue
- Break-even period
- Operating cost
- Commercialization strategy

Chapter 8

8.1. Project Approval Process

The process of Project Approval shall undergo Two stage application architecture

Stage I

Concept note and Detailed DPR submission

Project proposals shall be submitted as Major Projects, each comprising one or more fibre-specific sub-components addressing identified ecosystem gaps under the relevant Strategic Intervention Window(s) Applicants shall submit preliminary concept note covering:

- Fibre selected
- Problem statement
- Ecosystem gap
- Proposed intervention
- Applicable intervention window

- Estimated project cost
- Preliminary market opportunity

And DPR covering

- Technical proposal
- Machinery design
- Process flow
- Technology readiness level
- Financial requirement
- Commercial viability
- Buyer ecosystem
- Market demand
- Milestone plan
- Risk assessment

After submission of the requisite proposal, the Project Evaluation and Monitoring committee will evaluate and undertake the Pre-qualification Screening followed by forwarding the proposal for Stage II.

Stage II

Apex committee approval

Projects recommended after technical evaluation shall be placed before the Apex committee.

Purpose:

Final approval and sanction.

Chapter 9

The following committees would be constituted under the NAFM MM-III

9.1. Apex Committee

Composition

The Apex Committee shall comprise:

- Secretary, Ministry of Textiles – Chairperson
- Joint Secretary (Fibre), Ministry of Textiles
- Jute Commissioner
- Director / DS (Fibre), MoT
- Secretary, National Jute Board – Convenor
- Financial Representative, Ministry of Textiles
- Technical Experts from IITs, Centres of Excellence (CoEs), or other reputed institutions

- Technical Head, NJB / Marketing Head, NJB /Mission Management Team, NJB

Terms of Reference

The Apex Committee shall be the final approving authority under the New Age Fibre Mission. The Committee shall:

- Examine the project proposals recommended by the PEMC.
- Approve or reject project proposals for financial assistance under the Mission.
- Accord sanction for release of funds for approved projects.
- Review the progress of approved projects based on the recommendations of the PEMC.
- Provide overall policy guidance and strategic oversight for effective implementation of the schemes under New Age Fibre Mission.
- Periodically review the overall physical and financial progress of the Mission and issue necessary directions for its effective implementation.
- As deemed necessary, relax, amend, delete, or modify any provision of these guidelines on the recommendations of PEMC, to ensure effective and smooth implementation of various sub-components.

9.2. Project Evaluation and Monitoring Committee (PEMC)

Composition

The Project Evaluation and Monitoring Committee (PEMC) shall comprise:

- Joint Secretary (Fibre) / Jute Commissioner – Chairperson
- Secretary, National Jute Board (NJB)
- Director/DS (Fibre), Ministry of Textiles
- Representative from Textile Commissioner
- Technical Experts from (CoEs / IITs / NITs/ ICAR-NINFET, Agricultural University) and other domain experts as required
- NJB (Technical Head/ Marketing Head/ Mission Management team)

Terms of Reference

The Project Evaluation and Monitoring Committee (PEMC) shall be responsible for the technical appraisal and monitoring of projects under the New Age Fibre Mission. The Committee shall:

- Scrutinize and evaluate project proposals received under the Mission.

- Assess the technical merit, feasibility, relevance, and expected outcomes of the proposals.
- Recommend modifications or seek additional information from the applicant, wherever necessary.
- Reject proposals that do not meet the objectives or eligibility criteria of the Mission.
- Recommend suitable project proposals to the Apex Committee for approval and release of funds.
- Periodically review the technical and financial progress of approved projects.
- Recommend continuation, release of subsequent instalments, restructuring, extension, or closure of projects based on the progress achieved.
- Recommend release of subsequent instalments based on milestone achievement, utilization of previous releases and overall project progress in accordance with the Fund Release Mechanism prescribed under these Guidelines.
- Recommend, may as deemed necessary to relax, amend, delete, or modify any provision of these guidelines to the Apex Committee.

9.3. Meeting Frequency

- *Project Evaluation and Monitoring Committee (PEMC):* Shall meet as often as necessary, preferably once every quarter or more frequently depending upon the number of proposals and project review requirements.
- *Apex Committee:* Shall meet at least twice in a financial year or as and when required for project approvals and strategic review.

Chapter 10.

10.1. Technical evaluation framework

Technical evaluation may be undertaken by reputed institutions including:

- IITs/ IISC/ NITs/ IIMs
- CSIR laboratories
- Engineering Colleges
- Textile Research Associations
- Independent Industry Experts
- Professional agencies

Evaluation parameters:

Parameters	Weightage (%)
Technical Innovation (Technological potential for mechanization and Improvement in Agronomy, cultivation and Fibre Extraction, Processing,	40

Value-addition of Fibres, Resource efficiency, Product development)	
Impact on Farmers (Farmer's Income, reduced drudgery, rural development & Training)	20
Commercial viability (Commercialization potential, Market Demand, Scalability, Export Potential)	40

Commercial Readiness Requirement

All applicants shall demonstrate commercial viability.

Applicant shall provide at least one of the following options:

- **Option A – Buyer Commitment**
  - Letter of Intent from buyer OR
  - Purchase commitment document
- **Option B – Demand Evidence**
  - Import dependency data OR
  - Existing domestic market demand evidence
- **Option C – Commercialization Pathway**
  - Identified route to market OR
  - Identified industrial application

Projects lacking commercial viability shall not qualify.

Technology Readiness Level Requirement

Technology intensive projects under INFINITY shall meet minimum TRL requirement.

Minimum requirement: TRL 2 or above

Purely speculative concepts shall not be eligible.

Machinery Development Eligibility

Projects involving machinery development shall submit:

- Engineering Drawings
- Component Architecture
- Prototype Development Plan
- Vendor Sourcing Plan
- Indigenous Manufacturing Roadmap
- Technology Gap Assessment

Generic proposals without engineering preparedness shall be rejected.

Economic Viability Requirement

Projects above ₹2 crore shall submit economic viability assessment.

Assessment shall include:

- Production Economics
- Expected Revenue
- Break-Even Period
- Operating Cost
- Commercialization Strategy

Research Project Filter

NJB shall not support purely academic research.

Research projects shall qualify only if:

- Prototype Development included OR
- Commercialization Pathway identified OR
- Industrial Partner actively participating

Publication-oriented research shall not be eligible.

10.2. Project Risk Assessment Framework

Each application other than basic and applied research after Technical Evaluation shall undergo risk evaluation by the above-mentioned Institutions under 9.1 as per below.

Parameter	**Marks**
Technical Risk	20
Financial Risk	20
Market Risk	20
Execution Risk	20
Supply Chain Risk	20

High risk projects may be rejected.

Chapter 11

11.1. Funding architecture

Proposed Funding Ceiling with Project Categories and Caps

It is proposed that Government assistance under NAFM shall be limited to a maximum of 75% of eligible project cost, subject to an upper ceiling of ₹10 crore per end-to-end ecosystem development project.

In exceptional cases involving strategic national importance, indigenous machinery development, import substitution, or large-scale multi-stakeholder ecosystem creation, assistance beyond ₹10 crore and up to ₹15 crore may be considered only with specific approval of the Apex Committee, subject to recorded justification and availability of funds.

Proposed Project Categories and Caps

Project Category	Nature of Project	Maximum Government Support
Category A	Feasibility studies, SoP development, pilot cultivation, market studies, fibre economics	Up to ₹50 lakh
Category B	Cluster infrastructure, aggregation, extraction units, small CFCs, rural primary processing	Up to ₹2 crore
Category C	Machinery development, reverse engineering, prototype development and pilot validation	Up to ₹5 crore
Category D	End-to-end ecosystem development covering cultivation, extraction, processing and market linkage	Up to ₹10 crore
Category E	Strategic national projects involving high import substitution, indigenous machinery or multi-state ecosystem creation	Up to ₹15 crore with Apex Committee approval

- No project shall be approved in a manner that results in disproportionate concentration of Mission funds in favour of a single entity, fibre or geography.
- Projects may receive blended support across multiple intervention windows.

Example:

Flax machinery project

  - Infinity → reverse engineering
  - Gram Setu → pilot extraction cluster
  - GMPS → commercialization support

- No fixed subsidy norms shall apply uniformly.
- Release of the Government of India share shall be governed by the Fund Release Mechanism prescribed under Chapter 13.
- Funding quantum shall depend upon:
  - Technical merit
  - Commercial viability
  - National impact
  - Ecosystem development requirement

Chapter 12

Online Project Submission and Process Flow

The Lead Applicant will submit the initial required documents like POI, POA and other minimum eligible criteria as mentioned above (chapter 7) through NJB MIS portal. A unique ID will be generated against the applicant after the preliminary scrutiny by the system. Thereafter applicant will be able to submit the concept note and DPR through online.

Chapter 13

Fund release mechanism

- Funds shall be released by NJB to the beneficiaries in milestone basis as per guidelines/terms as may be specified from time to time on the basis of the achievement of approved milestones, submission of prescribed documents, and recommendations of the Project Evaluation and Monitoring Committee (PEMC).
- The final instalment shall not exceed 20% of the approved Government of India assistance and shall be released only after satisfactory completion of project activities and acceptance of the final project deliverables.

Indicative structure:

Instalment	Maximum Release	Basis
1st	As approved	Project sanction and fulfilment of pre-release conditions
2nd	As approved	Achievement of agreed milestones and utilization of previous instalment
3rd	As approved	Satisfactory physical and financial progress
4th (Final)	Maximum 20%	Completion of project, submission of Ucs, final report and acceptance of deliverables

- No advance bulk release shall be permitted.
- The beneficiary units shall:
    - Maintain separate accounts for the scheme funds
    - Ensure utilization of funds strictly as per the guidelines and approved individual proposals
    - Submit utilization certificates (Ucs)

Chapter 14

Monitoring framework

Projects shall be monitored based on:

- Technical deliverables
- Commercial outcomes
- Ecosystem development indicators
- Farmer income enhancement
- Indigenous technology development
- Startup creation
- Employment generation
- Import substitution
- Export development

Third party evaluation may be conducted as per requirement.

Chapter 15

General conditions

- Government reserves right to modify funding architecture.
- Projects failing milestone achievement may face suspension.
- All beneficiaries shall submit technical and financial reports.
- Intellectual property developed under supported projects shall follow Government IP guidelines.
- The NJB / Mission Management Unit may prescribe additional operational guidelines.

Chapter 16

Grievance Redressal Mechanism

Level	Authority	Timeline
Initial	Mission Management Team (NJB)- Technical Head/ Marketing Head	30 days
First Appeal	Secretary (NJB)	30 days
Final Authority	Joint Secretary (Fibre), MoT	Final

- All disputes shall fall under jurisdiction of Kolkata.

Force Majeure

In the event of circumstances beyond the reasonable control of an applicant, including but not limited to natural disasters, war, pandemics, or regulatory restrictions, the affected entity shall promptly notify the Ministry/NJB within a reasonable timeframe. During the continuance of such force majeur event, the obligations of the affected entity shall be suspended without any liability or penalty for the duration of the event.

Compliance & Audit

- Mandatory compliance with:
    - CVC guidelines
    - Audit by authorized agency/agencies, as may be specified as per Government guidelines.

Conclusion

The New Age Fibre Mission aims to adopt a project-based, technology-enabled and innovation-driven framework for development of sustainable fibre ecosystems in India.