

PROMOTING ORGANIC TEXTILES AND NATURALLY COLORED GARMENTS AT INTERNATIONAL LEVEL

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The Government with a view to promote organic textiles and naturally coloured apparel has undertaken a number of initiatives like:

- i. The Government, under the National Handloom Development Program, through its two components, namely 'Mega Cluster Development Programme' and 'Need based Special Infrastructural Projects' is providing financial assistance for promotion of natural/vegetable dyes and setting up of Dye houses on receipt of proposals from the State Governments.
- ii. The Ministry of Textiles has approved 3 R&D projects relating to natural dyes under the Research & Development scheme.
- iii. The Ministry of Textiles has launched India Handloom Brand (IHB) initiative for branding of high-quality handloom products with zero defects and zero effect on the environment. Under IHB, Textiles Committee, a statutory body under the Ministry of Textiles, registers products which use natural dyes and helps in its marketing.
- iv. A project on Sustainability and Value Added in Agriculture Value Chain being steered by the Ministry focuses on augmenting supply of organic cotton in India and also facilitates market linkages with international brands.
- v. ICAR-CICR has undertaken a number of collaborative initiatives such as development of practices for organic cotton production, release of seed varieties of naturally coloured cotton for commercial cultivation, and augmenting production of organic-naturally coloured cotton.
- vi. In Bharat Tex 2025, a showcase of organic fibres, including milkweed, cotton, etc. along with natural dyes was made to generate awareness and promote their use.

The information was provided by THE MINISTER OF STATE FOR TEXTILES **SHRI PABITRA MARGHERITA** in a written reply to a question in Rajya Sabha today.

MAM/SMP/NM

(Rajya Sabha US Q2400)

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