

ECO-FRIENDLY TEXTILE AND NATURAL DYES

Posted On: 03 FEB 2026 1:40PM by PIB Delhi

There is a growing global demand and a strong export potential for eco-friendly and bio-based clothing. The Government is taking a number of steps to promote and support manufacturing and export of organic, new-age, eco-friendly fibres and clothing:

- i. The Ministry of Textiles is implementing a pilot project, across eight clusters and four fashion houses, titled 'Eliminating Hazardous Chemicals from Apparel Fashion Supply Chain in India' which *inter alia* aims to facilitate processing and production of new-age, eco-friendly and organic fibres as well as generate demand for sustainable clothing through consumer awareness.
- ii. The Ministry has also constituted an ESG Task Force which serves as a platform for deliberation on issues pertaining sustainable production, certification, exports, etc. The Task Force has also enabled various industry centric programmes which focus on domestic manufacturing, quality certification, etc. through platforms including Circular Samvaad and Cluster Exchange Mechanism.
- iii. The Government has also undertaken a number of collaborative initiatives through institutions including Indian Council of Agricultural Research - Central Institute for Cotton Research (ICAR-CICR), North Indian Textile Research Association (NITRA), etc. such as development of practices for organic production, augmenting supply of quality raw materials including bio-fibres, release of seed varieties of naturally coloured cotton for commercial cultivation, and augmenting production of organic-naturally coloured cotton.

With a view to promoting the production and use of natural colours and dyes in garments, the Government is undertaking a number of initiatives:

- 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.
- ii. The Government has approved 3 R&D projects relating to natural dyes under the Research & Development scheme.
- iii. The Government 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 including those made of natural dyes.
- iv. 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.
- v. Programmes such as the Paramparagat Krishi Vikas Yojana (PKVY) and the Mission Organic Value Chain Development for North Eastern Region (MOVCDNER), implemented by the Ministry of Agriculture and Farmers Welfare through State/UT Governments, promote organic cultivation through cluster-based approaches, including support for production, processing, certification and marketing.

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

MAM/VN

(Lok Sabha US Q549)

(Release ID: 2222481) Visitor Counter : 204

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