

Indian Contingent to Showcase Sustainable Jute Apparel at Commonwealth Games 2026

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In a landmark initiative to promote sustainable textiles and showcase India's innovation in natural fibres, the National Jute Board (NJB), under the Ministry of Textiles, has developed jute-viscose blended apparel that will be worn by the Indian athletes and team members participating in the Commonwealth Games 2026, to be held in Glasgow, Scotland, from July 23 to August 2, 2026.

Inspired by the vision of Prime Minister Shri Narendra Modi to promote Make in India products, the Ministry of Textiles has been actively promoting value-added applications of jute through the National Jute Board under the leadership of Union Minister for Textiles Shri Giriraj Singh. The initiative highlights the potential of 100 per cent biodegradable jute-viscose blended fabric as a sustainable and innovative textile solution.

The official Kit Unveiling and Send-off Ceremony for the Commonwealth Games 2026 was held in New Delhi today on July 7, 2026. The ceremony was attended by Union Minister of Youth Affairs and Sports Dr. Mansukh Mandaviya, Union Minister of Textiles Shri Giriraj Singh, Minister of State for Youth Affairs and Sports Smt. Raksha Khadse, President of the Indian Olympic Association Ms. P. T. Usha, and members of the Executive Council of the Indian Olympic Association.



This marks the first occasion on which jute-based apparel will be showcased at an international multi-sport event. The initiative is expected to provide global visibility to India's jute industry while highlighting the craftsmanship of Indian manufacturers and the contribution of jute farmers.

The National Jute Board facilitated the development of the jute-viscose blended fabric with the support of Gloster Jute Mills, Kolkata. These innovative apparel products were first showcased during the National Jute Board Foundation Day celebrations held in Patna on April 1, 2026, where representatives of the Indian Olympic Association appreciated the initiative.

Subsequently, the National Jute Board worked closely with the Indian Olympic Association to promote the use of jute-based apparel for the Indian contingent. The apparel was designed by the National Institute of Fashion Technology (NIFT), New Delhi, using the specially developed jute-viscose blended fabric.

The Commonwealth Games 2026 will bring together athletes from 72 countries. India will be represented by a contingent of 124 members, comprising 78 male and 46 female athletes.

The National Jute Board expresses its sincere gratitude to the Indian Olympic Association, for permitting the Indian contingent to wear this "Make in India" Jute apparel.

The initiative is expected to strengthen the Jute Diversification Programme of the National Jute Board by creating new market opportunities for sustainable jute products in India and abroad. It also serves as a significant boost to India's efforts to position natural fibres as environmentally responsible alternatives in the global textile sector and stands as a matter of pride and encouragement for the country's jute farmers.



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