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# Mission for Cotton Productivity — ₹5,659 Crore Scheme and Kasturi Cotton Bharat

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# Mission for Cotton Productivity — ₹5,659 Crore Scheme and Kasturi Cotton Bharat

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## WHY IN NEWS

The **Union Cabinet** approved the **Mission for Cotton Productivity** on **May 6, 2026** — a five-year scheme worth **₹5,659.22 crore** (FY 2026–27 to 2030–31) to transform India’s cotton sector. The mission targets a dramatic improvement in yield, a premium brand for Indian cotton, and digital empowerment of **~32 lakh cotton farmers** across 14 states.

## MISSION FOR COTTON PRODUCTIVITY — KEY PARAMETERS

PARAMETER	DETAIL
<b>Budget</b>	₹5,659.22 crore
<b>Duration</b>	FY 2026–27 to FY 2030–31 (5 years)
<b>Coverage</b>	140 districts across 14 major cotton-growing states
<b>Current lint productivity</b>	440 kg/hectare
<b>Target lint productivity</b>	<b>755 kg/hectare</b> by 2031
<b>Current production</b>	~340 lakh bales/year
<b>Target production</b>	<b>498 lakh bales</b> by 2031 (each bale = 170 kg)
<b>Beneficiary farmers</b>	<b>~32 lakh</b> via digital platform
<b>Ginning factories</b>	2,000 covered under the scheme
<b>Implementing ministries</b>	Agriculture + Textiles (jointly); with ICAR and CSIR
<b>Premium brand</b>	<b>“Kasturi Cotton Bharat”</b>
<b>Trash content target</b>	Below 2%

## INDIA'S COTTON SECTOR — CURRENT STATUS

INDICATOR	VALUE
Cotton acreage	~11.4 million hectares (~21% of global cotton area)
India's global rank	2nd largest cotton producer globally
India's lint productivity	440 kg/ha — <b>below global average of ~770 kg/ha</b>
Major producing states	Maharashtra, Gujarat, Telangana, Karnataka, Andhra Pradesh, Punjab, Haryana
Cotton's role	Raw material for India's \$44 billion textiles sector; ~6 crore livelihoods
Key issue	India grows ~21% of world's cotton on its land but produces only ~23% of global output — productivity gap vs China (~1,900 kg/ha) and Brazil (~1,700 kg/ha) is stark

## KASTURI COTTON BHARAT — BRANDING INITIATIVE

The “**Kasturi Cotton Bharat**” brand is India's premium cotton label — analogous to Egyptian Cotton or Supima (US) — designed to:

- Certify Indian cotton's **traceability and quality** (lint purity, fibre length, strength)
- Reduce trash content to **below 2%** (international textile buyers require <2%)
- Enable Indian cotton to command premium prices in global markets
- Compete against branded natural fibres from the US, Egypt, and Australia

## KEY INTERVENTIONS UNDER THE MISSION

INTERVENTION	DETAIL
<b>Improved seed distribution</b>	High-Yielding Varieties (HYVs) and Bt cotton varieties with better fibre quality
<b>Precision agriculture</b>	Soil health, drip irrigation, nutrient management for cotton
<b>Pest management</b>	Pink bollworm ( <i>Pectinophora gossypiella</i> ) control — India's #1 cotton pest
<b>Mechanisation</b>	Machine picking to reduce contamination and labour costs
<b>Ginning modernisation</b>	Upgrade 2,000 ginning/processing factories for quality standards
<b>Digital platform</b>	Direct farmer registration, benefit transfer, traceability system
<b>Kasturi Cotton certification</b>	Traceability-backed premium brand for export markets

## COTTON AND TEXTILES — UPSC FRAMEWORK

CONCEPT	DETAIL
<b>India's textile exports</b>	~USD 44 billion (FY 2025) — 2nd largest earner after gems/jewellery
<b>Cotton's share</b>	Natural fibre accounts for ~70% of India's apparel; major export segment
<b>PM MITRA</b>	PM Mega Integrated Textile Regions and Apparel Parks — 7 parks for manufacturing
<b>PLI for Textiles</b>	Production Linked Incentive for MMF (man-made fibres) and technical textiles
<b>TUFS</b>	Technology Upgradation Fund Scheme — textile machinery modernisation
<b>Pink bollworm crisis</b>	Devastated Maharashtra and Gujarat cotton crops in 2021–23; triggered resistance to Bt varieties

## UPSC RELEVANCE

PAPER	ANGLE
GS3 — Agriculture	Cotton productivity, HYVs, Bt cotton, pest management
GS3 — Economy	Textiles sector, value chain, export competitiveness
GS2 — Governance	Cabinet schemes, Ministry of Agriculture + Ministry of Textiles coordination

**Mains Keywords:** Mission for Cotton Productivity, Kasturi Cotton Bharat, lint yield, Bt cotton, pink bollworm, textile exports, PM MITRA, ICAR, ginning factories, cotton value chain, digital farmer platform

### Prelims Facts Corner

ITEM	FACT
Mission budget	₹5,659.22 crore; FY 2026–31
Coverage	140 districts; 14 states
Lint yield target	755 kg/ha (from current 440 kg/ha)
Production target	498 lakh bales by 2031 (each bale = 170 kg)
Beneficiary farmers	~32 lakh
Premium brand	<b>Kasturi Cotton Bharat</b>
Trash content target	Below 2%
India's cotton acreage	~11.4 million hectares
Global average lint yield	~770 kg/ha (India at 440 is below average)
Implementing ministries	Agriculture + Textiles (ICAR + CSIR support)

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