India Gets First Ever Brand & Logo For Its Cotton

Smt. Smriti Zubin Irani, Union Minister of Textiles and Women & Child Development launched the 1st ever Brand & Logo for Indian Cotton on 2nd World Cotton Day on 7th October, 2020 through Video Conferencing.

Now India’s premium Cotton would be known as ‘Kasturi Cotton’ in the world cotton Trade. The Kasturi Cotton brand will represent Whiteness, Brightness, Softness, Purity, Luster, Uniqueness and Indianness.

India is the 2nd largest producer and the largest consumer of cotton in the world. We produces about 6.00 Million tons of cotton every year (23% of the world’s cotton and 51% of the total organic cotton production of the world.

Smt. Irani said that to ensure sustainability, integrity and end-to-end traceability of the organic products, a certification system based on comparable international standards verified through internationally acceptable institutional system is required to be put in place.

Further, a mobile app, “Cott-Ally” has also been developed.

LAPF Studio Conducts Week Long Buyer Seller Meet at Tiruppur

The meet showcased more than 150 innovations made by LAPF partners.

Liva has successfully concluded another buyer seller meet at its LAPF Studio in Tiruppur, in association with the Tiruppur Exporters’ Association (TEA).

In the meet, the recently launched Antimicrobial Viscose fibre based fabrics received a positive response. The concept of injecting an antimicrobial agent at the fibre manufacturing stage, impressed the buyers. This process makes antimicrobial effectiveness an integral part of the fabric.

The buyers also showed interest in eco friendly, sustainable fabrics made using Liva Reviva and Livaeco apart from collections made with Birla Excel, Birla Modal, Birla Viscose, and Spunshades by Birla Cellulose.

"At TEA, we find LAPF Buyers Seller meets as one of the best engagement platform. This meets surely generate enquires and help business growth of Tirupur cluster” said T. R. Vijayakumar General Secretary, Tiruppur Exporters’ Association.

Celebrating 60 Years of Fabindia

Fabindia began its India sojourn back in 1960 when John Bissell, who came to the country in 1958 on a two-year grant from the Ford Foundation, decided to set up an export shop to sell home furnishings to overseas customers. Bissell, whose work at the foundation involved advising government-based craft organizations on handloom fabrics, spent a lot of time traversing the length and breadth of the country.

Sixty years later, Fabindia, now managed by John’s son William Bissell, is a widely recognized global brand, known for handwoven and hand-made goods that connect a workforce of 55,000 artisans from the country to consumers worldwide.

"We believe what differentiates a Brand is the ability to stay true to its ideals, while being able to reinvent itself to stay relevant and responsive. We would like to thank our communities, customers, artisans, suppliers, farmers, entrepreneurs, designers, who have been part of this incredible journey”, wrote Fabindia, celebrating this milestone.