

Inauguration of SILK MARK EXPO
on 31.07.2009 at 11.00 A.M
at Haldiram Food City, KOLKATA
2/2009/CSB/SMOI

Member Secretary, Central Silk Board –
Smt. Sathiyavathy, our special guest, Ms
Madhabi Mukherjee, CEO of Silk Mark – Shri
K.S. Menon, other honourable members on
the dais, Silk Mark Authorised Users,
representatives from the Media, Ladies and
Gentlemen,

First of all let me congratulate Silk Mark
Organisaton of India (SMOI) for having
introducing Silk Mark - a symbol of purity of
silk in the country a step to protect the silk
consumers.

You all may be aware that though India is the second largest producer of silk in the world, we are far behind China in the production of silk. China produces more than one lakh metric tones of raw silk and dominates the world silk production. The Indian silk industry requires around 26,000 MT of raw silk every year and we produce only around 18,500 MT of raw silk in the country. The balance is mainly imported from China. The Indian sericulture industry has tremendous potential for employment generation, growth and value addition.

In the country we have around 3,50,000 handlooms and One lakh power looms consuming the raw silk produced. These handlooms and power looms produce a variety of products with intricate craftsmanship like sarees, dress materials, furnishings etc. During the year 2008-09 India has exported around Rs.2,900 crores worth of silk goods to various countries in the world.

Though India is the second largest producer of silk in the world still it has a long way to go to attain self-sufficiency. Production, Productivity and quality have been serious challenges facing the Indian Sericulture. The Indian sericulture farmers and reelers have always been vulnerable to the fluctuation of prices.

The new mulberry and silkworm varieties developed by the CSB have been promising and appear to solve some of the problems of the sericulture community.

During XI Plan India has set an ambitious target of 26000 MT of raw silk to be achieved. The Govt. of India under the Catalytic Development Programme of XI plan has earmarked Rs.662 crores for the sericulture sector.

The implementation of various schemes is under progress. Along with the various State Govts including West Bengal, CSB is in the forefront addressing many of these challenges. The Indian sericulture industry has tremendous potential for employment generation, growth and value addition.

Our UPA Government under the able guidance of **Smt. Sonia Gandhiji** and under the leadership of our Hon'ble Prime Minister **Dr.Manmohan Singhji** has implemented many flagship programmes during our earlier period. During this period also our Government is planning to introduce **few more new flagship programmes** that include programmes **in skill development**. Central Silk Board offers skill development and capacity building for farmers, reelers and weavers for adopting best practices, use of best machinery and design.

India produces all the four commercially known varieties of silk namely, **mulberry, tassar, eri and muga**. The golden Muga is produced only in North Eastern states of India. Silk & Gold are always recognised and regarded in its purest form only. But the consumers are most of the time taken for a ride in the age of unfair competition with look-alike material. The artificial silk sold in the name of silk not only deprive the consumers of getting genuine silk but also affects the marginal farmers, growers and other manufacturers in the production line. Therefore the Silk Mark is introduced.

I am happy to note that in the country the concept of Silk Mark is picking up and now more than 1200 Members from different states have joined the Organisation and spreading the message of **Silk Mark**.

I am informed that CSB has made a detailed plan to conduct Silk Mark Expo in different major cities in the country. I am sure the City of Joy will avail this opportunity and enjoy the genuine silk products displayed in the Expo.

I request the media to play a crucial role in educating consumers about Silk Mark and its relevance.

I am glad to be here today to inaugurate this Expo, which I feel is a very important step for the development of silk and sericulture industry in the country. I once again congratulate the Organisers of this event and wish the Expo a grand success.

THANK YOU

JAI HIND