

Silk Mark

August 23, 2022

In news- The Union Minister of State for Textiles has recently inaugurated the Silk Mark Expo in New Delhi.

What is Silk Mark?

- **Silk Mark is a Quality Assurance Label**, which signifies that the product to which it is affixed is made of pure silk.
- It can be affixed to Silk yarn, Sarees, Dress Materials, Made ups, furnishing materials and other silk products which are made up of 100% Natural silk.
- The **affixation of this mark will highlight qualifying standards**, which will eventually build consumer confidence in both domestic and export markets besides uniting the silk fraternity together.
- It aims at generic promotion of Silk and building brand equity of Indian Silk at home and abroad.
- It is also protecting the interests of not only the silk consumers but all stake holders of silk value chain including farmers, reelers, twistors manufacturers and traders of pure silk.
- Even though promoted by the government of India, the mark is only advisory in nature and is not legally endorsed.
- The certification scheme was founded by the Central Silk Board in 2004.
- In the original format, the mark included a silk mark logo woven on a hang-on tag on which a unique numbered hologram would be affixed.

Note:

- The exhibition was organised by Silk Mark Organization of India (SMOI) a Society, sponsored by Central Silk Board, Ministry of Textiles ,Govt. of India.

- Silk Mark Organisation Of India (SMOI) is a registered Society under Karnataka Society Act 1960.
- Silk Mark is an initiative by Central Silk Board (CSB), Ministry of Textiles, Government of India.
- SMOI is headquartered in Bangalore and has thirteen Silk Mark Chapters located strategically in and around silk clusters of the country.
- Central Silk Board (CSB) is a Statutory body established in 1948 by an Act of Parliament.
- It is working under the administrative control of Ministry of Textiles, Government of India.