



**KAMARAJ IAS ACADEMY**  
Only IAS Academy by Grandson of "Perunthalsivara Kamarajar"

# Silk Mark Expo

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The Silk Mark Expo is been held in New Delhi

The expo is being organised by the **Silk Mark Organisation of India under Central Silk Board**, Ministry of Textiles.

It is aimed at protecting the interests of not only the silk consumers, but all the stakeholders of silk value chain.

To provide a platform to the Authorised Users (AUs) to showcase and sell an array of intricate silk designs produced by the silk manufacturers / traders

**Silk Mark is a quality assurance label** launched by government to determine that the product is made up of pure natural silk.

This mark will **highlight qualifying standards**, which will eventually build consumer confidence in both domestic and export markets.

## **Objectives:**

iTo enthrall the silk lovers by presenting them with an array of silk collection hailing from the far-flung weaving clusters of India under one roof.

iiTo create awareness among the masses about Silk Mark.

iiiGeneric promotions of Indian Silks.

ivProvide a hassle free shopping with an Assurance of Pure Silk.

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