

Chief Secretary Ashish Kundra reviews development and promotion of Pashmina in Ladakh

Leh, January 15, 2026: The Chief Secretary of the Union Territory of Ladakh, Shri Ashish Kundra, today chaired a review meeting on the development and promotion of Pashmina in Ladakh with the objective of strengthening the entire Pashmina ecosystem through a sustainable, technology-driven, and herder-centric approach.

During the meeting, the Animal and Sheep Husbandry Department made a comprehensive presentation on the historical significance of Ladakh Pashmina, its traditional value chain, and the proposed "A to Z Vision for Pashmina Development."

The presentation covered various aspects including economic interventions for Pashmina growers, modernization of dehairing and spinning processes, integrated project planning, and positioning Ladakh Pashmina as a premium global product while ensuring benefits reach the grassroots producers.

Shri Ashish Kundra emphasized the need for a ground-level and realistic approach, stating that policies and interventions must primarily benefit the Changthangi herders who are the original custodians of Ladakh Pashmina. He sought detailed clarity on key aspects such as average Pashmina yield per goat, existing manual and machine-based dehairing methods, yarn production processes, cost of spinning, role of cooperatives, and the status of first-generation entrepreneurs engaged in Pashmina-based livelihoods. He also stressed the importance of understanding the current demographic trends of nomadic herders in Ladakh, including whether their numbers are increasing or declining and the underlying reasons behind these trends.

Recognizing the importance of scientific authentication and quality assurance, the Chief Secretary directed the Animal and Sheep Husbandry Department to prioritize the establishment of a PCR-based DNA testing centre in Ladakh for reliable certification of pure Pashmina wool. He also suggested studying advanced international machinery and best practices used in other regions, particularly Kashmir, to improve processing techniques while keeping Ladakh's unique context in mind.

Shri Kundra highlighted the crucial role of cooperative societies as aggregators that can ensure fair pricing, better market access, and transparency in the value chain. He emphasized the need for exploring mechanisms such as minimum floor pricing for raw wool, strengthening parallel marketing channels, and organizing a conference with entrepreneurs, industry experts, and stakeholders to collectively find solutions for promoting Ladakh Pashmina and improving the livelihoods of herders.

He further instructed the Deputy Commissioner, Leh to assess the current challenges faced by Pashmina herders. He also directed senior officials to visit high-tech processing facilities to gain practical insights and adopt suitable strategies for Ladakh.

Stressing skill development and institutional support, Shri Kundra asked Secretary School Education and Technical Education & Skill Development, Ms. Bhanu Prabha, IAS, to work actively on training and capacity-building initiatives for local artisans and herders.

The meeting was attended by Secretary Finance Dr. Laltinkhuma Franklin, Secretary Technical Education and Skill Development Ms. Bhanu Prabha, Deputy Commissioner Leh Shri Romil Singh Donk, Director, Industries & Commerce Sh. Mohd Ashraf Bhatt, Joint Director Planning Shri Tsering Angdus, District Registrar of Cooperatives Ms. Huma Khan, Deputy Director of the PGF(Pashmina Goat Farm), Dr. Tundup Namgial along with other senior officers from the UT Administration and Animal and Sheep Husbandry Department.



