

## L-G Vinai Kumar Saxena boosts local artisanship, orders procurement of 100 clay pots from Likir village potters

### *Initiative aimed at reviving traditional pottery, supporting women SHGs and preserving Ladakh's cultural heritage*

Leh, May 23: In a significant initiative aimed at reviving traditional pottery crafts along with strengthening local livelihoods and promoting women-led Self-Help Groups (SHGs), the Lieutenant Governor of Ladakh, Shri Vinai Kumar Saxena, today received 100 traditional clay flower pots, prepared by women SHGs from Likir village. The order for clay flowerpots was given to Likir potters, at the direction of the Lieutenant Governor, to strengthen rural livelihood. In the first tranche, 100 flower pots have been supplied by the women SHGs from Likir, while an additional 125 clay pots are expected to be delivered in the coming weeks.

Likir village in Leh district has long been renowned for its skilled artisans and centuries-old tradition of clay pottery. However, over the years, the pottery makers were not receiving adequate institutional support and were relying on traditional techniques, which limited their ability to upscale production and expand their business opportunities. The latest initiative by the UT Administration is expected to provide a major boost to local pottery makers and strengthen women SHGs engaged in traditional handicrafts and livelihood generation activities.

“The potters and artisans of Likir possess exceptional talent and represent an important part of Ladakh's rich cultural heritage. Traditional pottery is not merely an occupation but a centuries-old legacy that must be preserved and promoted. The UT Administration is committed to supporting local artisans and women SHGs through infrastructure, training, market linkages and livelihood support so that these traditional skills flourish and provide sustainable economic opportunities to local communities,” Shri Saxena said.

The women potters urged the L-G for additional logistical support like kilns (Bhatti), clay mixer machines and specialised training programmes for women SHGs to further strengthen pottery production and improve product quality. The LG assured them that the Administration would examine their requirements and extend all possible support to strengthen the traditional pottery sector in Ladakh.

L-G Shri Saxena, during his tenure as Chairman of the Khadi and Village Industries Commission (KVIC), had visited Likir village in 2018 and played a significant role in promoting traditional livelihoods in the region, particularly through promoting clay pottery. On September 27, 2018, Shri Saxena had distributed 100 electric potter wheels among local artisans in Likir, and organised training programmes for artisans.

After taking over as L-G Shri Saxena has further initiated efforts to support local artisans and generate livelihood opportunities by procuring and promoting locally manufactured products.

