

## GI Awareness & Association Camp Held at Korzok Village, Nyoma Subdivision

Korzok, July 25, 2025: The Sheep Husbandry Department, in collaboration with the National Handloom Development Corporation (NHDC), Ministry of Textiles, Government of India, successfully organized a GI (Geographical Indication) awareness and association camp today at Korzok village, Nyoma Subdivision.

The event was graced by the Honourable Executive Councillor, Shri Tashi Namgyal Yakzee, who attended as the Chief Guest. Also present were Honourable Councillor Rupsho, Shri Karma Namdak, and Honourable Councillor Rong, Shri Thinley Nurboo, who lent their support and presence to the occasion.

The camp aimed to educate Pashmina goat breeders on the significance of GI tags in promoting authenticity, traceability, and transparency in Pashmina production. The GI tag plays a crucial role in preserving the identity of genuine Pashmina, ensuring quality for customers, and fostering access to global markets and discerning buyers.

The experts delivered detailed presentations on the impact of GI registration and its potential to elevate the economic prospects of local breeders and artisans. During the camp, Dr. Tsewang Morup, District Sheep Husbandry Officer (DSHO) Leh; Dr. Mohd Sadiq, Assistant Director PGF Nyoma; Shri S.S. Shinday, Executive Manager, NHDC; and GI expert Shri Tejas S.J. were present.



