

L-G Vinai Kumar Saxena visits Pashmina Goat Farm at Upshi *Reiterates vision to establish Ladakh as a global hub for finest Pashmina wool*

Leh, April 26: With an aim to strengthening and promoting Ladakhi Pashmina and positioning it as a global brand, the Lieutenant Governor of the Union Territory of Ladakh, Shri Vinai Kumar Saxena, visited the Pashmina Goat Farm at Upshi. The visit underlined the Administration's commitment to establishing Ladakh as a premier hub for world-class Pashmina wool.

Noting that Ladakh had immense potential to emerge as a global Pashmina hub, the Lieutenant Governor emphasised the need to ensure better value realisation for local farmers and artisans. He stressed the importance of minimising wastage of raw wool and utilising by-products for value-added items. He also emphasised the need to improve processing, branding, new design interventions and market linkages for the Ladakhi Pashmina products that would not only strengthen the local artisans and enterprises but also secure higher income for farmers and self-help groups engaged in Pashmina-related activities.

During the visit, the Lieutenant Governor was informed that Ladakh is home to some of the finest Pashmina wool in the world, renowned for its exceptional softness and superior quality. He was apprised that there are three Pashmina farms across Ladakh, with the Upshi farm alone producing around 150 kg of raw Pashmina annually. The wool is extracted through a traditional combing technique and subsequently processed at the dehairing plant in Leh, where approximately 35 percent fine dehaired Pashmina is obtained from one kilogram of raw wool. The average fibre diameter ranges between 13 to 15 microns, while Pashmina from baby goats measures as fine as 12 microns, making it among the most luxurious natural fibres in the world. The farm, with over 50,000 willow and poplar trees and around 2,000 quintals of alfalfa fodder, also serves as a major green zone in Ladakh.

Shri Saxena emphasised the Farm's potential to be developed as a unique tourism destination. He asked for introducing guided tours to educate visitors about authentic Ladakhi Pashmina and dispel misinformation in the market. He also called for the creation of visitor-friendly amenities, including canteen, to offer a complete experiential visit. He further directed that the farm be integrated into Ladakh's tourism circuit and that existing infrastructure be upgraded. The Lieutenant Governor assured full support from the UT Administration to promote Ladakhi Pashmina as a globally recognised brand.

The Lieutenant Governor also visited the Changluk Breeding Farm and the Intensive Fodder Development Farm at Stakna, reviewing ongoing efforts to strengthen livestock and fodder resources in the region.



