

Seminar on Export Awareness & Enhancement Held in Leh

Leh, April 1, 2026: A Seminar on Export Awareness and Enhancement was organized by the Handloom Export Promotion Council (HEPC) at the Conference Hall, Commerce & Industries Department, Leh, to promote export opportunities and create awareness among local entrepreneurs and stakeholders.

The programme began with a welcome address by Shri N. Sreedhar, Executive Director, HEPC, who welcomed the Chief Guest, dignitaries, entrepreneurs and participants. He thanked everyone for their presence and briefed the gathering about the role and functioning of HEPC, highlighting its objective of creating awareness and promoting handloom production for export markets.

Speaking on the occasion, Shri Ashraf Bhatt, Director, Industries, UT Administration Ladakh, termed the seminar a valuable opportunity for entrepreneurs to benefit from handloom-related schemes and initiatives. He informed participants about the availability of detailed information on the Handloom website and encouraged entrepreneurs to enhance production and meet global standards. He assured full support in addressing any issues faced by the stakeholders.

Addressing the gathering, Shri Bhupesh Chaudhary, IAS, emphasized the importance of the textile sector in the global market and stated that the industry holds high potential for growth. He urged entrepreneurs to focus on market development and ensure quality and purity of products. Appreciating the interest shown by the younger generation, he noted that their innovative ideas can significantly strengthen the sector. He further encouraged participants to actively take part in such workshops and seminars.

The Administrative Secretary also directed the Handloom officers to conduct awareness camps and outreach programmes to educate people about various schemes and benefits offered by the Handloom Department. He further directed the General Manager, District Industries Centre (DIC/DAC) to prepare a plan for the development of a Textile Park in Ladakh.

During the seminar, Dr. M. Sundar, Joint Director, HEPC, delivered a presentation on the services and activities of HEPC. The presentation covered the Indian handloom sector, the role of HEPC, categories of exported handloom products and other key aspects. He also discussed Bharat Tex 2026, to which the Administrative Secretary assured that efforts would be made to ensure Ladakhi entrepreneurs participate and set up stalls at the event.

Several technical presentations were delivered through virtual mode by experts. Dr. Vinod Kadam, Central Sheep & Wool Research Institute, Rajasthan, spoke on shawl and carpet weaving on handloom. Dr. Deepti Pargai, Assistant Professor, NIFT Srinagar, delivered a presentation on innovative designs for handloom export markets. Shri Tahir Ahmad, Deputy Director, Weavers Service Centre, Srinagar, presented on the India Handloom Brand initiative, while Shri Vipin, Regional Head, NHDC Panipat, briefed participants on NHDC schemes.

Further, Dr. Sonam from Krishi Vigyan Kendra, Leh, gave an informative presentation on Pashmina production in the Changthang region.

During the interaction, the Administrative Secretary raised queries regarding Handloom Mark, Woollen Mark and Pashmina Mark, and sought details about the process of obtaining these certifications. He directed officials and experts to guide entrepreneurs on these marks and stressed that all local entrepreneurs must obtain the required certifications to strengthen product credibility and market reach.

The seminar concluded with an interactive Q&A session, followed by a vote of thanks.



