

## Chief Secretary reviews Pashmina Development Strategy, Focuses on Value Addition and Global Branding



**Leh, August 6, 2026:** Chief Secretary, UT Ladakh, Ashish Kundra, chaired a review meeting of the Ladakh Pashmina Development Board (LPDB) to assess the implementation status of the Changthang Pashmina Value Chain and review the progress of procurement, processing, branding and marketing of Ladakh Pashmina.

The meeting focused on strengthening the entire value chain from raw material procurement to the marketing of finished products, with emphasis on enhancing the income of Changpa herders and local entrepreneurs.

At the outset, officials presented the status of procurement and processing of raw pashmina, including raw material collection, payment to herders, willowing, dehairing yield, and the outcomes of recent buyer-seller meets organised to promote Ladakh Pashmina in domestic and international markets.

Reviewing the progress, the Chief Secretary sought updates on the quantity of raw pashmina procured, segregation of raw fibre, processing capacity, supply for willowing and dehairing, and district-wise collection of raw material. He directed the concerned departments to strengthen quality control mechanisms at every stage of the value chain to ensure that Ladakh Pashmina continues to meet the highest quality standards.

The meeting also reviewed the outcomes of the recent buyer-seller meets held in Srinagar and Jammu, organised with the support of the Cooperative Department and the Confederation of Indian Industry (CII).

The Deputy Commissioner, Changthang, briefed the meeting on the interactions held with buyers, exporters, traders and industry representatives. He informed the meeting that buyers expressed interest in establishing easier access to quality-certified raw pashmina from Ladakh through organised procurement and marketing channels, while also highlighting the importance of quality assurance and consistent supply.

The Chief Secretary emphasised the need to develop a transparent marketing mechanism for the disposal of raw pashmina through cooperative institutions, ensuring competitive pricing and better returns to producers. He also stressed the importance of maintaining adequate inventory to meet the requirements of local weavers and value-addition units within Ladakh before marketing surplus raw material outside the Union Territory.

Reviewing the progress of Geographical Indication (GI) tagging, the Chief Secretary directed the concerned departments to ensure that all eligible entrepreneurs and producers complete the GI registration process within a fixed timeline. He emphasised that traceability, authenticity

and quality certification are essential for protecting the identity of Ladakh Pashmina in national and international markets. He also directed that QR code-based certification and standardised product authentication mechanisms be introduced to strengthen consumer confidence and prevent misuse of the GI identity.

To facilitate this process, the Chief Secretary directed that awareness workshops and training camps be organised for entrepreneurs, cooperatives and stakeholders on GI certification, branding and quality standards.

The meeting also featured an interaction with renowned designer Suket Dhir and LPDB Executive Member Akanksha Himatsingka, who shared their insights on design innovation, branding, product development and market positioning. They emphasised the need to expose local entrepreneurs to global design trends, international markets and contemporary branding practices while preserving the authenticity and heritage of Ladakh Pashmina.

The Chief Secretary stressed that Ladakh should gradually move from being primarily a supplier of raw pashmina to becoming a recognised centre for premium value-added products. He underscored the need to strengthen weaving, spinning, design development and finishing facilities within the Union Territory so that greater value addition takes place locally, thereby generating higher income and employment opportunities.

He directed the concerned departments to enhance the capacity of local entrepreneurs through skill development, improved access to modern looms, common processing facilities, machinery support and market linkages. He encouraged collaboration between local artisans, designers and national and international brands to develop innovative, high-value products that reflect Ladakh's unique identity.

Highlighting the immense potential of Ladakh Pashmina in the global luxury textile market, the Chief Secretary observed that the product should be positioned as an exclusive, premium and internationally recognised brand backed by quality assurance and traceability. He suggested identifying a group of promising local entrepreneurs and providing them with focused support in branding, product development, design innovation and international marketing.

The Chief Secretary further emphasised the need to build an integrated Pashmina ecosystem encompassing procurement, processing, value addition, branding and marketing under a strong Ladakh identity. He directed the concerned departments to prepare a roadmap for strengthening the entire value chain and explore opportunities for support under schemes of the Ministry of Textiles and other relevant agencies to develop common infrastructure and promote Ladakh Pashmina in national and international markets.

The meeting concluded with a commitment to strengthening collaboration among government departments, cooperatives, entrepreneurs, designers and industry stakeholders to establish Ladakh Pashmina as a globally recognised premium fibre and to ensure sustainable livelihood opportunities for the Changpa pastoral community.

The meeting was attended by Administrative Secretary, Industries and Commerce, Himanshu Gupta; Administrative Secretary, Bhanu Prabha; Secretary, General Administration Department, Rudra P. T. Goud; Moses Kunzang, Consultant functioning as OSD (Special Projects); Akanksha Himatsingka, Executive Member, Ladakh Pashmina Development Board;

renowned designer Suket Dhir; Director, Sheep Husbandry Department; Deputy Registrar, Cooperative Department; Assistant Director, Sheep Husbandry; local entrepreneurs; and senior officers of the concerned departments.