

Cooperatives Department, UT Ladakh Organizes Buyer–Seller Meet to Promote Ladakh Pashmina in Srinagar

Srinagar, 31st July 2026: The Cooperatives Department, Union Territory of Ladakh, in collaboration with the All Changthang Pashmina Growers Cooperative Society Ltd. and J&K Bank, organized a Buyer–Seller Meet today at the DIPR Auditorium, Srinagar. The programme aimed to establish direct interaction between Ladakh Pashmina herders and leading buyers, exporters, traders and business organizations, ensuring better price realization for the actual Pashmina herders, eliminating unnecessary intermediaries, and strengthening sustainable market linkages through the cooperative movement.

The programme was graced by Shri Nitish Rajora , IAS, Deputy Commissioner, Changthang, as the Chief Guest. He highlighted the unique geographical landscape of Changthang, which is home to nearly 1.84 lakh Changra goats.

Among those present were Mr. Thinles, Secretary, All Changthang Pashmina Growers Cooperative Society Ltd.; representatives of J&K Bank, the Cooperatives Department, the District Administration, Changthang; besides members of cooperative societies, artisans, weavers, and media representatives.

The event witnessed the participation of more than 100 buyers, exporters, traders, entrepreneurs, and representatives of leading business organizations from Jammu & Kashmir and other parts of the country. The meet provided a valuable platform for direct business interaction between Pashmina growers and prospective buyers, enabling discussions on quality, pricing, long-term procurement, and market requirements.

Prominent participants included Mr. A.P. Vicky Shaw, Chairman, PHD Chamber of Commerce & Industry (PHDCCI), Kashmir; Mr. Iqram Ali Shafiee, Chairman, Confederation of Indian Industry (CII), J&K; Mr. Javed Ahmad Tenga, President, Kashmir Chamber of Commerce & Industry (KCCI); Mr. Mubashir Ahmad, President, Kashmir Pashmina Welfare Trust; Mr. Mohd. Rafiq Sofi, President, Tahafuz Society; and Mr. Muzaffar, Zonal Head, Srinagar, J&K Bank, who interacted with the cooperative members and explored avenues for long-term collaboration.

Addressing the gathering, Shri Nitish Rajora, IAS, highlighted the global recognition of Ladakh Pashmina for its exceptional quality and emphasized that cooperative societies play a vital role in empowering nomadic herders by improving market access, ensuring fair remuneration, and preserving the authenticity of Ladakh Pashmina. He reiterated the commitment of the UT Administration towards strengthening the cooperative movement and creating sustainable livelihood opportunities for Pashmina-growing communities.

During the programme, members of the All Changthang Pashmina Growers Cooperative Society Ltd. showcased authentic Ladakh Pashmina and value-added products before buyers, exporters, and traders. The interaction enabled buyers to directly understand the production process, quality standards, and the unique characteristics of Ladakh Pashmina, while allowing herders to understand market expectations.

It was informed during the meet that a dedicated digital platform/mobile application for Pashmina growers, artisans, and cooperative members will be developed in the coming days. The proposed platform is expected to strengthen the cooperative ecosystem by facilitating digital payments, improving access to government schemes, providing market

information, and creating direct linkages between producers and buyers.

An interactive open session followed, during which buyers, exporters, industry representatives, and cooperative members exchanged views on quality assurance, branding, GI certification, value addition, digital marketing, and expanding domestic as well as international market opportunities for Ladakh Pashmina.

The programme concluded with a Vote of Thanks by Deputy Registrar Cooperatives, Sachin Bali, who thanked all the participants and stakeholders for making the event a grand success.

The Cooperatives Department, UT Ladakh, reaffirmed its commitment to organizing more such Buyer–Seller Meets to strengthen direct market linkages, promote authentic Ladakh Pashmina, empower cooperative societies, and ensure that the benefits of value addition and market access reach the actual Pashmina herders of Changthang.

