

Chief Secretary reviews Measures to Strengthen Ladakh's Pashmina Value Chain

Leh, August 21, 2026: Chief Secretary, Union Territory of Ladakh, Ashish Kundra, chaired a review meeting on the development and promotion of Ladakh's pashmina sector, with detailed deliberations on strengthening the entire value chain, from pastureland development and raw material availability to spinning, weaving, processing, GI tagging, branding, market access and support to local entrepreneurs.

The meeting brought together representatives from the Cooperative Department, Sheep Husbandry Department, SKUAST, Industries Department, SIDCO, entrepreneurs, weavers and other concerned stakeholders to assess the existing challenges and explore measures for strengthening the sector in a coordinated and sustainable manner.

At the outset, the Secretary, Cooperative Department, gave an overview of the agenda and ongoing initiatives related to pashmina development. A detailed presentation covered pastureland development, raw material collection and timely payments, marketing and branding, GI tagging and packaging.

The Chief Secretary reviewed the status of raw material procurement and payment mechanisms and stressed the need for clear timelines and timely settlement of payments.

He also discussed upcoming opportunities for promoting Ladakh pashmina in national markets, including participation in proposed events and exhibitions in Delhi, fashion and designer showcases, and dedicated stalls for Ladakh-based entrepreneurs. He emphasised that such platforms should be utilised not only for sales but also for market exposure, networking and establishing long-term business linkages.

Reviewing GI tagging, the Chief Secretary directed the concerned departments to take up the process entrepreneur-wise and ensure close coordination with primary societies and other stakeholders. He directed that an awareness-cum-training camp for entrepreneurs be organised at the earliest, with necessary information shared in advance so that participants are adequately prepared.

The meeting also held extensive discussions on pastureland development and measures to strengthen fodder availability for nomadic communities.

Representatives from SKUAST shared technical suggestions and ongoing work relating to pastureland improvement, winter fodder management and preservation of traditional knowledge. The Chief Secretary stressed the need for a scientific and integrated approach to pasture development, particularly in areas where fixed pasture development may not be feasible due to the traditional migratory practices of nomadic communities.

He directed the concerned departments to explore convergence with the Irrigation and other relevant departments for developing suitable integrated pasture and fodder management projects.

The meeting discussed identification of suitable areas for pasture development, strengthening of natural grazing areas, rock fencing, winter fodder augmentation and establishment of fodder banks using locally suitable grasses and crops.

The possibility of promoting supplementary fodder programmes using barley, wheat and other locally available resources was also discussed to reduce dependence on outside supplies during winter.

The Chief Secretary sought detailed inputs from pashmina entrepreneurs and weavers on the constraints affecting production, spinning and weaving capacity. Entrepreneurs highlighted issues relating to the high cost of raw material, expensive spinning processes, working capital requirements and limited access to modern equipment and training.

The Chief Secretary directed the concerned departments to identify weavers and spinning units requiring support and explore deployment of suitable spinning equipment along with technical training. He stressed the need to examine both traditional hand-spun yarn and machine-spun yarn models, with emphasis on improving consistency, quality and production capacity while preserving the traditional character of Ladakh pashmina.

He further encouraged entrepreneurs to broaden their market outlook, learn from successful practices in other parts of the country and explore contemporary designs and new product lines without compromising the distinctive identity of Ladakh pashmina. He suggested greater collaboration with designers, fashion professionals and established markets to develop contemporary products with a strong value proposition.

The Chief Secretary also encouraged local entrepreneurs to participate in initiatives such as Brand Ladakh and explore opportunities for showcasing their products through national-level platforms, including proposed showrooms and exhibitions in Delhi. He called for greater exposure visits and structured interaction with designers and industry experts to understand contemporary design, product development, branding and marketing practices.

The meeting was attended by Secretary, Cooperative Department, Bhanu Prabha; Secretary, Animal and Sheep Husbandry Department, P.T. Rudra Goud; Consultant-cum-OSD, Special Projects, Moses Kunzang; Director Industries; Additional Secretary, Cooperative Department, Dr Mohammad Usman Khan; Managing Director, SIDCO, Sonam Norboo; Director Sheep Husbandry, Dr Iftikhar; Assistant Director, Sheep and Animal Husbandry; officials of the Industries Department; pashmina entrepreneurs and other senior officers and stakeholders concerned.

