

2nd Day of Pashmina Conclave 2026 Focuses on Standards, Design Integration and Institutional Strengthening

Leh, February 25, 2026: Continuing the momentum of the inaugural day, the second day of the two-day Pashmina Conclave 2026 was held under the theme “From Changthang Fibre to Global Luxury Standards,” focusing on quality assurance, design innovation, branding strategies and institutional convergence to strengthen Ladakh’s Pashmina ecosystem.

Organised by the Administration of the Union Territory of Ladakh, the conclave brought together policymakers, experts, institutions, designers, entrepreneurs, cooperative representatives and local artisans to chart a structured roadmap for positioning Changthang Pashmina in global luxury markets.

The day featured thematic panel discussions under the framework of “Solution & Direction,” emphasising value chain strengthening through standardisation, skill integration and market expansion.

The first session on Fibre Quality, Testing and Standardisation, moderated by Secretary Cooperative Mr. Bhupesh Chaudhary (IAS), included participation from the Changthang Cooperative Society, Mr. Sameer Mehra (EZMA), the Textile Committee, Jungwa Foundation and Pangong Craft Institute.

The discussion focused on maintaining international quality benchmarks, scientific testing, fibre segregation and systematic aggregation to ensure traceability and authenticity.

The second panel on Fibre-to-Fashion Integration and Cultural Identity was moderated by Secretary RDD Ms. Shashanka Ala (IAS), with participation from National Institute of Fashion Technology represented by Mr. Barkatullah Lone, along with Mr. Suket Dhir, Mr. Rajesh Pratap Singh and Oden Collectives.

The session highlighted the integration of traditional Changthang fibre with contemporary design while preserving Ladakh’s cultural identity, stressing capacity building in design, innovation and branding.

The third discussion on Brand Architecture, Market Access and Commercial Scaling, moderated by Under Secretary Planning Mr. Amir Suhail (JKAS), saw participation from Ms. Kunzes Angmo (LehValle), Ms. Diskit Angmo (Coral Hue), Dr. Mahesh Gadekar and Mr. Karan Ahuja (Ahujasons). The panel deliberated on brand positioning, market linkages and scaling production without compromising quality.

The fourth session on Institutional Convergence, Skills and Ecosystem Governance was moderated by Mr. Tushar Anand (IAS), MD NHM and SDM Nyoma. Participants included Mr. Tsewang Dorjey, AGM NABARD; representatives from the Central Silk Board and Central Wool Development Board; and Mr. Kulbushan Ahuja (Ahujasons).

The discussion emphasised institutional collaboration, skill development initiatives, financial convergence and the proposal to explore setting up a dedicated board in Ladakh to strengthen the Pashmina sector.

A key highlight was the detailed presentation by Mr. Y.V. Rao, Market Research Officer, Textile Committee, on the Pashmina Mark Standard Operating Procedures, covering registration procedures, certification, testing parameters, compliance mechanisms and grievance redressal systems to strengthen authentication.

The day concluded with a valedictory session featuring perspectives from stakeholders and technical takeaways from institutions.

The two-day conclave ended successfully with a collective commitment to safeguarding the authenticity of Changthang Pashmina and enhancing its global positioning.

Following the conclave, visiting experts and stakeholders undertook a field visit to the Pashmina De-hairing Plant in Leh to gain firsthand insight into the processing techniques and functioning of Ladakh Pashmina, and to share their professional inputs for further product development and value addition in the region.



