

Cooperatives Department, UT Ladakh, in Coordination with All Changthang Pashmina Growers Cooperative Society Organizes Interaction with CII Members and Industrial Representatives in Jammu

Jammu, 01 August 2026: The Cooperatives Department, Union Territory of Ladakh, in coordination with the All Changthang Pashmina Growers Cooperative Society Ltd., organized a one-day interaction-cum-seminar with members of the Confederation of Indian Industry (CII), industrial representatives, textile entrepreneurs, traders, and buyers at Jammu today. The programme aimed to establish direct market linkages for Ladakh Pashmina and secure better returns for Changpa pastoralists.

The seminar witnessed active participation from members of the textile and handicrafts industry, who interacted with representatives of the Cooperative Society to explore opportunities for direct procurement of authentic GI-tagged Ladakh Pashmina. Discussions centred on quality assurance, branding, value addition, market expansion, and long-term business partnerships.

Addressing the gathering, Deputy Commissioner, Changthang, Shri Nitish Rajora , IAS , highlighted the significance of the Pashmina sector as the economic backbone of the Changthang region. He emphasized that direct engagement with industry would empower Changpa herders by ensuring transparent procurement, fair pricing, and sustainable livelihoods. He called upon industrial stakeholders to build long-term partnerships with the Cooperative Society and support the promotion of authentic Ladakh Pashmina in national and international markets.

Representatives of the All Changthang Pashmina Growers Cooperative Society briefed the participants about the Society's initiatives to strengthen procurement systems, improve quality standards, and enhance the income of Pashmina-producing families across Changthang. Members of CII and participating industrial representatives appreciated the quality of Ladakh Pashmina and expressed keen interest in developing direct sourcing arrangements and collaborative business models.

