

Govt committed to promote Ladakh Pashmina globally, says LG Kavinder *Visits Pashmina Goat Farm at Upshi, reviews facilities Says Pashmina is not just a product but a cultural treasure of Ladakh Says UT Admin committed to build a sustainable ecosystem for Pashmina producers, artisans*

Leh, November 29: The Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today visited the Pashmina Goat Farm at Upshi to review ongoing initiatives for strengthening Pashmina production, safeguarding the indigenous goat breed — the world-famous source of Ladakh's premium Pashmina fibre and supporting the livelihoods of nomadic communities.

During the visit, District Sheep Husbandry Officer (DSHO) Dr. Tsewang Morup briefed the Lt Governor about the farm's operations, including the current number of goats, protective measures against predators such as snow leopards and wild animals, and the supplemental fodder and feed provided during winter months when natural grazing is limited. He emphasised the importance of these interventions to maintain the health and productivity of pashmina goats.

During the visit, the Lt Governor assessed breeding practices, fodder management, animal health interventions, and measures taken to improve the overall yield and quality of Ladakh Pashmina—globally renowned as the finest in the world.

Shri Kavinder Gupta said that Ladakh's Pashmina is not just a commercial asset but a cultural treasure that carries centuries of heritage and craftsmanship. He emphasised that the UT Administration is committed to creating a sustainable ecosystem that supports both the rearers in high-altitude regions and the artisans who convert raw Pashmina into globally sought-after luxury products.

The Lt Governor directed the department to intensify scientific breeding, expand fodder banks, and ensure uninterrupted veterinary care, especially during harsh winters.

Highlighting the need to link traditional knowledge with modern technology, Shri Kavinder Gupta called for introducing GPS-based tracking of herds, improved shearing techniques, and research-driven breed enhancement to maintain the globally recognised quality of Ladakh Pashmina. He also stressed on creating stronger market linkages, branding initiatives, and certification mechanisms to prevent counterfeit products.

The Lt Governor appreciated the efforts of the farm staff and field teams working in challenging terrain and assured full support from the Administration to scale up Pashmina production while protecting Ladakh's fragile mountain ecology. He added that boosting the Pashmina economy is central to improving the income of rearer families and promoting Ladakh as a global hub of natural fibre excellence.

