



R E P O R T O N LADAKH SEMINAR



HANDLOOM EXPORT PROMOTION COUNCIL
Cluster Visit and Seminar Report on
“EXPORT AWARENESS AND ENHANCEMENT”

Held at Conference Hall, Department of Industries & Commerce, Govt. of UT, Ladakh
Scheduled from 31.03.2026 to 02.04.2026

Ladakh pashmina had been identified as key exportable product from Ladakh (Leh, Kargil) and J & K region under textile items. Pashmina has lucrative export market & the production and export of pashmina is an exclusive trade opportunity from this region. The Pashmina shawls are being exported to Europe and the United States. To understand and promote Handloom pashmina and Wool Handloom Export Promotion Council (HEPC) has organized cluster visit and a Seminar scheduled from 31.03.2026 to 02.04.2026 in Leh, Ladakh. A seminar on “Export Awareness and Enhancement” has been organized in Conference Hall of Department of Industries and Commerce, Govt. of UT, Ladakh to create awareness among the Master weavers, Exporters, aspirant exporters & Co-operative Societies about export procedure, facilities and assistance available from various departments of Government of India, for the benefit of all the concerned in Leh, Ladakh and nearby areas. The seminar has been organized with financial assistance under National Handloom Development Programme of the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

The Seminar was chaired by Shri Bhupesh Chaudhary, IAS, Administrative Secretary, Industries & Commerce Department, UT Administration, Leh, Ladakh and Co-chaired by Shri N. Sreedhar, Executive Director, HEPC and Shri Ashraf Bhatt, Director, Industries, UT Administration, Ladakh.

The Seminar began with welcome address by Shri N. Sreedhar, Executive Director, HEPC. In his welcome address the Executive Director has assured to extend full support of the Council to trade. The Executive Director also explained about the Council's news letter on Ladakh Pashmina and other Ladakhi products This news letter was circulated among member exporters of HEPC and around 2000 overseas buyers. The Executive Director also requested the entrepreneurs to come forward to participate in events organized by HEPC to explore the export market and avail the benefits with HEPC registration. He suggested the participants to come up with new products in Pashmina, wool and blends which are suitable for export market.

About 40 exporters / aspirant exporters Cooperative Societies, Self Help Group and weavers have participated in the Seminar.

Shri Bhupesh Chaudhary, IAS, Administrative Secretary, Industries & Commerce Department, UT Administration, Leh, Ladakh addressed the gathering and appreciated HEPC's effort to sensitize the Handloom Entrepreneurs in Ladakh. He urged them to come forward in export field to popularize Ladakh Pashmina around the Globe. He also added that Leh Administration is ready to help Ladakh entrepreneurs and any query or grievances will be sorted within stipulated time. He further stated that one nodal officer may be nominated from HEPC and other departments for quick solutions of queries of Ladakh entrepreneurs.

Shri Ashraf Bhat, Director, Industries & Commerce, UT Administration, Ladakh in his address expressed the need of one window for entrepreneurs to avail benefits of different schemes of UT Ladakh as well as Central Government. He added that a booklet of combined schemes of UT Ladakh and Central Govt. to be made available to the Ladakhi's entrepreneurs.

The seminar was held in hybrid mode. Dr. Vinod Kadam, Scientist, Central Sheep and Wool Research Institute, Avikanagar, Rajasthan has given power point presentation on Shawl and Carpet Weaving on Handlooms through Video conferencing.

He described about conventional Handloom Weaving, Shortcomings of Handlooms, Tentative remedies for Handloom Sector etc. He also highlighted opportunities available for entrepreneurs of Union Territory of Ladakh to export Pashmina.

Dr. Deepti Pargai, Assistant Professor, National Institute of Fashion Technology, Srinagar, J&K has presented through video conferencing on "Innovative Design for Handloom Export Market". She has shown different innovations on Pashmina and Carpet developed by NIFT for Export market.

Shri Tahir Ahmad, Deputy Director, Weavers Service Centre, Srinagar, J&K by video conferencing briefed about India Handloom Brand- Benefits and registration process, Handloom Mark, Weavers Mudra Loan, Cluster Development, Samarth Scheme, National Awards, Marketing events and Bunkar Mitra.

Shri Vipin Singh Kandhol, Regional Head, National Handloom Development Corporation, Panipat through video conferencing has highlighted various yarn schemes available for Handloom Cooperative Societies and weavers. He stated that NHDC is always available for entrepreneurs.

Dr. Sonam, Krishi Vigyan Kendra, Leh has made power point presentation on Pashmina production. He described about origin of pashmina, quality of pashmina in different blocks of Leh, Ladakh, Life style, Characterization and migration route map of pashmina goats.

Dr. M. Sundar, Jt. Director, Handloom Export Promotion Council has made power point presentation on export benefits. He has also briefed about the Export Trends, Council activities, events for the year 2026-2027 & Procedure to obtain membership of the Council and its benefits to members. He also requested the entrepreneurs to come forward to participate in events organized by HEPC to explore the export market and avail the benefits with HEPC registration. He also explained role of the Council to the participants.

Shri N. Sreedhar, Executive Director, HEPC and Dr M. Sundar, Joint Director, HEPC have described about promotional activities being undertaken by the Handloom Export Promotion Council to Shri Bhupesh Chaudhary, IAS, Administrative Secretary, Industries & Commerce Department, UT Administration, Leh, Ladakh. It has also been discussed to organize a Buyer-Seller Meet in Leh during the financial year 2026-2027. Necessary correspondence is being done with UT Administration, Ladakh to organize the BSM.

The seminar concluded with vote of thanks by Shri Lakshmi Narayan, Deputy Director, HEPC. All the participants were satisfied and requested HEPC to organize such events in future.

The Executive Director, HEPC and team made a field visit to Self Help Groups entrepreneurs aspirant exporters and Officials of the Union Territory of Ladakh in Leh.

Superb Ladakh – Superb Ladakh is a local textile brand rooted in the cultural and material traditions of Ladakh. With its own weaving unit, the brand produces handcrafted wool textiles using traditional Ladakhi techniques and locally sourced fibres. The journey of Superb Ladakh began in the early 2000's through the dedication of Sonam Chorol, whose commitment to weaving, heritage, and indigenous knowledge played a significant role in strengthening Ladakh's textile identity. Today, the brand continues to grow under the involvement of Diskit Dolma, carrying forward the same values of craftsmanship, cultural integrity, and respect for traditional practices. The brand works closely with local artisans - spinners, weavers, and finishers - whose knowledge has evolved through generations. Wool preparation, spinning, dyeing, and weaving are carried out using methods that honour local knowledge and sustain artisan livelihoods. Through its work, Superb Ladakh supports the continuity of traditional craft, encourages respect for handmade textiles, and contributes to building wider recognition for Ladakh within national and international craft spaces.

Shama self Help Group Chuchoot, Leh : is a small self help group with 20 women. They are spinning / winding pashmina yarn manually on charkas in traditional way.

They have shown the process of weaving pashmia shawl on Handlooms. The Executive Director observed that training and financial support is needed to enable such self help group to produce exportable products.

Utpala : The team has also met Pashmina Manufacturing Unit namely Utpala. They are producing export worthy products but their export is very less. Executive Director, HEPC suggested to develop new products to focus on new designs to meet the international buyers' requirements.

Few photographs Cluster visits and Seminar



Welcome address by Mr. N.Sreedhar
Executive Director, HEPC



Special address by Mr. Bhupesh Chaudhary, IAS, Secretary,
Industries & Commerce, UT Ladakh



Address by Mr. Ashraf Bhatt, Director,
Industries, UT Administration, Ladakh



Presentation by Dr. Deepti Pargai,
Assistant Professor, NIFT, Srinagar



Presentation by Dr. M. Sundar, Jt. Director



Interaction



Cluster Visit Superb Ladakh



Visit Shama Self Help Group, Chuchoot, Leh





Handloom Export Promotion Council

(Ministry of Textiles, Govt. of India)

34, Cathedral Garden Road, Nungambakkam,
Chennai-600034, India

Tel: +91-44-28278879 / 60431

hepc@hepcindia.com | www.hepcindia.com