



# From Threads to Thriving Ventures

Pashmina Training



# The Vision

Ladakh, with its breathtaking landscapes and vibrant culture, is renowned for its exquisite pashmina wool and the art of pashmina weaving. In recent years, there has been a growing recognition of the importance of training local women in pashmina spinning & weaving.

Despite Ladakh being home to Cashmere goats, the pashmina herders have not directly reaped the benefits of this valuable resource. Acknowledging the women's inherent knowledge of traditional spinning and weaving methods since childhood, the primary objective is to elevate these skills to a new level of expertise.



Establishing a center in Ladakh for women from different villages, focusing on training them in pashmina weaving and crafting high-quality handicrafts, embodies a transformative vision aimed at empowering local communities and preserving cultural heritage.

Beyond the acquisition of technical skills, the center serves as a hub for collective knowledge, bringing together women from different parts of Ladakh to exchange thoughts and ideas. One of the core components of the vision is to create opportunities for the trained women.

Through the empowerment of women and the promotion of their artistic endeavours, the vision seeks to weave a narrative of resilience, cultural pride, and economic prosperity for the enchanting land of Ladakh.

## THE PASHMINA STORY

# THE IMPACT

### CAPACITY DEVELOPMENT

Identified and trained local women on different processes of pashmina production

**20**

### REVENUE GENERATED

Through creating commercial linkage for market ready products

**\$6200**

### CENTER SETUP

Local pashmina training center and workshop for production of different products

**1**



The initiative focuses on empowering the local women to earn a decent income by making handicraft products and also reviving the lost tradition of Pashmina weaving.

SUPPORTING LOCAL WOMEN ENTREPRENEURS

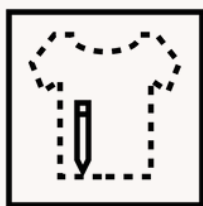
# THE TEAM

The local women who otherwise had no means of livelihood, make the team at the Pashmina center. Not only has it given them a source of income, but it has also empowered them to become independent and self-reliant. The center has also created a sense of community among these women, who work together to exchange ideas and support each other in their endeavors. It is heartening to see the positive impact that the Pashmina center has had on the lives of these women and the local community as a whole.



# The process

## WHAT GOES INTO THE CENTER



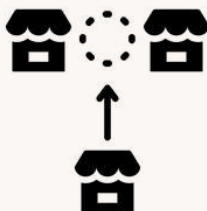
### **Ideation of products and procurement of material**

Doing Market research to understand the current trends for products



### **Creating and crafting products - Designing**

Figuring out the innovation in design and personalisation that is possible for every lineup



### **Market Linkage**

Enabling the center by creating market linkage for b2B and B2C tie-ups, ensuring a continuous flow of income



### **Quality Check and Distribution**

Ensuring that each product meets the quality standard set by the trainers and adheres to it before shipping the products



### **Continuous Up-Skilling**

Ensuring that the team keeps on learning newer techniques, designs, trends and works on their capacity to expand the center

---

# The Future

The future for the skilled ladies trained in Pashmina weaving and handicrafts in Ladakh is as promising as the intricate patterns they weave into their creations. . With a deepened understanding of Pashmina weaving techniques, these women can continuously refine their skills, ensuring that each product not only adheres to the highest standards but also exhibits a unique artistic flair.

Participation in nationwide handicraft exhibitions and trade fairs is a strategic move that can elevate their visibility and recognition. Capacity development remains a core focus, with the vision of training more ladies. By imparting their skills to others in their communities, these artisans contribute to the sustainability of their craft, creating a ripple effect of empowerment.



Realizing the potential for experiential tourism, the ladies aspire to create a unique travel experience where visitors can immerse themselves in the process of making fine Pashmina products. On a global scale, the ladies aim for individual recognition and the establishment of Ladakh's Pashmina brands. Participation in cross-exchange programs within different states of India and eventually globally is the final frontier.

The journey towards self-reliant and self-sufficient identities for these ladies is a testament to their resilience and determination. By creating inspiring stories and setting examples for many more, they become beacons of empowerment, influencing a new narrative of women's role in socio-economic development.

# SONAM SPALZES

The Journey of Transformation

## SHIFT FROM A HOUSEWIFE TO AN ENTREPRENEUR

My interest in spinning and knitting has been there since my childhood, but we used to do it on the traditional spindle and knitting pin. In 2017, there was a training organized by the Pangong Craft Centre at Phobrang for the ladies in the nearby villages, and I was one of the participants. Before the training, I used to spin and knit only for my family members and never considered earning from it. However, after the training, which included using a spinning wheel and introducing weaving, I started enjoying it more. This inspired me to do something for myself, and I decided to become self-independent and pursue entrepreneurship.

When you're passionate about something in life, nothing can hinder your success. My passion for my work drives me to make time for both my craft and daily household chores, all while being there for my family. For instance, if there's a deadline for finishing certain products, I wake up early or find time throughout the day to meet it. I've come to see it as my duty or job, much like how others attend to their daily responsibilities without making excuses. This commitment has allowed me to balance my passion and responsibilities effectively.

## PROUDEST MOMENT AS AN ENTREPRENEUR

This year, when all the women in my area showcased their products during the visit of Union Minister Shri Parshottam Rupala, it was a significant moment. Among the various products, he and his wife particularly liked mine, and they purchased two of them. It was the proudest moment of my life and instilled 100% confidence in my abilities. This recognition from such esteemed individuals further validated the value of my work and spurred me to continue with even greater determination.



## Journey through our lens

*Sonam's humility and passion for Pashmina weaving shine through as she seamlessly integrates her newfound skills into her daily life.*

*The interview captures the essence of her journey – from acquiring a craft to crafting a brighter future for herself and her family through the artistry of Pashmina weaving.*

