



BACKGROUND

- The Pashmina trade faces several challenges, including market competition from cheaper alternatives and fiber adulteration, along with other economic factors.
- Adulteration of cheap wool i.e., sheep and angora has also been observed in claimed Pashmina products and the presence of illegal endangered Tibetan antelope (Chiru) guard hairs.

ESTABLISHMENT OF PCC

In order to support the Pashmina product manufacturers, artisan's, and traders and to promote the seamless export from India, the 'Pashmina Certification Centre' specifically for certification of "Pashmina products" has been established at WII through Memorandum of Understanding (MoU) with the Export Promotion Council for Handicrafts (EPCH), Ministry of Textile in 2023.

LUXURY THREADS

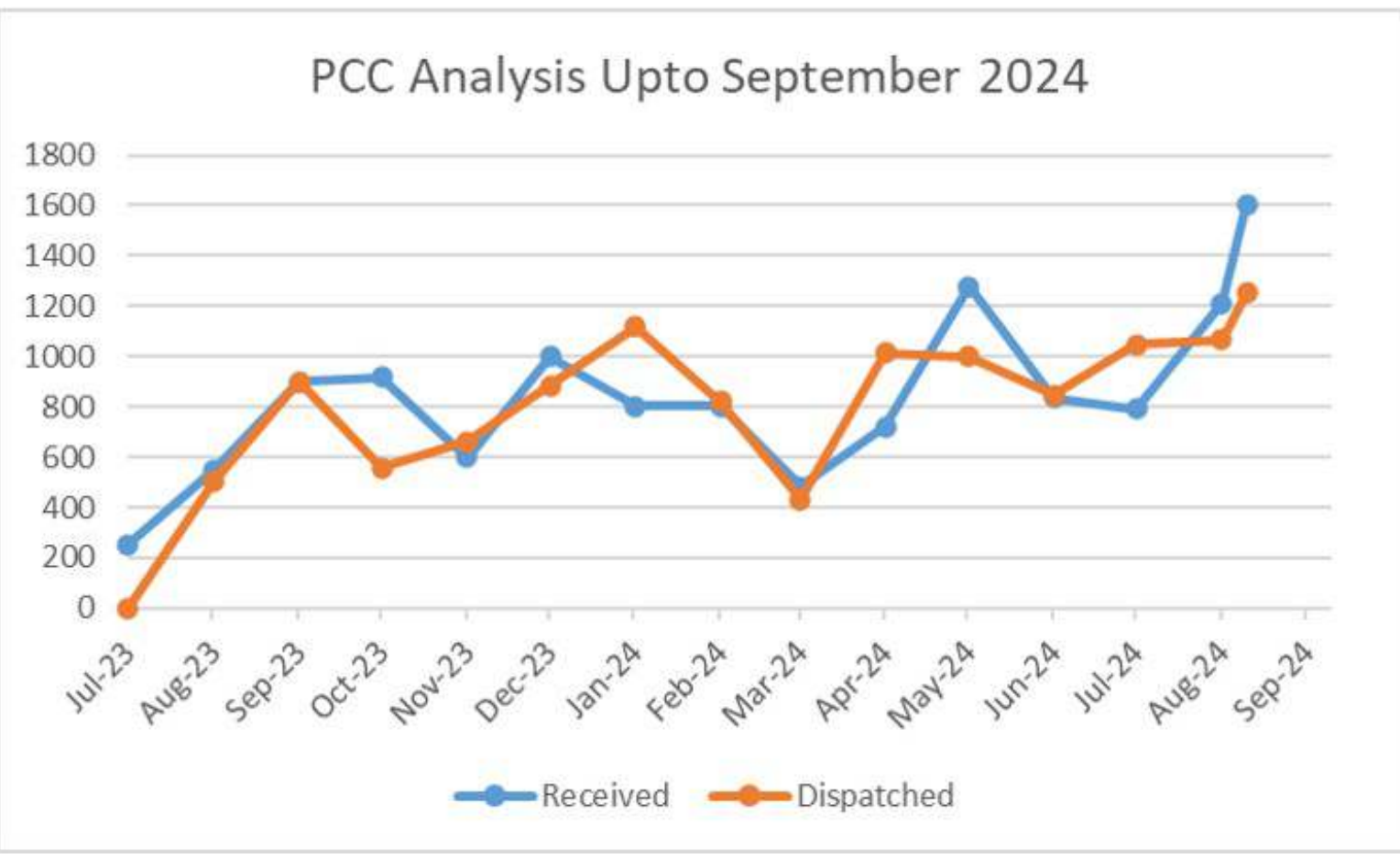
We are testing Pashmina shawls from registered EPCH members, each with unique dimensions, vibrant colors, and intricate embroidery designs. These shawls undergo meticulous certification to ensure their authenticity.



Embroideries on shawls (E1 to E6)

UNIQUE CERTIFICATION

- The genuine pashmina product is certified by tagging a unique green barcode. Otherwise, red certification tags are given to those products which do not conform to the certification norm. All the certified products can be verified and downloaded from anywhere in the globe by scanning the unique barcode.
- Since its inception, the PCC has analyzed and certified over 12,000 shawls



The analysis trend of PCC (n=12112) from July 2023 to September 2024



WAY FORWARD

- Advanced techniques like Scanning Electron Microscopy (SEM) will be used to enhance precision in quality testing.
- Wool certification protocols will be developed to incorporate new technologies and international standards for better traceability and authenticity.
- Local artisans and stakeholders will be trained to identify the genuine pashmina fiber before weaving by adopting modern technology.

CONSERVATION, TRADITION AND TRADE

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UNIQUE CERTIFICATION OF THE GENUINE PASHMINA PRODUCTS THROUGH TRICHO-TAXONOMY AND ITS IMPLICATIONS FOR TEXTILE TRADE

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The Changthangi or Changpa is a breed of cashmere goat native to the high plateaus of Ladakh in northern India. It is closely associated with the nomadic Changpa people of the Changthang plateau.

The intense cold of the region causes the goats to grow a thick undercoat, which is harvested to produce the fine pashmina grade of cashmere.

STANDARD OPERATING PROTOCOL AT PCC

1

Physical measurement of each product

Dimensions, Weaving pattern, Embroidery, Weight and color combination

2

Digital photography of each product

Open and close type and covering all aspects of the product

3

Sampling of guard hairs from each product and slides preparation for cuticular study

Tricho-taxonomy following the Bureau of Indian Standards (BIS) protocol

4

Microscopic examination

The microscopic characteristics are compared with the reference database to verify the authenticity of pashmina origin

Protocol for guard hair sampling and slides preparation on saturated solution (gelatin powder + warm distilled water+ methylene blue)

Microscopic examination of the cuticular pattern of guard hairs of Sheep (*Ovis aries*) Pashmina goat (*Capra hircus*) and Angora rabbit (*Cyrtolagus cuniculus*)