

DC Drass Chairs Meeting to Finalize Arrangements for Drass Festival

Drass, August 20, 2026: The Deputy Commissioner, Drass, Imteeaz Kacho today chaired a comprehensive coordination meeting at the Conference Hall of Tourist Dak Bungalow, Drass, to discuss and finalize arrangements for the forthcoming Drass Festival scheduled for the first week of September, 2026.

The meeting was attended by the Superintendent of Police, Ishtyaq Kacho; Chief Medical Officer Dr. Asif Hussain, Sub-Divisional Magistrate Drass Vishal Atri, Drass, LAHDC Councillors Abdul Samad and Abdul Wahid, Executive Engineer, PW (R&B);Principal, GDC-Drass, Principals and Headmasters of Government Schools, Zonal Education Officer, Zonal Physical Education Officer, Range Forest Officer, Block Development Officer, Bhimbat, Assistant Executive Engineer, PDD; Deputy General Manager, PGCIL-Drass, Assistant Information Officer and representatives of Hotel Association of Drass and other agencies.

During the meeting, detailed discussions were held on the proposed activities, venues and programme schedule for the two-day festival. The Deputy Commissioner emphasized that the festival should provide a vibrant platform to showcase the natural beauty, rich cultural heritage, traditional sports, tourism potential and local talent of Drass. It was stated that efforts will be made to showcase a diverse range of activities including horse polo, cultural programmes, youth engagement. literary gatherings, cricket and volleyball matches, trekking, nature-based activities, nature-guide programmes and other traditional and sporting events.

Special emphasis was laid on promoting Manman Top as a major attraction of the festival, particularly its rich natural landscape and bird diversity. The need for organizing programmes at multiple locations, including Mushko Valley, Laqthan,Kharbu, Thasgam and Matayan were also discussed in order to provide wider representation to the festival and highlight lesser-known tourist destinations of the Drass region.

Inputs were also sought from School Heads and representatives of educational institutions and various departments, inviting suggestions for making the festival more vibrant, inclusive and engaging.It was emphasised that the participation of students and teachers should be planned in a meaningful manner.

Stress was laid on strengthening the sports and cultural component of the festival. The Superintendent of Police stressed the importance of incorporating different cultural traditions to reflect the diversity and heritage of the region.

The LAHDC Councillors suggested organizing activities at multiple locations, with horse polo and cultural programmes as major attractions apart from wider media engagement and publicity. The need for a strong media, publicity and promotional strategy with major activities to be promoted individually through systematic advertisements, media outreach and digital promotional content was also discussed in detail apart from wider publicity across different media platforms.

The Deputy Commissioner directed all concerned departments and stakeholders to work in close coordination and ensure focused and quality arrangements for the

successful conduct of the festival. He stressed that the event should go beyond celebration and effectively showcase the cultural identity, tourism potential, natural heritage, traditional sports and local talent of Drass to a wider audience. He further directed that the final festival dates and programme schedule should be planned in such a manner that there is no clash with examinations of educational institutions, ensuring that students can participate in the festival without their academic schedule or examinations being affected.

It was finally pointed out that detailed discussions on departmental responsibilities, logistics, venues, publicity and the proposed programme schedule will be held with all stakeholders.

