

**The Administration of Union Territory of Ladakh
Lieutenant Governor's Secretariat**

Press Release

LG Kavinder flags off solo motorbike expedition 'Mission Bharat' from Kargil

Says focus on eco-tourism, infrastructure, youth initiatives for Viksit Bharat 2047

Kargil, Oct 24: The Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today flagged off the solo motorbike expedition titled 'Mission Bharat' from Raj Niwas, Kargil. The expedition is being undertaken by noted biker and social entrepreneur Deepak Bharadia from Pune, Maharashtra.

The 7,500-km journey, beginning from Kargil, will traverse some of the most challenging terrains of the country—stretching from the icy heights of Ladakh to the southern tip of India at Kanyakumari, and finally concluding at Pune via the scenic western coast. The expedition aims to empower local communities, raise awareness on sustainable development, and promote national integration through citizen participation.

While flagging off the expedition, the Lt Governor lauded biker and social entrepreneur's spirit of adventure and commitment to social causes. He said that initiatives like Mission Bharat exemplify the true essence of "Ek Bharat, Shreshtha Bharat" and help bring together people from diverse regions and backgrounds.

Highlighting Ladakh's growing role in promoting adventure tourism, environmental stewardship, and youth engagement, LG Kavinder said that the UT Administration is committed to making Ladakh a hub of adventure, education, and culture. He emphasised that such initiatives not only showcase Ladakh's unique geography and resilience but also inspire the youth of India to pursue meaningful and responsible travel.

"Ladakh has always been a land of inspiration and courage. From this frontier region, messages of peace, unity, and sustainability should resonate across the country," he remarked. He added that the administration is working to enhance eco-tourism, strengthen road infrastructure, and provide greater support to youth-led initiatives that align with national goals of Atmanirbhar Bharat and Viksit Bharat 2047.

