

On L-G VK Saxena's initiative, UT Administration signs tripartite MoU for Ladakh Bike Week

Week-long event to give a major push to adventure tourism in Ladakh

Leh, May 16: Following the sustained push and vision of the Lieutenant Governor of UT Ladakh, Shri Vinai Kumar Saxena, for promoting adventure tourism in Ladakh, a tripartite MoU was today signed between the Department of Tourism and Culture, UT Ladakh, Royal Enfield and the Ladakh Bike Co-operative organising the annual "Ladakh Bike Week". The MoU has been signed for a period of three years.

As per the MoU, Ladakh Bike Week will be organised annually from September 1 to September 7 for the next three years. The week-long event will witness participation of bikers from across the country and abroad, under the theme "The Great Migration," which aims at promoting national integration, cultural exchange and tourism in Ladakh. Thousands of riders and adventure enthusiasts are expected to participate in the annual event.

The event will also be promoted as a sustainable and environmentally responsible initiative, with organisers committing to adopting a zero-waste model during the celebrations. Major international and national outdoor and adventure brands, including The North Face, Patagonia, Garmin and several others, are expected to showcase their products and innovations during the week-long programme.

The initiative assumes significance as it comes following the representation made by the Bikers Union to the UT Administration for including biking activities in Ladakh's official tourism calendar and promoting Ladakh as a premier global biking and adventure tourism destination. Acting promptly on the demand and recognising Ladakh's immense potential in adventure tourism, L-G Shri Saxena facilitated the collaboration to institutionalise Ladakh Bike Week as a flagship tourism event. The Lieutenant Governor termed the MoU a welcome initiative that would strengthen biking culture and adventure tourism in Ladakh in an organised, sustainable and community-driven manner.

The initiative would also create significant livelihood opportunities for local communities, benefiting homestays, hotels, transport operators, guides, mechanics, cafés, artisans, Self Help Groups and small businesses through increased tourist footfall. Shri Saxena appreciated the Ladakh Bike Co-operative Limited for ensuring local participation and community ownership in the initiative.

Speaking on the occasion, the Lieutenant Governor stated that the partnership reflects a shared vision to strengthen Ladakh's identity as one of the world's leading adventure tourism destinations while ensuring that the people of Ladakh remain at the centre of the growth story.

Highlighting Ladakh's unmatched appeal among bikers, the Lieutenant Governor said that iconic high-altitude passes such as Umling La, Khardung La and Chang La continue to attract thousands of bikers and adventure enthusiasts every year, firmly placing Ladakh on the global adventure tourism map.

The Lieutenant Governor also stressed the importance of environmentally responsible tourism, stating that Ladakh's fragile ecology and cultural heritage must remain protected while promoting tourism activities in the Ladakh region.

