

SIDCO organises marketing exhibition-cum-sale in collaboration with NMDFC at Leh

Leh, 5 Sept 2026: Sindhu Infrastructure Development Corporation (SIDCO), Ladakh, in collaboration with the National Minorities Development & Finance Corporation (NMDFC), organised a Marketing Exhibition-cum-Sale near Eco Park, Leh, to provide a dedicated platform to local entrepreneurs, artisans and beneficiaries to showcase and market their products.

The exhibition was graced by the Chief Secretary, UT Ladakh, as the Chief Guest, who visited the various stalls and interacted with the participating beneficiaries and entrepreneurs. The Chief Secretary took keen interest in the products and activities showcased and appreciated the initiative undertaken by SIDCO and NMDFC for promoting entrepreneurship, livelihood generation and market access in Ladakh.

During the visit, Managing Director, SIDCO Ladakh, Himanshu Gupta, briefed the Chief Secretary about the exhibition and apprised him of SIDCO's initiatives for promoting entrepreneurship, extending financial assistance and facilitating market opportunities for local beneficiaries. He also highlighted the Corporation's efforts towards strengthening the entrepreneurial ecosystem and supporting beneficiaries in establishing and expanding their business activities.

Senior Manager, SIDCO, Leh, Stanzin Paksang, also gave a detailed briefing about the various stalls and participating beneficiaries. He explained the nature of activities being undertaken by the beneficiaries, the products displayed by them, and their respective financial assistance and loan details under various SIDCO/NMDFC schemes. He also briefed the Chief Secretary about the beneficiaries' entrepreneurial activities and the role of institutional financial support in helping them establish and expand their ventures.

The Chief Secretary appreciated the quality, variety and presentation of the products displayed and commended the efforts of SIDCO and NMDFC in providing both financial and marketing support to local entrepreneurs. He encouraged the beneficiaries to focus on quality enhancement, branding and exploring wider markets to improve the commercial potential of their products and create sustainable livelihood opportunities.

The event was attended by General Manager (HR & Admin), Sonam Nurboo; General Manager (Finance), Skalzang Chospa; Senior Manager, SIDCO, Leh, Stanzin Paksang; Accounts Officer, SIDCO, Nazir Hussain, along with other officers and officials of the Corporation.

The exhibition provided beneficiaries with an opportunity to directly showcase and sell their products while interacting with visitors and potential customers. The initiative forms part of SIDCO's continued efforts to promote local entrepreneurship, strengthen livelihood opportunities, facilitate access to institutional finance and create sustainable market linkages for locally produced goods.



