

DC Kargil Reviews Preparations for 2nd Edition of Suru Summer Festival 2026



Kargil, July 30, 2026: The Deputy Commissioner/Chief Executive Officer, LAHDC Kargil, Shri Rakesh Kumar, IAS, today chaired a meeting with district officers and stakeholders to review preparations for the 2nd Edition of the Suru Summer Festival, scheduled to be held on August 26 and 27 at Damsna, Suru Valley.

At the outset, Assistant Director Tourism, Kargil, Ali Tak, welcomed the participants and briefed the chair regarding the proposed activities, arrangements and logistical requirements for the festival. He informed that the event aims to showcase

the tourism potential, cultural richness and adventure opportunities of Suru Valley and would require the active cooperation and collective efforts of all departments and stakeholders for its successful conduct. During the meeting, detailed discussions were held regarding departmental responsibilities, logistical support, budgetary provisions, infrastructure requirements, promotional activities and event management.

The meeting also deliberated on the organization of adventure tourism activities including river rafting, cycling, paragliding and nature-based experiences, with emphasis on ensuring the availability of necessary equipment and support services.

Addressing the meeting, the Deputy Commissioner stated that Suru Summer Festival has the potential to establish itself as a major tourism event not only at the national level but also internationally. He stressed the need for coordinated efforts from all departments, tourism stakeholders, trade bodies, transport unions and local organizations to make the festival a grand success.

Highlighting the immense adventure tourism potential of Suru Valley, the Deputy Commissioner directed the concerned departments to actively promote activities such as river rafting, paragliding and cycling. He observed that sustained promotion of adventure tourism would help attract more visitors, create livelihood opportunities and benefit taxi operators, tour operators, homestays and other tourism-related sectors. He further emphasized that adventure activities should continue on a regular basis beyond the festival period to strengthen Suru Valley's tourism profile.

The Deputy Commissioner also directed that local talent be provided a suitable platform during the festival. He suggested organizing singing performances and cultural presentations involving students, college graduates, government employees and other talented individuals, with the Department of Culture entrusted with coordinating such programmes.

The meeting also discussed the setting up of ethnic food stalls, handicraft and handloom exhibitions, live demonstrations by artisans, NRLM products and

agriculture-based exhibitions. The Deputy Commissioner directed the concerned departments to prepare a list of participants and ensure proper hygiene standards at all food stalls. He also stressed the promotion of local products, including oyster mushrooms and other agricultural produce, through dedicated sales and exhibition centres.

The Assistant Director Fisheries highlighted the department's plans to showcase fisheries activities in the district. The Deputy Commissioner emphasized the need to promote fish farming as a viable livelihood option, noting the encouraging growth of the sector in the region.

Discussions were also held on wildlife tourism, birdwatching, nature walks and showcasing the region's rich biodiversity. The Wildlife Department informed the meeting about plans to highlight wildlife potential and documentary screenings during the festival. The Forest Department was directed to showcase the region's flora and fauna, including wild tulips and other native species.

The meeting further discussed the organization of traditional sports, including archery, along with cultural programmes, talent shows and educational activities involving nearby schools. It was decided that anchoring and coordination support would be sought from the Education Department.

The Deputy Commissioner directed that registrations for stalls be opened across Ladakh and emphasized effective utilization of resources through inter-departmental coordination. He also called for the involvement of merchant associations, tourism stakeholders, banks, NHIDCL, Power Grid, IOCL, BPCL and other institutions in supporting and promoting the festival.

The Deputy Commissioner invited suggestions from all stakeholders and reiterated that the success of the festival would depend on the active participation and cooperation of every department, institution and interested individual. He stressed the importance of extensive publicity and marketing efforts to project the Suru Summer Festival as a premier tourism event of Ladakh.