

LG Kavinder Gupta vows to transform Ladakh into a World-Class Winter Tourism destination *Says dire need to promote Ladakh as year-round adventure hub.*

Leh, Oct 6: The Hon'ble Lieutenant Governor of Ladakh, Kavinder Gupta, emphasised transforming Ladakh into a top winter tourism and adventure sports hub, highlighting the need for sustainable development, modern infrastructure, promotion of local talent, and creating employment opportunities while preserving the region's unique natural and cultural heritage.

The Hon'ble Lt Governor chaired a meeting attended by Dr. Pawan Kotwal, Chief Secretary, and Bhanu Prabha, IAS, Secretary, Youth Services & Sports, UT Ladakh and Chief Engineer PWD Abdul Mutalib, to discuss the establishment of Chair Lifts at Drass and Surface Ski Lifts at Zaskar, aimed at enhancing winter sports facilities and attracting global adventure enthusiasts.

The Hon'ble Lt Governor described the initiative as a major milestone in promoting Alpine and Nordic winter sports in Ladakh, creating local employment opportunities, and positioning the UT firmly on the global winter tourism map.

The Hon'ble Lt Governor reiterated the UT Administration's commitment to sustainable, high-altitude sports infrastructure that empowers youth, supports local livelihoods, and highlights Ladakh's unique landscapes. He directed officials to ensure timely implementation, maintaining safety and environmental standards.

Kavinder Gupta stated that there is a dire need to promote Ladakh as a year-round adventure and winter sports destination, focusing on innovative tourism initiatives, community engagement, and sustainable practices to attract both domestic and international visitors. He stated that the development of winter tourism should go hand-in-hand with promotion of local culture, handicrafts, and hospitality services, ensuring that the benefits of tourism reach every section of the community while preserving Ladakh's pristine environment.

The Hon'ble Lt Governor Gupta called for coordinated efforts among government departments, private stakeholders, and local communities to make Ladakh a world-class destination for winter adventure, sports excellence, and sustainable tourism.

