

**Ladakh to emerge as a memorable, responsible & sustainable global tourist destination, says LG Ladakh Unveils logo of Destination Ladakh, 'Celebrate Ladakh' calendar & STP Incentive Scheme Says this initiative will strengthen Ladakh's National & Global Tourism Presence PM Modi's vision guiding Ladakh's inclusive & sustainable development**

Leh, Dec 18: The Hon'ble Lt Governor of Ladakh Shri Kavinder Gupta today said that Ladakh is steadily emerging as a memorable, responsible and sustainable global destination, where tourism growth is rooted in cultural preservation, community participation and environmental responsibility. He emphasized that Ladakh's unique heritage, pristine natural landscape and resilient communities form the core of its global identity, and the administration is committed to promoting tourism that is inclusive, balanced and respectful of local traditions and ecology.

The Lt Governor was speaking at the programme organised by the Department of Tourism here today for Unveiling of the Destination Ladakh Logo, where he highlighted that the new identity reflects Ladakh's distinctive character and vision for responsible tourism. He said the initiative marks an important step towards strengthening Ladakh's presence on the national and international tourism map while ensuring sustainable livelihoods and long-term benefits for local communities.

The Lt Governor stated that "Destination Ladakh" is not merely the unveiling of a logo but an important opportunity to present Ladakh's distinctiveness, culture and heritage before the world, reflecting the land, its people and their stories of resilience in a challenging yet extraordinary landscape. He noted that the design, colours and form of the logo offer a harmonious balance between tradition and subtle modernity, symbolising Ladakh's resilience, warmth and understated dignity as a global destination. He further underlined that the unveiling marks a thoughtful step towards positioning Ladakh as a responsible, sustainable and community-friendly tourism destination that will generate livelihoods for local communities, including youth and women, while promoting balanced, year-round tourism.

Shri Kavinder Gupta highlighted that the vision of Hon'ble Prime Minister Shri Narendra Modi has consistently focused on bringing remote and strategically important regions like Ladakh into the mainstream of development. He said that, guided by this vision, the UT Administration is advancing innovation, sustainability and cultural preservation in tourism and local development, with the aim of presenting Ladakh not just as a tourist spot but as a responsible and globally relevant destination.

The Lt Governor said that several major tourism projects are being implemented in Ladakh with the support of the Ministry of Tourism. These include the Swadesh Darshan 2.0—Julley Leh Biodiversity Park (₹23.16 crore), Swadesh Darshan 2.0—LoC & Hunderman Village Experience in Kargil (₹11.45 crore), and the development of Mushkoo Valley under the Challenge Based Destination Development Scheme (₹9.77 crore). He added that homestays are being developed in tribal clusters such as Suru, Aryan and Sham Valleys under the PM-JUGA Scheme (₹4.59 crore). Additionally, a Water Screen Projection Show at TFC Kargil (₹12.07 crore) and a Sound & Light Show at Leh Palace (₹8.57 crore) are under development and are expected to be commissioned in 2026, strengthening sustainable and responsible tourism in the region.

During the event, the Lt Governor also released the "Celebrate Ladakh" calendar—a curated list of dates of annual festivals for the next three years—along with the STP Incentive Scheme for environmental protection and public health regulation and the Satellite Phone Procurement SOPs, under which private tour operators will be able to procure satellite phones from BSNL for emergency use.

Chairman/CEC, LAHDC Kargil, Dr Mohd Jaffer Akhoo, congratulated Team Stringmo and highlighted how several members from economically weaker families have been able to sustain their households through the income generated from their creative work with the team, drawing loud applause from the audience. He emphasised the tourism potential of Kargil, particularly Suru Valley—home to the famous Nun-Kun expedition—requesting the establishment of an institute there as well as the organisation of major sports events in Kargil to promote sports among local youth.

Chief Secretary Dr Pawan Kotwal underlined the various demands raised by tourism stakeholders, including the need for consistency in the tourism calendar and promotion of tourism events and Ladakh Tourism at national and international platforms, and informed about key initiatives of the UT Administration to boost tourism such as the STP Incentive Policy and a pioneering solar rooftop scheme for commercial establishments in Ladakh.

Administrative Secretary, Tourism, Sanjit Rodrigues outlined various initiatives undertaken by the Tourism Department to promote Ladakh Tourism through schemes such as Swadesh Darshan, CBDD, PM JUGA and CFA, as well as policy measures including the Ladakh Homestay Policy 2023 and Ladakh Mountaineering Policy 2024, and mentioned plans to organise familiarisation tours, B2B meetings and the Winter Conclave to further strengthen Ladakh's tourism outreach.

The logo created by Team Stringmo was formally launched as the new tourism identity of Ladakh. The logo, inspired by the Bhoti letter "La", has been conceived as a visual expression of Ladakh's unique landscape, culture and enduring heritage, representing the mountain passes and historic trade routes that have shaped the region's identity over centuries.

Team Stringmo, led by its President, Kaneez Fatima, explained the Destination Ladakh concept.

Director, Tourism, Tsering Paldan, delivered the vote of thanks. Among those present were Principal Secretary Sanjeev Khirwar, DGP Ladakh Dr S.D. Singh Kamwal, Administrative Secretaries, Directors and Heads of Departments, Vice Chancellor of the University of Ladakh Prof. Saket Kushwaha, Army officials, representatives of ALTOA, ALHGHA, tourism stakeholders from Leh and Kargil, taxi and other transport unions, officials from religious and political organisations, civil society representatives, officials of the Tourism Department and other government officers.



