

## **Outreach Programme on Mission LiFE, Swachhata Hi Seva and New Criminal Laws organized by CBC in Leh**

Leh September 13,2025 : The Central Bureau of Communication (CBC), Ministry of Information and Broadcasting, Govt of India on Saturday organized an Integrated Communication and Outreach Programme (ICOP) in Leh. The day-long programme was organised in the Exhibition Hall of District Institute of Education and Training (DIET) by CBC's Field Office,Leh.

The outreach programme was aimed at sensitizing the youth regarding the themes of Mission LiFE and Swachhata Hi Seva, urging them to adopt a pro-planet lifestyle and develop in them a sense of sustainable living. Experts and resource persons from different departments deliberated on a wide range of environmental issues being faced world over particularly in the Himalayan regions. Discussions were conducted emphasizing the impact of campaigns like Mission LiFE and Swachhata Hi Seva and the role of youth in ensuring establishment of clean and sustainable communities.

Sh. Namgial Tashi, Range Officer (Forests) and Sh. Mipham Jigmet from Zero Waste Ladakh delivered lectures on Mission LIFE and Swachhata Hi Seva. The speakers highlighted the work being done by the administration of Ladakh and other stakeholders to preserve the fragile environment of the region and promote sustainable businesses and eco-tourism.

A seminar on the New Criminal Laws was also organised to educate the participants about the landmark changes introduced in the criminal jurisprudence of the country by enactment of the new laws. Stanzin Zangpo, Sub Inspector, Ladakh Police gave a detailed presentation on the Bharatiya Nyay Sanhita(BNS), Bharatiya Nagrik Suraksha Sanhita(BNSS) and Bharatiya Sakshya Adhinyam(BSA), explaining how the new laws are a reflection of New India, promoting justice over punishment. Detailing out the progressive vision behind the new laws, he said that these laws will bring in transparency and use of technology to leverage speedy justice delivery.

The proceedings of the programme were presided over by Sh. Ghulam Abbas, Director,CBC, Jammu & Kashmir and Ladakh region. In a keynote address, Sh. Abbas said that CBC strives to bring in the behavioural changes among masses at the grassroots level, paving way for smooth implementation of the various public welfare schemes and policies of the government.

He said that through an integrated communication strategy, CBC is committed to bridge the communication gap between the government and the beneficiaries of different welfare schemes.

Sh. Shahid Mohammad Lone, Field Publicity Officer,CBC in his address provided a detailed overview of the CBC's mandate and functioning. He said that these outreach programmes are intended to create an informed citizenry which is key for accountability and efficient service delivery.

While addressing the gathering, Sh. Khursheed Yousuf, Head of News, Akashvani and Doordarshan ,Ladakh impressed upon the participants to amplify the message of Mission LiFE and be Swachhata ambassadors of their areas. He said youth participation is key to achieving a Vikisit Bharat.

Other dignitaries who addressed the gathering were Sh. Mirza Mehdi, Principal,DIET, Ms. Padma Deachen, Zonal Education Officer and Sh Devraj, Coordinator, SAMKALP.

A theme based open quiz was organised for students wherein the winners were awarded prizes and commendation certificates.



