

**On L-G Vinai Kumar Saxena's directions, Leh Municipal Area undergoes major beautification drive *Drive launched to enhance city aesthetics and tourist experience Flower pots, wall art and plantations to transform Leh into a clean, vibrant and welcoming destination***

**Leh, April 24:** The historic city of Leh has started wearing a festive look ahead of the Sacred Exposition of Holy Buddha Relics in the city from May 2 to 14. In pursuance of the directions of Lieutenant Governor, Shri Vinai Kumar Saxena, a comprehensive beautification drive is being carried out across Leh city to enhance its aesthetic appeal and create a vibrant environment for residents and tourists.

As part of the initiative, the Lieutenant Governor has directed the beautification of Leh Main Market to improve its overall appearance and provide a welcoming experience to visitors. Key measures undertaken include the plantation of decorative flowers, artistic enhancement through creative artwork and wall graffiti and placing flower pots along roadsides.

Drawing from his administrative experience of hosting G20 Summit in New Delhi, the Lieutenant Governor is focusing on adopting best practices to transform Leh into a clean, organised, and culturally vibrant city.

The initiative assumes added significance in view of the upcoming sacred exposition of the holy relics of Lord Buddha, which is expected to witness participation from thousands of Buddhist devotees from across Ladakh, along with ambassadors, bureaucrats, public representatives, and members of Buddhist organisations.

The Lieutenant Governor emphasised that such initiatives are aimed not only at enhancing the aesthetic appeal of the city but also at improving the overall tourist experience, thereby strengthening Ladakh's position as a premier tourist destination.

"The beautification drive is aimed at presenting Leh as a clean, organised and culturally vibrant city, especially in view of upcoming major events. Improving the aesthetic appeal of public spaces will not only enhance the experience of tourists but also instil a sense of pride among residents. Sustained efforts are being made to make Ladakh one of the most attractive and visitor-friendly destinations in the country," said the Lieutenant Governor.

Notably, ever since assuming office, the Lieutenant Governor has been working in a mission mode to promote cleanliness and ensure a visually appealing and tourist-friendly Ladakh. He had personally visited the Leh Main Market and Leh Old Town to assess sanitation and civic infrastructure, and subsequently issued directions for immediate beautification and cleanliness measures.



