

CBC's two-day outreach programme on VB-G RAM G Act begins in Kargil



Kargil, August 19, 2026: A two-day Integrated and Communication and Outreach Programme (ICOP) on the Viksit Bharat Guarantee for Rozgar and Ajeevika Mission (Gramin) (VB-G RAM G) began at the Syed Mehdi Memorial Auditorium Hall in Kargil today.

The programme was inaugurated by Er. Punchok Tashi, Executive Councillor (Rural Development and Panchayati Raj, Power Development Department, FCS&CA, Information and ZDA) LAHDC Kargil Er Punchok Tashi.

The programme, which aims to create awareness about the recently introduced AB-G RAM G Act, is being conducted by the Leh Field Office of the Central Bureau of Communication, (CBC) a media unit Ministry of Information and Broadcasting, Government of India. The first day of the programme saw enthusiastic participation from students of various schools of Kargil district.

Speaking on the occasion, Er Tashi congratulated CBC for bringing the schemes of the government to the doorsteps of the citizens. He said that the main objective of programmes like these is to make people aware about how they can benefit from the various steps taken by the government for their benefit and upliftment.

Er Tashi said that people should come forward and take benefit from schemes like VB-G RAM G as they are the ultimate beneficiaries and no scheme can be successful unless there is whole-hearted participation of the citizens.

Speaking about the salient features of the VB-G RAM G Act, he said this scheme has increased the number of workdays from 100 to 125 and has been designed in such a way that maximum people can benefit from it. He said that every single citizen who lives in a rural area is a stakeholder in this and that they should all put forward their demands through their respective village panchayats so that development can be seen on the ground.

Er Tashi said that the VB-G RAM G Act will prove to be the stepping stone towards achieving the goal of Viksit Bharat @2047 as development should not be limited to urban areas only and all efforts should be made to mitigate the gap between urban and rural areas. He said that the dream of Viksit Bharat @2047 will not come to reality unless every single citizen of this country takes this mission seriously and dedicates all efforts towards making this vision a success.

The programme also consisted of expert lectures by resource persons who talked at length about the various aspects of the VB-G RAM G Act. Rukhsar Ahmad Shah, Block Development Officer Taisuru delivered a lecture on why there was a need for such an act in the first place. He said that a major portion of the population of India lives in

villages and sustainable development will not take place unless we improve the living conditions of the rural population.

He said that economically weak people are always exploited by others for their own benefit and this Act will provide people an opportunity to become self-sufficient and economically empowered. He stressed upon the need for participation of youth for the successful implementation of the Act.

Mohammad Towha, Village Level Worker from Kargil gave an overview of how the scheme is being implemented in the UT of Ladakh. He said that all stakeholders, from top to bottom, are working hard and putting in extra efforts for the successful implementation of the VB-G RAM G Act. He said that this Act prioritizes economic empowerment of women and it is desired by the government that a major portion of the beneficiaries should be women.

As part of CBC's integrated communication strategy, the programme also featured an exhibition on the VB-G RAM G Act and live cultural performances by empanelled cultural troupes.

The programme also witnessed enthusiastic participation from students who gave cultural presentations and delivered speeches on the theme of the programme. An open quiz was also conducted and prize winners were felicitated at the end of the programme.