

Zaskar has immense untapped tourism potential: LG Kavinder Reaffirms Administration's resolve to boost tourism across Ladakh to strengthen local livelihoods

Padum, September 20: Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today highlighted Zaskar's immense yet largely untapped tourism potential, citing its breathtaking landscapes, ancient Buddhist heritage, and scope for adventure activities like trekking and rafting. Speaking at the inauguration of the 10th Ladakh Zaskar Festival 2025 in Padum, he said the region's unspoiled charm could position Zaskar as one of the most sought-after tourist destinations in Ladakh, while the festival itself serves as a vibrant showcase of India's cultural diversity and Ladakh's timeless traditions.

Commending the organisers of the event, the Lt Governor said the UT Administration is committed to promoting the Ladakh Zaskar Festival as a celebration of Ladakh's rich cultural heritage, ancient traditions, and unity of diverse communities. He added that the festival, with its blend of traditional music, dances, arts, crafts, and sports such as polo and archery, offers a unique cultural experience for visitors from across the country.

He further noted that the participation of over 1,200 cultural troupes from Punjab, Rajasthan, Jammu & Kashmir, Himachal Pradesh, and Manipur exemplifies India's spirit of "unity in diversity." Such events, he said, transcend religious and regional barriers and foster harmony, love, and cultural exchange.

The Lt Governor also lauded the enthusiastic participation of the people of Zaskar and expressed gratitude to Bollywood actor Amit Sadh, the Festival's Brand Ambassador, hoping his association would put Zaskar firmly on the national tourism map. He called for fixed dates for the Suru Summer Festival and Ladakh Zaskar Festival to help tourists plan visits in advance, reaffirming the Administration's resolve to boost tourism across Ladakh to strengthen local livelihoods.

Chairman/CEC, LAHDC Kargil, Dr Mohd Jaffer Akhoun, said that the development and promotion of tourism in Zaskar remains a top priority for the Hill Council, describing it as one of the most developed sub-divisions of Kargil district due to the efforts of public representatives. He assured continued focus on further development of the region.

Member of Parliament from Ladakh, Mohmad Haneefa Jan, called for the framing of a dedicated Tourism Policy for Kargil with proper funding, stressing the need for stronger promotion of events like the Zaskar Festival to attract visitors from across the globe.

Bollywood actor and Ladakh Zaskar Festival Brand Ambassador Amit Sadh thanked the UT Administration and the Hill Council for the honour, pledging to promote Ladakh's unique culture and traditions to wider audiences nationwide.

Earlier, Deputy Commissioner Kargil, Rakesh Kumar, presented the welcome address.

Major highlights of the inaugural session included Chhams (mask dance) by monks from Sani Monastery, performances by Karsha Jumma Cultural Association, Tibetan Institute of Performing Arts (TIPA), local artists from Padum, traditional dances by troupes from Rajasthan, and a Dogri folk performance from Jammu and Kashmir.

Prior to the event, the Lt Governor also visited the historic Sani Monastery, where he interacted with monks and local community members.



