

Joint Secretary I&B Visits Kargil, Assures Support for Strengthening Local Broadcasting and Cultural Promotion

Kargil, April 24, 2026: Prithul Kumar, Joint Secretary (Broadcasting), Ministry of Information & Broadcasting, today visited Kargil district, where he interacted with local delegations, listened to their grievances, and reviewed key issues related to broadcasting and promotion of regional languages and culture.

He paid floral tributes to the brave martyrs of the Kargil War at the Kargil War Memorial, Drass, saluting their supreme sacrifice and reaffirming the nation's enduring gratitude.

He was received at Zero Point by the District Administration Kargil, including the SDM Drass, Assistant Director, Information Department, and officials of All India Radio Kargil and All India Radio Leh. Later, the Additional Deputy Commissioner Kargil welcomed him at the Tourist Facilitation Centre, Kargil.

During his visit, Shri Prithul Kumar met several delegations, including representatives of the Shina Writers' Association, the Purig Cultural and Literary Society (PCLS), as well as talk artists and radio comperes of All India Radio Kargil. The delegations raised various issues and demands, such as the inclusion of Mann Ki Baat in the Shina language, enhanced broadcasting of Shina-language programmes, concerns over the shifting of a sanctioned administrative post from Kargil to Leh leading to functional constraints, establishment of a separate cluster with allied stations, initiation of a Programme Generating Facility (PGF) at Kargil, expansion of locally produced programmes, and strengthening of staff to better serve regional languages, culture, and public interest.

The Purig Cultural and Literary Society (PCLS) sought urgent administrative reforms at Akashvani Kargil to improve local broadcasting services. The Society demanded restoration of DDO powers to Kargil to prevent delays in artist payments and contractual processes. It also called for a separate Cluster Head for Akashvani Kargil to address region-specific operational needs.

Further, PCLS urged the introduction of morning programmes in Purgis and other local dialects and emphasized the hiring of local cultural experts and artists to enhance programme authenticity. The Society stressed the need to increase local content to preserve and promote Kargil's unique art, language, and cultural heritage.





