

CEC Kargil chairs meeting on promotion of Suru Valley, monitoring desk at Sonamarg, environmental fee for tourists

Kargil, Feb 19, 2025: Chairman/CEC, LAHDC Kargil, Dr. Mohd Jaffer Akhoon, today chaired a meeting at Conference Hall to discuss the promotion of Suru Valley as a tourist destination, establishment of a monitoring desk at Sonamarg, and the fixation of environmental fee for tourists.

The meeting was attended by Executive Councillor, Kacho Mohd Feroz, Additional Deputy Commissioner Kargil, Additional Superintendent of Police, Assistant Director, Tourism, District Informatics Officer and President Tour and Travel Agency Kargil.

During the meeting, a range of issues were discussed including fixation of green environmental fee charges from tourists, establishment of monitoring desk at Sonamarg and the promotion of Suru Valley as a tourist destination.

Assistant Director, Tourism, Kargil, gave a detailed presentation on various issues. CEC Kargil directed AD Tourism to set a minimum charge for incoming tourists to Kargil.

He also directed that the separate charges should be fixed for the tourists who intend to visit the interiors of Kargil district. He also directed to prepare the green environmental charges with the concerned stakeholders and furnish the report in the next meeting.

Dr Akhoon also directed District Informatics Officer to prepare an online portal for the environmental green fee so that tourists have easy access to the portal.

Regarding the establishment of a monitoring desk at Sonamarg, CEC Kargil said that a suitable location will be identified, where personnel from Police and Tourism Department will be deployed.

The CEC added that staff from the Tourism Department will raise awareness among tourists about various attractions in Kargil and provide necessary assistance.

The AD Tourism gave a detailed presentation on various strategies to promote Suru Valley as a tourist destination. He informed CEC Kargil that upcoming initiatives for the season will include an adventure festival, trekking and hiking, mountaineering, rock climbing, river rafting, mountain biking, wildlife tours, bungee jumping, paragliding, and cultural programs. He also assured that signages would be installed at the earliest.

The AD Tourism informed the CEC that publicity for Suru Valley will be carried out through various national and regional media channels, magazines, newspapers, and online campaigns. He added that the promotion and marketing of Suru Valley as a tourist destination will also involve campaigns featuring prominent personalities and national athletes.





Estimate

- › Office Space (Rental/Lease): Rs 20000 - Rs 30000 Monthly (depending on size & location).
- › Furnitures: Rs 50,000 - Rs 1, 00,000 (Desks, chairs, table).
- › Computer & Peripherals: Rs 50000 - Rs 1,50,000 (Computers, printer, scanner, internet)
- › Signage/ Board/ Flex: 10000 - 20000.
- › Deployment of Staff : Hiring of 3 Casual Labour /Helper or Deployment of Staff of Tourism Department on rotational basis.
- › Accommodation Unit for Staff: Rs 20000 - Rs 30000 Monthly (depending upon rent).
- › Stationery & Supplies: Rs 3000 - Rs 5000.