

DC Kargil Chairs Meeting to Discuss Arrangements for Suru Adventure Fest 2025

Kargil, June 28, 2025 - Deputy Commissioner/CEO, LAHDC Kargil, Rakesh Kumar IAS, today chaired a meeting of officers and stakeholders at the Conference Hall, Baroo to discuss the arrangements for organizing the Suru Adventure Festival 2025.

SSP Kargil, Additional Deputy Commissioner, Kargil, SE - PHE, SDM Sankoo, AD Handicrafts, District Superintendent Handloom, Executive Engineer I&FC, Executive Engineer Mechanical, AD Information, GM NHPC, Representative of University of Ladakh (Kargil Campus), representatives of HDFC Bank, J&K Bank, President AKTTA, Roots Ladakh, and others attended the meeting. During the meeting, Assistant Director, Tourism, Mohd Ali Taak briefed on the proposed plan for the festival while providing details of various activities and logistics proposed under the plan.

DC Rakesh Kumar reviewed the arrangements for bike and cycle rally and directed the AD Tourism to initiate steps to sign an MoU with National Geographic. He emphasized the need for effective guest facilitation and accommodations for visiting guests. The DC instructed for prior promotion, engagement of local influencers to help promote the event and participation from the University of Ladakh, Kargil Campus, particularly in the cycling rally.

He welcomed suggestions from participants and mentioned that a separate meeting would be held with the Lead District Manager (LDM) to coordinate IEC (Information, Education & Communication) materials. He also asked SIDCO to arrange transportation during the event. DC Rakesh Kumar further instructed the Tourism Department to actively promote a Kargil-specific tourism strategy on national platforms, highlighting opportunities for mountain expeditions, religious tourism, border tourism, wildlife tourism, and heritage sites. He stressed that the event should not be seen as a one-off festival, but as a strategic opportunity to showcase Kargil's tourism potential to the world. He urged all departments and stakeholders to work in close coordination to ensure the grand success of Suru Adventure Festival 2025.



