

CEC Chairs Meeting with Firgun Social Initiative Foundation to Promote Homestays and Sustainable Tourism in Ladakh

Kargil, July 29, 2025 - Hon'ble Chairman/Chief Executive Councillor, LAHDC Kargil, Dr. Mohd Jaffer Akhoo, chaired a meeting with representatives of the Firgun Social Initiative Foundation to discuss the promotion of homestays and the strengthening of sustainable tourism in Ladakh. The meeting was held in the presence of Assistant Director, Tourism Kargil, Mohd Ali Tak.

The discussion centered on empowering local homestay owners through skill development, digital integration, and improved access to tourism markets. Vivek Saxena, Head of Strategy and Programs at Firgun, delivered a detailed presentation on the initiative.

Dr. Akhoo offered several key suggestions to enhance the program's effectiveness and ensure direct benefits to rural households engaged in tourism. He emphasized the importance of hands-on training, strong digital visibility, and active collaboration with local stakeholders.

It was informed that a dedicated website for promoting Ladakhi homestays has been developed for Leh, and a similar platform for Kargil will be created in consultation with LAHDC Kargil. The plan also includes exposure visits to other states to enable local stakeholders to learn best practices and replicate successful models in Ladakh.

The Hon'ble CEC assured full support from LAHDC Kargil following a detailed consultation with stakeholders, reaffirming the Council's commitment to responsible, community-based tourism that preserves Ladakh's cultural heritage and environment while boosting the local economy.



