

L-G Vinai Kumar Saxena advocates wearing traditional attire by commercial drivers to promote cultural heritage

Circular issued by RTO Ladakh in pursuance of direction passed by L-G VK Saxena mandating wearing traditional attire in Ladakh

Leh, March 26: In pursuance of the directions of the Hon'ble Lieutenant Governor of Ladakh, Shri Vinai Kumar Saxena, the Regional Transport Officer (RTO), Ladakh, has issued a circular mandating the wearing of traditional Ladakhi attire by all commercial drivers while on duty across the Union Territory, including Leh and Kargil.

The directive applies to all categories of transport vehicles, including taxis, buses, tempo travellers, trucks, mini trucks, 207 vehicles and other commercial carriers. The initiative aims to promote Ladakh's rich cultural heritage and enhance the overall experience of tourists visiting the region.

This decision follows a meeting held on March 17 at the Lieutenant Governor's Secretariat, wherein a delegation of tourism stakeholders comprising members of the All Ladakh Tour Operators Association (ALTOA), All Ladakh Hotel and Guest House Association (ALHGHA) and All Kargil Travel Trade Association (AKTTA) called on the Hon'ble Lieutenant Governor.

During the interaction, the Lieutenant Governor underscored the importance of preserving and promoting Ladakh's unique cultural identity. He suggested that drivers associated with the tourism sector adopt traditional attire, such as the goncha, while on duty, as a reflection of pride in local culture and heritage.

Reiterating his vision, the Lieutenant Governor has appealed to all commercial drivers to adhere to the directions in letter and spirit. He emphasised that the initiative is not merely regulatory in nature but an opportunity for stakeholders to actively showcase Ladakh's vibrant traditions and cultural richness to visitors from across the country and the world. Shri Saxena stressed that such initiatives will contribute significantly towards strengthening cultural tourism, enhancing the authenticity of visitor experiences, and reinforcing Ladakh's identity as a unique and culturally rich destination.

