

## **Ladakh holds immense potential as global film destination: LG Kavinder**

**Leh, September 8:** Ladakh possesses immense potential to emerge as a premier film destination, thanks to its breathtaking landscapes and unmatched natural beauty, which offer filmmakers a perfect canvas for storytelling. Tapping into this opportunity can significantly boost Ladakh's tourism industry, attract global attention, and create sustainable economic avenues for the local population. This was stated by the Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, while interacting with members of the Film and Television Federation of Ladakh (FTFL) at the LG Secretariat.

The Lt Governor emphasised that films not only showcase a destination's culture, traditions, and scenic wonders but also build an emotional and aspirational connection with audiences worldwide. This, he said, directly translates into increased tourist footfall, job creation, and economic growth.

He further highlighted that film productions in Ladakh would provide a platform for local artists, technicians, and cultural ambassadors, thereby nurturing homegrown talent and creating opportunities within the entertainment industry.

Recalling the impact of the iconic 2009 film 3 Idiots, which turned Pangong Lake into a global tourist hotspot, Shri Kavinder Gupta said, "Cinematic exposure can transform Ladakh's tourism sector and place it firmly on the international tourism and film-making map." He added that the UT Administration is committed to extending all possible support to filmmakers and industry stakeholders, ensuring that Ladakh evolves into a vibrant hub for film tourism while preserving its ecological and cultural heritage.

Earlier, the members of FTFL requested an auditorium to showcase their works, the framing of the UT Ladakh Film Policy at the earliest, the establishment of a Community Film Centre, assistance for the screening of documentaries/short films by local filmmakers at national and international film festivals, etc.

Similarly, a delegation from Defence Institute of High-Altitude Research (DIHAR) led by Dr OP Chaurasia met the Lt Governor and apprised him about the organisation, its ongoing projects and specialisation in the fields of organic farming, harnessing solar energy, along with animal and poultry.

Another delegation from Barsoo met the Lt Governor and apprised about the mobile connectivity issue, the need for macadamisation of roads and assistance for damage caused by recent heavy rainfall.

Similarly, Nominated Councillor from Raru, Zaskar, met the Lt Governor and requested compensation for damage caused by the recent flood. A delegation comprising Junior Assistant aspirants from Kargil and members of All Ladakh Students Association Kashmir also met the Lt Governor.

The Lt Governor, after giving a patient hearing to all the delegations, assured that the Administration would take every possible step to address the genuine concerns of stakeholders.

