

CEC Dr. Mohd Jaffer Akhoo Chairs Preparatory Meeting on Revised Budget Utilization for Suru Adventure Festival 2025

Kargil, June 17, 2025 - Chief Executive Councillor (CEC), LAHDC Kargil, Dr. Mohd Jaffer Akhoo, chaired an important preparatory meeting to review the revised budget and finalize key arrangements for the upcoming Suru Adventure Festival 2025.

The meeting was attended by Councillor Agah Ainul Huda, Assistant Director Tourism Kargil Mohammad Ali Tak, and tourism consultant Abhijeet Singh.

Dr Mohd Jaffer Akhoo highlighted that The Suru Adventure Festival, being organized for the first time, aims to celebrate the breathtaking beauty and cultural vibrancy of the Suru Valley. The event has gained national and international attention, particularly after National Geographic recognized Suru Valley as one of the "25 Best Places in the World to Visit in 2025."

CEC Dr. Mohd Jaffer Akhoo directed the Assistant Director of Tourism to fast-track the process and finalize the dates of the festival at the earliest. He also instructed the consultant to expedite all necessary tendering processes to ensure that logistical and operational requirements are met well in advance.

The CEC emphasized that the successful organization of this festival could mark a transformative moment for Suru Valley, contributing significantly to local livelihoods and the district's tourism-driven economic growth.

"The Suru Adventure Festival is not just a celebration of our natural and cultural heritage, but a step toward positioning Kargil as a leading destination for sustainable and adventure tourism," Dr. Akhoo stated.

Assistant director Tourism Mohammad Ali tak briefed that the festival will feature a diverse line-up of activities including an inaugural ceremony at Namsuru, a multi-format adventure rally from Trespone to Khumbuthang, aerial adventure sports, cultural performances, exhibitions of handicrafts and handlooms, and a panel discussion with National Geographic representatives, tour operators, and influencers.

To further amplify the region's tourism potential, a FAM Tour is also proposed for selected tour operators and influencers. The tour will be aimed at building visibility for Suru Valley as a promising adventure and cultural destination.



