

## **CEC Kargil Chairs Key Meeting with SARHAD NGO on Upcoming Drass Marathon 2025**

Kargil, June 17, 2025 - Chief Executive Councillor (CEC), LAHDC Kargil, Dr. Mohd Jaffer Akhoon today chaired a meeting with representatives of SARHAD NGO and officials to discuss the upcoming Marathon 2025, being organised in the picturesque Drass Valley.

The meeting was convened to deliberate on key preparatory aspects of the marathon and ensure active participation and coordination among all stakeholders.

Present during the meeting were Member of Parliament (MP) Ladakh, Haji Hanifa Jan, also joined the meeting virtually by Executive Councillor Kacho Mohd Feroz, Executive Councillor Er. Punchok Tashi, Executive Councillor Agah Syed Mujtaba, DC Kargil Shrikant Balasaheb Suse, Director of Youth Services and Sports Tahir Hussain Zubdavi, Councillor Nasir Munshi, Councillor Abdul Samad, Councillor Abdul Wahid, Assistant Director Tourism Mohd Ali Tak, Abid Ali DYSSO Kargil, senior representatives of SARHAD NGO were also in attendance.

CEC Dr. Mohd Jaffer Akhoon underscored the importance of such marathons in promoting tourism and showcasing the cultural and scenic richness of Kargil. However, he emphasized that the confidence and involvement of LAHDC Kargil, local elected representatives, and the district administration must be ensured before organising such large-scale events. He also urged that the nomenclature of events should prominently reflect the identity of Kargil or the specific host region to strengthen regional branding.

Dr. Akhoon also stressed the need for transparency and accountability from the organising NGOs and called for a formal Memorandum of Understanding (MoU) between SARHAD NGO, LAHDC Kargil, and the District Administration to institutionalize cooperation for such initiatives in the future.

Speaking during the meeting, MP Haji Hanifa Jan appreciated the initiative but voiced concern over the lack of consultation with elected representatives. He reiterated that the success of such events depends on inclusive planning and that the name and identity of Kargil should not be sidelined under any circumstances.

Executive Councillors and Councillors present echoed similar sentiments, highlighting the potential of such marathons to boost tourism in the region. They recommended that all future events be conducted in close coordination with local stakeholders to ensure smooth, large-scale execution.

Director of Youth Services and Sports, Tahir Zubdavi, highlighted the rich tourism potential of Kargil and the synergy between sports and tourism. He expressed optimism that events like this can attract national-level athletes and celebrities to the region, further amplifying tourism promotion. He welcomed the idea of a formal MoU to streamline coordination and planning.

Representatives of SARHAD NGO offered sincere apologies for any oversight in communication and pledged to incorporate all suggestions shared during the meeting. They extended a formal invitation to LAHDC Kargil and all stakeholders to participate in the marathon, which is scheduled to be held on June 22, 2025, in Drass Valley.

The meeting concluded on a positive and constructive note, with all parties agreeing to work collaboratively to ensure the success of the upcoming event and to set a precedent for future initiatives aimed at promoting Kargil's tourism landscape.



