

'Enchanting Ladakh' strengthens 'Ek Bharat, Shreshtha Bharat' at National Platform: LG Ladakh Visits 'Enchanting Ladakh' at Dilli Haat; interacts with artisans, entrepreneurs Says Ladakh showcases spirit of Self-Reliant India at National Capital Says Empowering local enterprises key to inclusive growth, long-term prosperity Says Artisans, Entrepreneurs central to Ladakh's Self-Reliant Future Assures full support to take Ladakh's Talent & Products to National, Global Markets

New Delhi, February 9: The Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today visited the 7th edition of 'Enchanting Ladakh', an exhibition-cum-sale, being held from February 1 to 15, at Dilli Haat, New Delhi. The event showcases Ladakh's rich cultural heritage and growing entrepreneurial spirit to a national audience.

It is an annual event organised by the Department of Industries & Commerce, UT Ladakh, designed to provide a national platform for Ladakhi artisans and entrepreneurs.

The Lieutenant Governor visited the Ladakh stalls and interacted with artisans, entrepreneurs, students, and members of Self-Help Groups (SHGs). He appreciated their efforts in promoting locally developed products and strengthening Ladakh's presence in national markets.

As part of the programme, products from 11 different brands developed under the 'Enterprising Ladakh' initiative were on display. The participants represented a wide cross-section of Ladakh's emerging entrepreneurial ecosystem, including students from colleges, universities and ITIs, young entrepreneurs, SHGs, and established business owners.

The exhibition featured a diverse range of products such as 3D models, crocheted items, khataks, Ladakhi cookies, sheep-wool products, locally made cakes, sea buckthorn products, and traditional Zanskar ghee. These displays reflected the vast economic and creative potential of the region and provided participants with valuable exposure to entrepreneurship and business management practices.

Later, artists from Ladakh presented a vibrant cultural programme highlighting the region's unique traditions and artistic expressions, which drew appreciation from visitors at Dilli Haat.

Speaking on the occasion, the Lieutenant Governor said that Ladakh's presence in the national capital symbolises the spirit of a confident and self-reliant India, as envisioned by Prime Minister Shri Narendra Modi. He remarked that the vibrant colours, craftsmanship, and dedication on display reflect Ladakh's rich cultural heritage and the determination of its people.

Shri Kavinder Gupta stated that the participants were not merely exhibiting products but were strengthening the spirit of "Ek Bharat, Shreshtha Bharat" by bringing Ladakh's traditions, skills, and entrepreneurship to a national platform. He said India's diversity is its strength, and such initiatives help connect regions, markets, and people.

The Lieutenant Governor noted that every showcased product carried the values of tradition, dedication, and dignity of labour. He added that the artisans and entrepreneurs were not just selling goods but presenting Ladakh's story to the nation, describing them as ambassadors of Ladakh's culture and enterprise.

Highlighting the importance of 'Vocal for Local', Shri Kavinder Gupta said Ladakh's journey towards Atmanirbhar Bharat is being driven by local entrepreneurs, SHGs, and youth. Platforms like 'Enchanting Ladakh', he observed, provide national visibility to local products and open new avenues for sustainable livelihoods.

Assuring full support from the Ladakh Administration, the Lieutenant Governor said sustained efforts are being made to ensure that Ladakh's talent, innovation, and products reach national and global markets. He emphasised that empowering local enterprises is key to inclusive development and long-term prosperity.

Calling upon the participants to maintain quality, remain rooted in tradition, and move forward with confidence, Shri Kavinder Gupta said Ladakh is steadily progressing towards a self-reliant, confident, and prosperous future, with artisans and entrepreneurs playing a central role in this transformation.

Expressing confidence in their capabilities, he wished the participants success and said their commitment and hard work would give Ladakh a stronger identity on the national stage.





