

## LG Kavinder Gupta Unveils 'Destination Ladakh' Logo

Leh, December 18, 2025: The Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today unveiled the official 'Destination Ladakh' logo of the Department of Tourism & Culture at a ceremony held in Leh, marking a major step towards strengthening Ladakh's tourism identity at national and global levels.

The event was attended by the Hon'ble Chief Executive Councillor, LAHDC Kargil, Dr. Mohd Jaffer Akhoon, along with the Executive Councillors of Kargil Hill Council; Chief Secretary, UT Ladakh, Dr. Pawan Kotwal; Principal Secretary, Ladakh, Shri Sanjeev Khirwar; DGP, Ladakh, Dr. S. D. Singh Jamwal; GOC, 72nd Infantry Division, Maj. Gen. Manish Joshi; Secretary (Tourism & Culture), Shri Sanjit Rodrigues; Administrative Secretary (Industries), Shri P. T. Goud; Secretary, Higher Education, Ms. Bhanu Prabha; Deputy Commissioners of Leh and Kargil; senior officers, elected representatives, and other dignitaries, including various stakeholders from the tourism sector.

Delivering the welcome address, Shri Sanjit Rodrigues, Administrative Secretary, Tourism & Culture, in a detailed presentation outlined the benefits of various Central Government schemes being implemented in UT Ladakh, with a vision for structured, sustainable, and responsible tourism development.

Speaking about the Destination Ladakh logo, he stated that it reflects the true spirit of Ladakh—its people, heritage, values, and way of life—and called for collective participation of all stakeholders while safeguarding Ladakh's fragile ecology and cultural ethos.

Highlighting key initiatives, he informed that projects worth ₹22.1 crore have been approved under Swadesh Darshan 2.0, including the Sindhu Darshan Park as a signature project. Hunderman Village has been developed as a heritage tourism destination, while the Markha Valley is being further promoted. Under the PM-JUGA scheme, tribal villages are being empowered through sustainable homestays, with nearly 200 homestays registered under the Homestay Policy. He further added that petroglyph parks, museum development projects, common hiking centres, and visitor experience enhancement initiatives—such as sound-and-light shows and water screen installations at Leh Palace—are also underway.

The Hon'ble Lieutenant Governor unveiled the 'Destination Ladakh' logo, which draws inspiration from Ladakh's cultural continuity and landscapes. Featuring the Bhoti letter "La", the design symbolises the Land of High Passes, depicted through uneven brush strokes, while the deep red colour reflects Maryul, the historic "Red Land", evoking Ladakh's terrain, heritage, and resilience.

On the occasion, the Hon'ble LG also released the 'Celebrate Ladakh' Tourism Calendar, STP Incentive Scheme—2025, and Standard Operating Procedures for satellite phone procurement, aimed at promoting year-round tourism and ensuring safety and sustainability.

Hon'ble CEC, LAHDC Kargil, Dr. Mohd Jaffer Akhoon, appreciated the creative work of Team Stringmo for designing the Destination Ladakh logo and announced an honorary token of ₹5 lakh for the team. He also highlighted the role of festivals, adventure tourism, winter sports, and women-led creative enterprises in strengthening Ladakh's tourism economy and called for unity among the people of Ladakh.

Chief Secretary, Dr. Pawan Kotwal, emphasised the importance of advance tourism calendars for effective planning and highlighted parallel initiatives in sewage management, ecological conservation, and solarisation under the Surya Ghar Yojana. Appreciating the Destination Ladakh logo, he stated that the new logo would serve as a strong global symbol of Ladakh's identity.

The creative team from Stringmo presented the conceptual inspiration behind the logo, reflecting Ladakh's natural beauty, cultural diversity, and resilience. An art showcase was also exhibited by Team Stringmo, presenting the design journey and evolution of the Destination Ladakh logo. A cultural performance was also presented, organised by the Ladakh Academy of Art, Culture and Languages.





