

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

Governor inaugurates Arunachal Tourism Award 2017

The Governor of Arunachal Pradesh Shri P.B. Acharya inaugurated the Arunachal Tourism Award 2017 at Indira Gandhi Park, Itanagar on 31st January 2017. Arunachal Tourism brand ambassador Shri John Abraham, Home minister Shri Kumar Waii, Parliamentary Secretary Tourism Shri P.D. Sona, senior officers and stakeholders of Arunachal Tourism were also present on the occasion.

Speaking on the occasion, the Governor said that Arunachal Pradesh is one of the most beautiful regions in the country. The people of India know more about America than Northeast. Therefore, such tourism event will promote the cultural richness of the State and the region. Presence of Shri John Abraham, who is an actor and great humane, will definitely bring more tourists to the State.

Tourism not only increases the inflow of the visitors, both foreign and domestic but also has a trickle down effect on the socio-economic development of the State.

The Governor appealed to the people not to be confined to their own cultural heritage but also explore other avenues and facilitate in progress of the State and the region, with the spirit of NAMASTE, which he coined and which stands for Nagaland, Arunachal, Manipur, Mizoram, Assam, Sikkim, Tripura and East. He said that the whole north-east is a beautiful region wherein 'unity in diversity' is more pronounced with many ethnic entities living in perfect harmony.

The special guest Shri John Abraham said that he is proud to be brand ambassador of the most beautiful State in the country.

In his speech Parliamentary Secretary Tourism Shri PD Sona, while saying that Arunachal Pradesh has vast tourism potentials, urged the people to have eco-friendly and responsible tourism. He asked the people to maintain good hospitality.

Earlier, in his welcome address Secretary tourism Dr. Joram Beda said that tourism could fuel a huge development in the State.

The Governor released the TV Commercial of Arunachal Tourism.

PRO to Governor
Arunachal Pradesh
ITANAGAR, January 31, 2017