

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**PRESS RELEASE**

**Popularise tourism of Arunachal Pradesh in the national and international circuits: Governor to Brand Ambassador of Arunachal Tourism**

The Brand Ambassador of Arunachal Tourism Mr. John Abraham called on Hon'ble Governor Shri P.B. Acharya at Raj Bhavan, Itanagar on 1<sup>st</sup> February 2017. They discussed on steps to popularise tourism of Arunachal Pradesh in the national and international circuits.

Sharing his vast experiences in Arunachal Pradesh since 1965, the Governor advised the Brand Ambassador to take Arunachal Tourism to our countrymen and the world at large. It is one of the most beautiful region with pristine environment and wonderful people, he emphasised.

Taking an example, the Governor suggested that while respecting the tribal sentiments and traditions, the homestays must be promoted in right approach and at reasonable cost.

The Governor said that the Saudi Arabia is rich because of petroleum and Arunachal Pradesh can be richest State of the country due to hydropower. He asked Mr. Abraham to highlight the other potentials of Arunachal Pradesh as the Brand Ambassador of Arunachal Pradesh Tourism.

The Governor said that learning even a few working knowledge of local dialects will bring the hearts together as equal. Our universities should open a department or a chair for the 'NAMASTE' (Nagaland –Arunachal Pradesh-Manipur-Meghalaya-Mizoram-Assam-Sikkim-Tripura-East) NE region dialects for emotional integration, he underscored.

Mr. Jayabalan, Mr. Abraham's partner in Northeast United Football Club and Ms Meenakshi, his manager were also present on the occasion.

PRO to Governor  
Arunachal Pradesh  
ITANAGAR, February 1, 2017