

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

Reinforce the spirit of integrity and bonhomie in the North Eastern Region of India and act as a cementing force between all our people: Governor to SSIAA

The Governor of Arunachal Pradesh Brig. (Dr.) B.D. Mishra (Retd.) flagged off the 'Goodwill Car' Rally, organised by the Sainik School Imphal Alumni Association (SSIAA) from Raj Bhavan, Itanagar on 27th December 2017.

The Governor appreciated the spirit of the SSIAA members, who overcoming the challenges of distance, time paucity, pressing engagements and pecuniary constraints had assembled for this excellent mission and were demonstrably well-set for a good purpose.

Interacting with the participants, before the flag off ceremony, the Governor congratulated the SSIAA for organising the goodwill car rally. He expressed hope that the rally will reinforce the spirit of integrity and bonhomie in the North Eastern Region of India and act as a cementing force between all our people.

Complementing the participants from the eight States of North East India, the Governor gave a laudable new acronym for the eight North Eastern States. He called them 'ASTAM-NMM', which phonetically be pronounced as 'astam namam', meaning 'Salute to the great eight'. The first five letters of the acronym represent the States of Arunachal, Sikkim, Tripura, Assam and Meghalaya on Northern cardinal point and Nagaland, Manipur and Mizoram on the Eastern cardinal point.

The Governor urged upon the participants, to act as a messenger and catalyst and spread the messages of 'unity in diversity' and that 'India is one'.

The Governor advised the SSIAA to carry forward the slogan of 'Sabka Saath Sabka Vikas' to all our countrymen all through the route of the rally.

The Governor, who is the ex-officio Chief Rector of Rajiv Gandhi University and President NERIST Society has been advocating about having a strong alumni association of educational institutions. He hoped that alumni of other educational institutions will also emulate the pattern of SSIAA and take up fraternity oriented missions discharging their obligation to their Alma Mater, society, State and the Nation.

Nine cars with twenty-four participants took part in the rally. The rally started with the slogan 'Bharat Mata Ki Jai'. The participants were enthusiastic to forge the spirit of harmonious and friendly coexistence across the length and width of the area they traverse.

The rally will culminate at Sainik School, Imphal on 29th December 2017.

PRO to Governor
Arunachal Pradesh
ITANAGAR, December 27, 2017