

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

Governor extends Sarok Festival greetings

The Governor of Arunachal Pradesh Brig. (Dr.) B. D. Mishra (Retd.) has extended his warm greetings to the people of the State on the festive occasion of Sarok. He expressed his hope that the festivity will usher in peace, prosperity and happiness among the people.

The Governor in his message said that Sarok Festival reflects the deep bond of the Aka (Koro) Community with nature. This festival represents the essentials of Fold's socio-cultural value. In celebrating this festival the community recalls their ancestors who have been the embodiment of the tribe's standards. Festivals make our moral fibre strong and facilitate in carrying forward our age-old cultural heritage and customs. Our festivals promote diversity, creativity, civic pride and improve our general psychological well-being, he said.

Emphasizing the importance of festivals in socio-economic development, the Governor said that of late a new socio-economically beneficial trend of festival tourism is emerging in a pronounced way. We must promote and encourage it so that tourists visit the festival places during the event. Such initiative will provide the tourist a unique and rare chance to learn and know about our communities. Tourists will gain deeper experience of the ambience, customs and culture of the local people. This will help national integration and will make our people popular in other parts of the country, he said.

On this solemn occasion, I join my Aka (Koro) brethren in offering our prayers to the Almighty for the wellbeing of all, the Governor said in his message.

PRO to Governor
Arunachal Pradesh
ITANAGAR, January 10, 2021