

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

The Governor of Arunachal Pradesh Lt. General Nirbhay Sharma (Retd) inaugurated the three-day Tawang Festival at Tawang on 1st May 2015 amid religious chanting and fanfare.

Inaugurating the three-day festivity, the Governor said that in wake of modern development, nothing should be done to harm the Nature's bounty and unspoiled beauty of the State and each tourist who comes to the State must go back as a friend. He said that Mother Nature has blessed Arunachal Pradesh aplenty, particularly Tawang, which is the crown of the State Tourism. He pointed that Tawang Festival aims to promote Arunachal Pradesh as a special travel destination for those seeking the spiritual and unique cultural experience. It will give succor to the people looking for mystique peace and harmony with the nature.

Addressing a huge gathering, the Governor in Arunachal Pradesh, essentially, there are two main issues to be kept in mind. One is the security of the State. The War Memorial at Tawang bears testimony to the price paid to preserve our territorial integrity. Given the geostrategic significance of the State, we can never let our guard down on this score. In my service in Kashmir, I had coined a phrase, i.e. "JAWAN AUR AWAAM, AMAN HAI MUQUAM." Loosely translated it means that both soldiers and public have peace as their common goal. To my mind, it is as much applicable here. The men in uniform and the people have to stand together and I urge both to work on it.

The second issue is the economic development and it goes hand in hand with security. Tourism is an important facet of our economy and therefore interlinked as well. Highlighting on importance of tourism, the Governor said that tourism is an important facet of our economy and therefore interlinked as well. Tourism not only plays a vital role in the economic development of a country, but brings the universe closer. It promotes better understanding of diversity, appreciation for nature and the need for its preservation. Tourism provides livelihood to large numbers of unemployed youth, both skilled and unskilled.

The Governor emphasised that the people have to understand that success in making the State a most sought tourist destination is a concerted effort by all stakeholders. Each one of them has to contribute equally. Every person of the State must be a 'Brand Ambassador' for the abundant, unspoiled natural beauty, wonderful traditions, great heritage sites and marvellous spots that would really enthrall any tourist, which must be preserved at all costs. The Governor advised all the stakeholders to get connected with tourists, service providers both newcomers and veterans, and other tourism activities, including accommodation that fit the clients' requirements and budget. He said that they must join hands in costs cutting, add appeal and improve efficiency and resilience. Good roads and more access points are basic requirements and focus must be on aggressive tourism marketing strategies. Sell niche tourism areas separately by focusing on how Arunachal Tourism has something on offer for everyone in every category with all budgets.

The Governor said that the Government primarily plays the role of a facilitator, acting as a catalyst for development and promotion of tourism. The participation of stakeholders acts as a driving force. It is of paramount importance that we have proper coordination and collaboration with all stakeholders, such as tour operators, marketing agencies and other institutions involved in tourism.

Paying tribute to former Chief Minister, Late Dorjee Khandu, the Governor said that Late Khandu always worked for strengthening our heritage and traditions. He was a great advocate for preservation of flora and fauna. He called upon the people to pledge to commit themselves towards preservation of the blessed flora and fauna of the State as a tribute to Late Khandu.

Greeting the people on the occasion of May Day, the Governor appealed them for the active participation to make successful impact of Swachchh Bharat Abhiyan of Jan Dhan Yojana.

Earlier on the day, the Governor along with special guest Reverent Jangtse Choeje Rinpoche inaugurated the Archery and Traditional games and sports and exhibition stalls. He also launched the 'Tawang Tourism website.

Speaking the occasion, State Tourism Minister Shri Pema Khandu said that highlighted the potential of tourism in the State and endeavour of the State Government in harnessing it. Parliamentary Secretary Shri Jambey Tashi and local MLA Shri Tsering Tashi also spoke on the occasion.

PRO to Governor
Arunachal Pradesh
ITANAGAR, May 1, 2015