

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

‘Land of Rising Sun, Land of Orchids and Land of Festivals’ to ‘Land of Golden Buddha’: Governor on ‘India-Myanmar-Thailand Friendship Car Rally’

The Governor of Arunachal Pradesh Shri JP Rajkhowa graced the Curtain Raiser function of the ‘India-Myanmar-Thailand Friendship Car Rally’ at Golden Jubilee Banquet Hall, Itanagar on 21st May 2016. First Lady of the State Smt Rita Rajkhowa, Chief Minister Shri Kalikho Pul, Speaker of State Legislative Assembly Shri Wangki Lowang and MLAs Shri PD Sona and Er. Tage Taki were present on the occasion along with participants from Arunachal Pradesh and Assam.

In his address, the Governor said that the rally will be from ‘Land of Rising Sun, Land of Orchids and Land of Festivals’ to ‘Land of Golden Buddha’. He said that inspite of huge potential in all sectors; particularly in tourism, Arunachal Pradesh is yet to develop due to lack connectivity and awareness of its potential. He hope that the car rally will give boost to enhance the economy of the State.

The Governor said that the State look forward for joint venture with neighbouring countries, especially in the fields of education, food and fruit preservations, hydropower, minerals and crude oil, traditional handlooms and handicrafts. He advised the State Government to explore the avenues and called for proper coordination with the Thai authorities.

The Governor commended NEFIT, an important regional trade body of Exporters and Importers of North East India for playing a pivotal role in promoting the erstwhile ‘Look East’ policy of the Govt. of India, which is given more thrust as ‘Act East Policy’ in the perspective of NE India with Southeast Asian countries. ‘India-Myanmar-Thailand Friendship Car Rally’ will give more thrust to ‘Act East Policy’. He said that the regional trade body has been exploring new avenues for setting up Industrial ventures in the North East with regards to its unique geo-political location and incentives offered by various state governments of North East India.

Felicitating the members of the North East Federation on International Trade, Shillong and all other organizations and convey best wishes to all the participants for a very challenging and insightful Car Rally, the Governor expressed hope that the magnificent and adventurous rally will continue to promote connectivity by road, rail, air, spirit of friendship and better understanding, more bilateral relationship through the North East as the Gateway, amongst India, Myanmar and Thailand and beyond for more Trans-border Trade and investments. He also expressed hope that the event will re-establish and strengthen the age-old historical linkages, culture and linguistic affinities of the people of the regions.

Speaking on the occasion, the Chief Minister of Arunachal Pradesh, Shri Kalikho Pul highlighted the vast tourism potential of the State. He said tourism is the game changer and a path to appreciate each other. He expressed hope that the Car Rally will not only go a long way in bringing lots of tourists to Arunachal Pradesh but also bring Act East Policy in practice. Visualizing lots of interactions with ASEAN countries through the proposed route, the Chief Minister said that the State will change its approach to harness its potential. Appreciating the organisers, the Chief Minister said that it will open the corridor and path way to South East Asia, encourage socio-economic exchanges and lift up the standard of living.

Highlighting the close affinity of Thais to Arunachalees, the Assistant Director, Tourism Authority of Thailand (TAT), Royal Thai Embassy, New Delhi, Mr. Chanyuth Sawetsuwan said that he feels at home in the State. Appreciating the nature's gift in the State, he said that the people of Arunachal Pradesh need to open the tourism sector through providing information and good publicity. Don't wait for god roads and Star facility to promote tourism, Tourist just like to be with nature and Arunachal Pradesh has abundant of it, he pointed.

Minister Counselor (Commercial Affairs) Royal Thai Embassy, New Delhi, Mr. Tharadol Thongruang pointed that proposed Tri Nation Car rally route will be most important route in the future for the tourists and also for cementing cultural ties.

Director Tourism Karne Leki and President, North East Federation on International Trade (NEFIT), Shri R.C Agrawal also spoke on the occasion.

Earlier under Cultural Exchange programme, Thai dances, 'Hanuman Catching Benyakai' and 'Rabam Kridabhiniharm' were presented while troupes from various tribes presented the cultural items.

Three members from Arunachal Pradesh Tour Operators Association Shri Duyu Tamo, Secretary APTOA and Tadar Robin and Pema Sonam, members are taking part in the 7000 km rally.

The Rally aims to promote direct physical connectivity by road, rail and air between North East India, Myanmar and Thailand for more Trans border Trade and investments, the advantages of setting up Industrial ventures in the North East with regard to its unique geo-political location and incentives offered by various state governments of North East India, Northeast India, Myanmar and Thailand as the land corridor and gateway to Southeast Asia and the Far East, the 'Look East' policy of the Government of India in the perspective of linking NE India with Southeast Asian countries, North East India as a clean, green and an eco-friendly tourist destination for high-end as well as budget travellers, and to promote North East India, Myanmar and Thailand as Adventure Sports destinations. It also aims to promote and harness true Trade potential of India through the North East with ASEAN countries, to explore new market for produce and products of India, more bilateral relations in the spirit of friendship and understanding between India, Myanmar and Thailand, re-establish and strengthen the age-old historical linkages,

culture and linguistic affinities of the people of the regions, opening of more Border Trade points between North east India, Myanmar and Thailand.

The 'Friendship Car Rally' is organised by the North East Federation on International Trade (NEFIT), Shillong in association with Union of Myanmar Federation of Chamber of Commerce and Industries (UMFCCI) of Myanmar, Federation of Thai Industries Bangkok, Thailand and supported by Ministry of Youth Affairs & Sports, Govt. of India and Department of Tourism, Govt. of Arunachal Pradesh, India.

The 'India-Myanmar-Thailand Friendship Car Rally' – A Tri-Nation car expedition for Mapping Connectivity, Promotion of Trade & Investment and re-establish Cultural & Historical Linkages on the Asian Highway Nos. AH-1 and AH-2 and the Tri-lateral Highways that connect Guwahati in North East India to Bangkok in Thailand through Myanmar will start on 22nd May and conclude on 9th June 2016.

The Rally will be flagged off from Itanagar by the Chief Minister of Arunachal Pradesh Shri Kalikho Pul on 22nd May 2016.

PRO to Governor
Arunachal Pradesh
ITANAGAR, May 20, 2016