

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

Governor visits Naara Aaba Winery

Governor commends Ms Tage Rita Takhe for her remarkable entrepreneurial journey and for transforming a local agricultural resource into a nationally recognized brand

Youth of the State must embrace innovation, entrepreneurship and technology-driven value addition to harness these natural bounties: Governor

The Governor of Arunachal Pradesh, Lt Gen KT Parnaik, PVSM, UYSM, YSM (Retd.), visited the Naara Aaba Winery at Hong village in Ziro Valley on 26th September 2026 and interacted with the founder, Ms Tage Rita Takhe, along with members of the winery team.

The Governor commended Ms Tage Rita for her remarkable entrepreneurial journey and for transforming a local agricultural resource into a nationally recognized brand. He said that Naara Aaba, India's first organic kiwi wine enterprise, stands as a shining example of innovation, perseverance and value addition rooted in local resources.

Appreciating the contribution of the winery towards the rural economy, the Governor said that value-addition initiatives such as Naara Aaba strengthen the agricultural ecosystem by ensuring better returns for farmers. He said that Arunachal Pradesh is among the leading kiwi-producing regions of the country and enterprises that process local produce help prevent wastage while creating new avenues for income generation and employment.

The Governor further observed that the winery has contributed to promoting tourism in the scenic Ziro Valley and has showcased Arunachal Pradesh's unique agricultural and entrepreneurial potential to the rest of the country and beyond.

The Governor said that Arunachal Pradesh is blessed with immense natural wealth, biodiversity and horticultural resources. He said that the youth of the State must embrace innovation, entrepreneurship and technology-driven value addition to harness these natural bounties.

The Governor also emphasized that the future belongs to those who can convert local strengths into sustainable enterprises, creating jobs for themselves and also for their communities.

The Governor said that the success of Ms Tage Rita demonstrates how determination, knowledge and a spirit of innovation can transform challenges into opportunities. He expressed confidence that such inspiring ventures would motivate more young entrepreneurs, particularly women, to take up enterprise development and contribute to the vision of a self-reliant and economically vibrant Arunachal Pradesh.

The Governor wished the Naara Aaba team continued success in its efforts to promote local products, support farming communities and carry the story of Arunachal Pradesh to national and international markets.

Ms Tage Rita Takhe briefed the Governor on the winery. Established with the vision of creating a market for the region's abundant kiwi produce, the winery has emerged as a successful model of agri-based entrepreneurship, supporting local farmers and generating livelihood opportunities. The enterprise was founded to address the challenge of unsold kiwi fruits and has since created sustainable market linkages for growers across the region.