

SPEECH OF THE HON'BLE GOVERNOR FOR
INTERNATIONAL TOURISM MART, 2017

At the very outset, I extend my warm greetings to all the participants present here for the inaugural function of the international Tourism Mart being held at Guwahati. I am confident that this mart for the North Eastern state will go a long way in reflecting the true cultural diversity of India and harness the tourism potential of the North East region in general and Assam in particular.

On the occasion I must congratulate Hon'ble Chief Minister Shri Sarbananda Sonowal ji, and his dynamic team member Tourism Minister Dr Himanta Biswa Sarma ji, for the tenacious and diligent efforts in getting this prestigious event in the state for the second time. In addition to this Smt. Rashmi Verma, Union Tourism Secretary, deserves special commendation for her vision and commitment. It is a wonderful opportunity to showcase our treasured Tourism sector across the country and outside. The mart will definitely open doors to unlimited opportunities for everyone to explore "Awesome Assam" which is blessed with myriad and unexplored destinations.

Talking about beauty, many are still unaware of the undiluted beauty of Assam. The moment you mention Assam, a series of vivid images floods the mind- a vast green expanse of tea bushes, the almost limitless stretch of the all sustaining Brahmaputra, the formidable Indian one horned Rhinoceros grazing by a beel (wetland with static water) in Kaziranga, and splendidly dressed people dancing gracefully to the rhythm of Bihu drum.

I can say with pride that keeping in mind the “Act East Policy” in view; this is a wonderful platform in developing inter-regional tourism between the ASEAN and North East Region of India as well as with BIMSTEC countries. We must take full opportunity to promote the state by interacting with the delegates in a fruitful manner.

Like the rest of the country, Assam is not only rich in biodiversity but also rich in ethnic and cultural diversity. The state has distinct and varied cultures with a strong tradition of art, music, dance, handicrafts and distinct socio cultural practice. Assam is truly an awesome land to be explored, admired and enjoyed.

As ingrained in our Indian Culture, “*Atithi Devo Bhavo*” we always venerate our guests. We make elaborate arrangement for them. The people of Assam are always renowned for their hospitality. We must maintain this magnificent tradition. I would like to remind our youths that ignorance and impolite act with tourists will adversely affect tourism which will in return lead to unemployment and have a negative impact on the state’s economy. We need to exhibit the highest level of hospitability and courtesy.

As I conclude, I would like to remind all, that as we explore this beautiful land we must respect its traditional values and culture. Let us preserve the serenity of this virgin land for the future generations. Let us reaffirm our commitment to protect and conserve our magnificent biodiversity in a sustainable manner and promote community development of all.

I convey my best wishes for the successful conduct of the ensuing International Tourism mart at Assam.

I am certain that this event will definitely facilitate in re-establishing close links amongst North East States and with rest of India and outside.

Jai Hind...Namaskar