

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

Ziro Festival must continue to inspire visitors while bringing pride and prosperity to the State: Governor to Team Ziro Festival

Team Ziro Festival calls on the Governor

Creating greater opportunities for local youth in event management, hospitality, content creation, cultural performances, and tourism services: Governor

Dedicated platforms for farmers, artisans, weavers, and local entrepreneurs, would strengthen livelihoods and support the vision of 'Vocal for Local', 'Ek Bharat Shreshtha Bharat', and Viksit Bharat@2047: Governor to Team Ziro Festival

Team Ziro Festival, Co-Founders Shri Bobby Hano and Shri Anup Kutty called on the Governor of Arunachal Pradesh, Lt Gen KT Parnaik, PVSM, UYSM, YSM (Retd.) at Lok Bhavan, Itanagar on 22nd August 2026. They briefed the Governor on the Ziro Festival, one of India's most celebrated independent music and cultural festivals, and its outreach initiative, 'Ziro On Tour – Valley Vibe, City Tribe', which aims to take the music, culture, artists, and creative communities of Arunachal Pradesh and the wider Northeast to audiences across India and abroad. They expressed hope to take this North East Festival to other parts of the country.

The Governor appreciated Team Ziro Festival for successfully conducting the festival regularly and said that Ziro Festival is more than a celebration of music. Advising the organizers to preserve its authenticity, protect the environment, and empower local youth, he said that the Ziro Festival must continue to inspire visitors while bringing pride and prosperity to the State.

The Governor emphasized that the festival and its outreach programmes should remain firmly rooted in the rich cultural traditions of the tribali community and the indigenous heritage of Arunachal Pradesh. While contemporary music and international participation enhance its appeal, equal importance should be given to traditional music, folk arts, local cuisine, handicrafts, and indigenous knowledge systems. He observed that cultural tourism flourishes when visitors experience the genuine spirit and traditions of a place.

The Team Ziro Festival briefed the Governor of their desire to take the Ziro Festival to Hyderabad, Pondicherry and Chandigarh. This would need sponsorship and acceptance at the other end. The Governor advised the Team to take up the proposal with the State Government, so that coordination with concerned States and raising of funds through sponsorship can be undertaken by the States. He assured all possible assistance at his level for this venture.

The Governor also encouraged the organizers to use the festival as a catalyst for youth empowerment and rural economic growth. He suggested creating greater opportunities for local youth in event management, hospitality, content creation,

cultural performances, and tourism services. Dedicated platforms for farmers, artisans, weavers, and local entrepreneurs, he said, would strengthen livelihoods and support the vision of 'Vocal for Local', 'Ek Bharat Shreshtha Bharat', and Viksit Bharat@2047.

Shri Bobby Hano and Shri Anup Kutty expressed gratitude to the Governor for his guidance and assured him of their commitment to promoting Arunachal Pradesh's culture, tourism, and creative economy through the 'Ziro Festival' and 'Ziro On Tour' initiatives.

PRO to Governor
Arunachal Pradesh
ITANAGAR, August 22, 2026