

PRESS RELEASE



A•we Festival 2025 Kicks Off in North Garo Hills

Resubelpara, December 9, 2025: The much-anticipated A•we Festival 2025 was inaugurated today at Resubelpara, North Garo Hills, by the Hon'ble Minister for Tourism, Government of Meghalaya, Shri Timothy D. Shira, in the presence of elected representatives, district officials, and a large gathering of people from across the Garo Hills region.



The opening day of the festival witnessed an enthusiastic turnout, reflecting the growing popularity of A•we Festival as a major cultural and tourism event of the district. Over 70 stalls have been set up, showcasing the rich cultural heritage of North Garo Hills through traditional artefacts, locally handcrafted wooden items, handloom and handicraft products, agri-horti produce, indigenous fruit wines, and a wide variety of local cuisines.



In his inaugural address, Tourism Minister Shri Timothy D. Shira stated that the A•we Festival holds special significance this year as it focuses not only on preserving and promoting the cultural heritage of North Garo Hills but also on providing a platform for local farmers, weavers, artisans, and youth to showcase their talents in arts, music, and entrepreneurship. He noted that the diverse exhibition of products stands as a testament to the hard work and dedication of local producers and serves as an inspiration for the community.



Describing the festival as a “window to the vibrant culture of North Garo Hills,” the Minister emphasised that such events play a crucial role in attracting tourists and encouraging them to experience the local lifestyle and traditions.

During the event, the Hon’ble Minister announced that crores of rupees have been allocated for the beautification and development of key tourist destinations in the district, including Jolding Wari, Rongma Gitil, Na•ka Chikong, Do•bakol, Rongpetchi, the Shiva Lingam at Radi Nokat, among others. He reaffirmed the State Government’s commitment to strengthening the tourism sector in the region through infrastructure development and enhanced tourism activities. He also urged the youth to recognise and nurture their talents and to venture into entrepreneurship as a means of sustainable livelihood.



Addressing the gathering, Kharkutta MLA Shri Rupert Momin highlighted the active and enthusiastic participation of the local community, which added splendour to the festival. He highlighted the goal of bringing North Garo Hills at par with other districts in terms of overall development and progress, and encouraged the youth to explore opportunities in sports and business sectors as viable avenues for employment.

Mendipathar MLA Shri Marthon J. Sangma observed that the festival serves as a vibrant showcase of the culture and heritage of North Garo Hills. He stressed the importance of tourism as a means of revenue generation for the overall welfare of the district and highlighted the Government's continued investment and initiatives in the tourism sector.

Speaking on the occasion, Deputy Commissioner, North Garo Hills, Dr Abhishek Saini, IAS said that the A•we Festival is not merely an event on the calendar but the heartbeat of North Garo Hills. He described it as a celebration of the district's identity, heritage, and shared aspirations for the future. Highlighting the Flower-cum-Vegetable Show, he stated that it reflects the dedication of farmers and Self-Help Groups and underscores the immense potential of agro-tourism and horticulture in the district. By showcasing indigenous produce, he added, the festival sends a strong message that the local economy is deeply rooted in the land. Referring to North Garo Hills as a "hidden gem," Dr Saini remarked that the time has come for the district to shine, leveraging its landscapes, hospitality, and rich culture. He also emphasised the importance of reviving indigenous games, noting that these are unique cultural assets that attract tourists from far and wide. The two-day festival programme, he said, has been carefully curated to bridge ancient traditions with modern aspirations.



The opening day featured a Flower-cum-Vegetable Show by the Horticulture Department, an Industrial Exhibition by DCIC, Resubelpara, Miss A•we Beauty Pageant, A•we Dance Battle, and live performances by local artists. The festival will continue with a series of cultural programmes, indigenous games, and a grand rock concert featuring popular bands including Ahowee, North Wind, Nokpante, Jessie Lyngdoh, and Riprap, celebrating the vibrant and youthful spirit of the district.



The A•we Festival 2025 stands as a significant step towards promoting culture-based tourism, encouraging local entrepreneurship, and showcasing the unique identity of North Garo Hills to a wider audience.