



Department of Tourism

ASSAM TOURISM UNVEILS A NEW BRAND IDENTITY

CAPTURING THE ESSENCE OF THE STATE

The land of Red Rivers and blue hills- Assam, gets a new brand identity. Dr. Himanta Biswa Sarma, Hon'ble Minister, Finance, Tourism etc, Assam, unveiled its new logo and positioning statement. Shri V.S. Bhaskar, IAS, Additional Chief Secretary Tourism and IT Departments also graced the occasion along with other senior officials of Tourism Department.

On the launch of the new brand identity, Dr. Sarma in an effervescence tone, said, "We needed to present Assam in its full glory and splendor and the new brand identity captures the real essence of the state. This new logo is a step towards telling tourists all over the world to explore Assam, and they will love every moment here. The positioning 'Awesome Assam' is defining state's awe-inspiring facets in full glory"

The logo constitutes four essential elements that exemplify Assam- rhinoceros representing wondrous wildlife, emerald-green tea leaf, the wave of mighty Brahmaputra and scenic beauty ever-shining like the sun. When put together in a harmonious blend, it tells the story of Awesome Assam.

The logo depicts Assam as a delightful abode for the senses. All the four elements of the logo are unbound, thus signifying serenity and soothing solitudes as far as one can see or feel. The overall look of the logo appears as natural and unblemished, as something that's been preserved here for a very long time, away from the hustle-bustle of modernity and pollution.

The logo is aesthetically rich as it projects so many untold awesome stories attached to it. So much so that it might strike you with the thought, "let's go to awesome Assam."

Dr. Sarma delineates as to what really went into making the logo. He told, "In advertising parlance, the product is as important as the story. Here, in the form of Assam, we already have a great product. However, the challenge was to tell its story via brand identity in a captivating manner. Assam is not just a state, in fact, it's a blend of so many things; starting from a destination of discoveries, adventures, culture, tranquility and more"

Dr. Sarma mentioned "Our Govt. is committed to transforming Assam into a better tomorrow with a host of schemes like infrastructure development through Public Private Partnership modes, operation and management of properties and critical GAP analysis in tourism circuits. Besides this, we have devised a publicity plan that includes participation in major national and international fairs and festivals, organizing road shows and up gradation of the website with online booking facilities; all this and much more under the thorough supervision of a professional consultant. In the long run, we intend to take 'Awesome Assam' beyond the realm of tourism to pave the way for socio-economic developments in the state"

The State Govt. is also mindful of the livelihood needs of its local natives and conducting special training programmes for skill development and employment generation like housekeeping, food production, driving & etiquette development, apart from developing a cadre of professional guides and photographers for tourism purposes.
