



8th Edition

RONGALI

10TH, 11TH & 12TH MAY 2024
VETERINARY COLLEGE GROUND, KHANAPARA, GUWAHATI



Rongali stands as Assam's foremost organized festival, symbolizing a fusion of creativity, culture, entrepreneurship, and local talent unique to the region. Over its past seven editions, Rongali has attracted large crowds, including tourists from across India and abroad, and has garnered extensive coverage in both regional and national media. It has become a premier platform for local entrepreneurs, especially those in agriculture, horticulture, crafts, and food processing. Rongali has served as a launching pad for numerous talents from Assam, including acclaimed designer Sanjukta Dutta, Bidyut Rakesh, artist Santanu Hazarika, along with various musicians, creative individuals, and entrepreneurs who have gained fame through the festival. Guided by the vision of Honorable Chief Minister Dr. Himanta Biswa Sarma, Rongali has emerged as a significant platform for Assam's entrepreneurs, supported by the state government. It is a community initiative of Assam, executed by Trend MMS, the Socio-Cultural Trust, which also organizes prominent events such as the North East Festival in Delhi, and similar festivals in Bangkok and Ho Chi Minh City, Vietnam.

Moreover, Rongali serves as a comprehensive exhibition of Assam's rich culture, showcasing the lifestyles of diverse tribes and communities, tourism attractions, varied cuisines, handicrafts, agro-horticultural products, fashion, and more. Notably, its musical festival is renowned as one of the largest in the country, highlighting local talent and embracing the "Vocal for Local" theme by spotlighting entrepreneurial ventures, MSMEs, and startups in the region.



RONGALI

The upcoming 8th edition of Rongali, scheduled for May 10th , 11th , and 12th , 2024, at Khanapara Ground in Guwahati, promises to be the largest event ever in Assam. It will showcase the best of the state's entrepreneurial capabilities and creative talents, serving as a platform to foster connections among diverse communities.

Moreover, Rongali stands as the most significant festival in Assam, portraying the state as a vibrant springtime destination and highlighting its cultural diversity, tourism appeal, and industrial potential. Guwahati has been the host city for the past six editions of Rongali



RONGALI OVER THE YEARS



RONGALI 2015 – VETERINARY COLLEGE GROUND, KHANAPARA, GUWAHATI



RONGALI 2016 – SONARAM HIGH SCHOOL FIELD, BHARALUMUKH, GUWAHATI



RONGALI 2017 – VETERINARY COLLEGE GROUND, KHANAPARA, GUWAHATI



RONGALI 2018 – SRIMANTA SANKARADEV KALAKSHETRA, PANJABARI, GUWAHATI

RONGALI OVER THE YEARS



RONGALI 2019 – SONARAM HIGH SCHOOL FIELD, BHARALUMUKH, GUWAHATI



RONGALI 2022 – VETERINARY COLLEGE GROUND, KHANAPARA, GUWAHATI



RONGALI 2023 – VETERINARY COLLEGE GROUND, KHANAPARA, GUWAHATI



RONGALI – HIP HOP



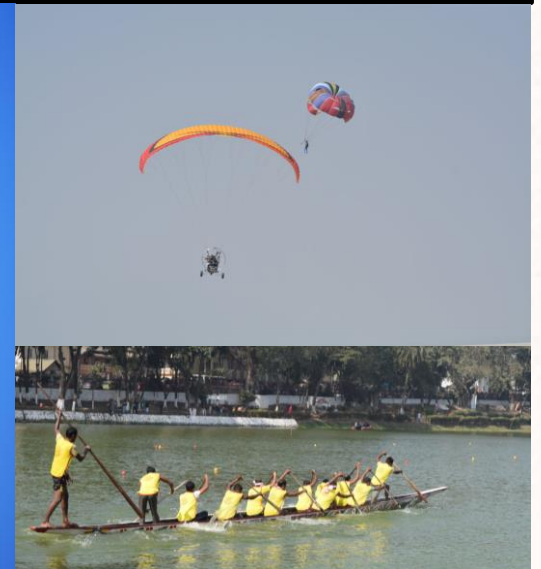
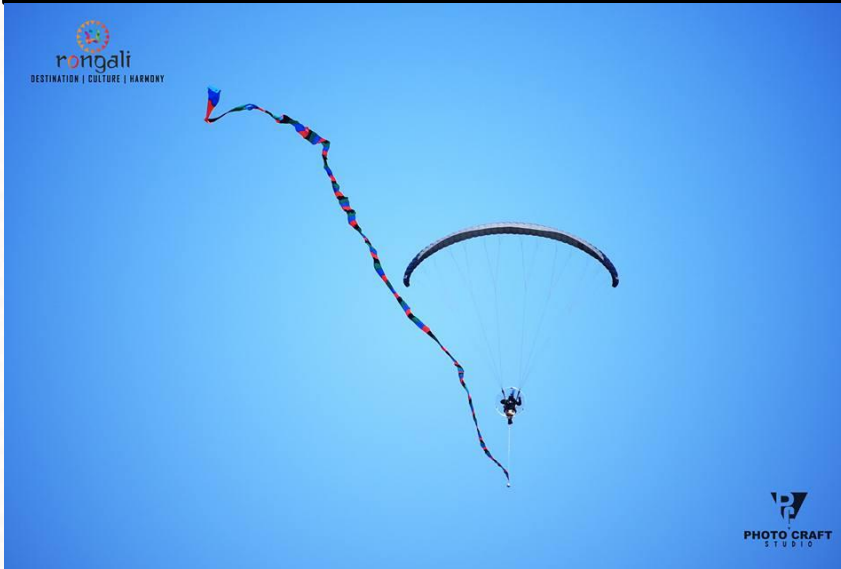
FASHION SHOW



CROWD



AERO SPORTS & TRADITIONAL GAMES



RONGALI OVER THE YEARS

BIHU IN RONGALI

Rongali festival honors the essence of Bihu, showcasing the vibrant cultural celebration. Within Rongali, the Bihu Husori competition, overseen by Ojah Dr. Prasanna Gogoi, showcases the finest Bihu Husori teams from Assam. Additionally, a Bihuwati competition draws participants from across the state. The festival attracts a sizable audience, and the Bihu performances contribute to creating a lively springtime ambiance for both tourists and attendees alike.



MEDIA COVERAGE

Rongali festival showcases the remarkable diversity of the region, consolidating it into one vibrant event, thus earning its reputation as one of India's most colourful festivals. Hosted in Guwahati, the Gateway to the Northeast, Rongali draws crowds not only from Assam but also from Meghalaya, Nagaland, and Arunachal Pradesh, as well as a significant number of tourists from around the globe. Over the past six editions, Rongali has garnered attention from media personalities nationwide and tourism bloggers, resulting in widespread coverage across various media platforms.

hindustantimes

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Music, food, boat races: Assam's Rongali Festival will highlight the traditions of the North East

Assam is set to host the Rongali Festival, a five-day fair that will showcase the culture of communities of the northeastern state and give a platform to musicians and boat races.

By Nandini Chatterjee | Updated on May 12, 2016 09:53 AM

India Today News Service



Girls will be seen at the Rongali Festival in Guwahati. (PTI Photo)

5/12/2016 Music, food, boat races: Assam's Rongali Festival will highlight the traditions of the North East art and culture | Hindustan Times

The fourth edition of Rongali Festival, which celebrates the vivid colours of Assam, will begin on Friday. The three-day fest will showcase the culture of communities of the north eastern state and give a platform to 75 musicians and boat races, who will exhibit their culinary skills, designers, cyclists and more.

"We are bringing different communities together through this festival. For example, the Mising community will showcase its history through a dance form. Folklores will be shared. It will be a colourful festival and visually appealing," said Shyamkanta Mahanta, chief organiser of Rongali.

The fest will take place at the Shri Ananta Sanikander Kalandiketa. The Rongali Art Carnival will bring young artists of the region for doodles, string art, graffiti and more. Around 10 magicians will also show their talent and tricks. A traditional food competition will bring around 50 participants who will whip up vegetarian, non-vegetarian and sweet dishes.

"There will be around 35 stalls and a food competition. Housewives from Assam will be participating as well," said Mahanta.

As much as he wants the country to know more about his home state, he also wants Guwahati to be the best destination for music lovers. Home-grown singers Zubeen Ganguly and Papon as well as several rock bands are set to perform at the festival.

"We are getting a good line-up. There will be a rock band competition too. Around 50 bands are participating. Some are from Bengaluru, Bhubaneswar and other places. We are trying to make Guwahati the hub of music in India," said the organiser.

Apart from Assamese singers like Neel Akash, Kusum Kalishah and Zubee Banash, the Raghu Dixit Project and DJ Sudeep are also part of the line-up. Around 20 designers will also showcase and present their creations, flaunted by 50 models of the region.

Spexx has also been given importance by the organisers. "We will have a traditional boat race. It is similar to the boat races in Kerala," said Mahanta. In addition, a Rongali Tourism Cycle Rally was organised on Thursday to create awareness about Assam as a destination for cycling.

Rongali is organised by Trend MDIS — a socio-cultural organisation of northeast India — which also hosts the North East Festival in Delhi.



The DIALogue | MAY 2019



Spotlight

BANGALORE, MAY 12, 2019

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From glacial lakes and national parks to an abundance of flora and fauna, the eight states comprising the north-eastern region of India are endowed with the beauty of nature. And yet they are rarely on an average tourist's agenda. We find out why

Uplift task

The north-eastern region of India is a vast and diverse area, home to a rich tapestry of cultures, languages, and traditions. The region is often overlooked by tourists, but it offers a wealth of natural beauty and cultural heritage. From the misty mountains of the Himalayas to the lush green valleys of the IIT, the north-eastern region is a treasure trove of natural wonders and cultural experiences.

Huge potential

The north-eastern region of India is a vast and diverse area, home to a rich tapestry of cultures, languages, and traditions. The region is often overlooked by tourists, but it offers a wealth of natural beauty and cultural heritage. From the misty mountains of the Himalayas to the lush green valleys of the IIT, the north-eastern region is a treasure trove of natural wonders and cultural experiences.

Tourist arrivals in the north-east in 2016

Month	Tourist Arrivals (Lakh)
January	0.1
February	0.2
March	0.3
April	0.4
May	0.5
June	0.6
July	0.7
August	0.8
September	0.9
October	1.0
November	1.1
December	1.2

Igniting economy

The north-eastern region of India is a vast and diverse area, home to a rich tapestry of cultures, languages, and traditions. The region is often overlooked by tourists, but it offers a wealth of natural beauty and cultural heritage. From the misty mountains of the Himalayas to the lush green valleys of the IIT, the north-eastern region is a treasure trove of natural wonders and cultural experiences.

MEDIA COVERAGE

THE TIMES OF INDIA Northeast India needs its own unity festivals

Manimugdha S Sharma, TNN | Apr 13, 2015, 11:55 PM IST

NEW DELHI: Northeast India festivals are fading. Of late, there has been a marked increase in the number of such festivals in different parts of the country. In the capital alone, since November last year, there have been three northeast festivals, followed by one each in Mumbai and Bengaluru. The 'northeast' tag does help in attracting people from the so-called mainland, already charmed by the idea of a remote, exotic place that enjoys nature's bounty. Organisers of such festivals also claim that these events help in dispelling wrong notions about the region by ending the disconnect that has prevailed for centuries, and bring in tourists and business. But people in the region themselves seem to know little about their part of the world and the different cultures that exist there. Not just opinions, but even people are divided along communal, tribal and linguistic lines in the region. What about their unity?

Some bold steps are being taken in Assam. A three-day festival was recently held in Guwahati upon suggestions by a few student and political pressure groups that "we need to be united first to foster greater unity with the rest of India."



The Rongali festival in Guwahati held recently was a first step towards regional unity.



Rongali Bihu performs at the festival.

"We felt the need to do something in the region that could act as a confluence of different cultures and traditions existing here. Rongali festival was thus born. A lot of people misjudged the event going by its name — Rongali Bihu is the most important festival in Assam as it ushers in the Assamese New Year. But Rongali means 'colourful path' and we wanted it to be the meeting point of different cultural traditions. We got the support of different groups and tribal councils, and we can say that we pulled off a great event," said Shyamkanta Mahanta, the chief organizer of Rongali festival who has also been organizing the much-hyped Northeast Festival in Delhi and Mumbai in the last few years.

The festival was a great success as it also unwittingly unleashed a new phenomenon in Assam—nightlife. "We don't associate nightlife with the Northeast for obvious reasons (read insurgency). But here, we saw 20,000 people crowding the venue as late as 1.30am. And why not, the best of rock and pop bands, including Indian Ocean, performed," Mahanta added.



Fashion show at Rongali festival.

But despite Mahanta's optimism, the festival did have its share of controversies. Popular singer Zubeen Garg pulled out a pistol during his performance. Although he said that for northeast to move forward people will have to abandon the gun, some of his later theatrics with the weapon were misconstrued by the local press as a life threat to shoot people in the audience. Then there was the regionalism lobby that condemned the "import of a noxious brand of foreign culture".



Rongali Bihu performs at the festival.

"Such things do happen and will continue to happen for a long time. There are people with vested interests who don't want change and don't appreciate people or work that usher in change. It's also because of such people that the region has remained disconnected from the mainland for such a long time. All the good things that happen in Delhi, including northeast festivals, should happen here also. It's important for greater national integration," said Bhaskar Papukon Gogoi, a doctor and political commentator from Dibrugarh, Assam.

With the guns falling silent in the Northeast, guitars are back. This Bihu, people are perhaps hoping for a Bohemian thapadhi, one of peace and unity.

by Shannon Skinner on April 20, 2015



Shannon Skinner media

Shannon travels to India. This is part 2 in a series of articles.

In Pictures: Rongali Bihu Festival in Assam, India

I've just returned from an amazing 2-week trip to India. As I wrote in my [previous post](#), the first stop on my journey was attending the [Rongali Bihu Festival in Assam](#), the north-eastern state in India that is located south of the eastern Himalayas – and where "Assam tea" comes from. *Rongali*, meaning "colours," is a special celebration of the Assamese New Year and coming of spring, with the hopes of peace and prosperity. Rongali is one of three [Bihu](#) festivals that take place throughout the year, with Rongali being the biggest in Assam.



On April 3-5th, 2015, the community in [Guwahati, Assam](#), held a multifaceted [Bihu](#) festival highlighting the arts and culture of the Assamese communities and tribes. This included folk dance, rock and Bollywood music (including Bollywood star, Papon), handicrafts, fashion, traditional sports and oh-so-yummy food.

Assam, the gateway to the northeast, is unexplored – and more than ready for tourism. The festival was designed as a much-needed tourist draw that, under one platform, features the essence of Assam, a state which boasts a number of wildlife sanctuaries, the Brahmaputra River, is home to the one-horned rhino and Royal Bengal Tiger, and is large tea-growing region. "This is a springtime Bihu where there are a lot of festivities, and people are singing and dancing, and making merry," says Rongali Festival organizer, Shyamkanta Mahanta. "This is a typical way of focusing on our own culture to promote tourism."

FESTIVAL

GUWAHATI SOAKED IN THE VARIED COLOURS OF MUSIC, DANCE AND DRAMA AT RONGALI FESTIVAL, SAYS JOYDEEP HAZARIKA

THE MANY COLOURS OF RONGALI



Rock band Parikrama and (right) Papon perform at the festival. Pictures by author



A three-day tourism festival from January 2015 to the city's Sivasagar field saw a round of events and a galaxy of performers who put up an eclectic show that wonned scores of people.

"What we have organised is a tourism festival with the sole motive of attracting tourists and investments into the state, while also showcasing the rich cultural heritage with the help of concerts and performances," Shyamkanta Mahanta, the festival's chief organiser, said.

There has been a burgeoning travel operator at this festival to give out attractive offers to be engaged in the current tourist season in the state.

The festival, in its second edition this year, kicked off with a national seminar on information technology and software technology parks of India. It held a discussion on the possibility of increasing the IT sector in the state. Another major attraction at the festival was the holding of all-venture sports like para-sailing and parasailing at the festival's riverside front venue, with the help of the Aeroports Association of Assam.

"The Brahmaputra is the largest river in India, and hence its potential as a venue for adventure sports and aeroports is immense," said Mahanta, adding, "through these events, we have attempted to showcase Assam as a major hotspot for adventure tourism that can attract a large number of tourists from outside."

A special stall was also set up by the army at the festival's riverfront venue where it demonstrated several of its machinery and arms to the public in a bid to attract youngsters towards the armed forces.

The festival, which had the tagline of "destination, culture, harmony" also saw several prominent organisations and out-its put up stalls at the venue. These included Goshali Artists' Guild, North Eastern

Handicrafts and Handlooms Development Corporation Ltd, Assamrak and Assam Agriculture University, among others. A special stall showcasing traditional masks used in Nidhiyantra plays was also set up for a team of artists led by Sangeet Natak Akademi award winner Bobokanta Mahanta, who hailed from the Kharpur Xetra monastery in Sivasagar district.

Several stalls were also set up where dealers of handlooms and hand-knitted items were showcased.

A book club was organised, with a discussion on the relevance of non-violence in literature among several Indian and Italian authors. A special presentation on Assamese cinema, from 1950 till now, was also held in the presence of actors George Baker and Binita Bose-palash Mitra. An Assamese play, *Korengor Lajpri*, was performed by Abhinaya.

A traditional Vaishnava *andhiya* named Didi Choroibora Bhramar was also performed. Fashion shows showcasing traditional and Western attire by top designers of the state like Komal Lochan Baruah, Binita Chakravorty, Neeta Karthak and Dina Debbar.

Musical performances formed a major portion of the festival and there was a diverse range of artists. Apart from performances by folk artists of the state, drummer Nishant Bagter, rapper Borikang Hromshikari, bands like Akers Whoop and The Local Train, and also by DJs like Ray Mikal and Dariusz Satal. And, All Khan rock band Parikrama, and singers like Zubeen Garg, Anaya Brahma and Papon.

The audience had a blast, soaking in the glory of the musical performances at the festival. "I got to see Zubeen Garg, Parikrama and Papon perform in three consecutive days. What more could I ask for?" said Rohit Gogoi, a student.



Moments from Rongali festival

Tourism promotional prog Rongali from today

STAFF REPORTER

GUWAHATI, April 2 – With the objective of projecting Assam as a tourism destination, showcasing its ethnic culture, traditional handloom and handicrafts, delicious Assamese cuisines along with other north-eastern delicacies.

Colourful dance forms of the State, Ram Vijay Bhaoana by Sangeet Natak Akademi, tea exhibition, magic from Mayong, mask-making from

by various councils, the rich history of Assam from the days of Bhaskar Burman, Su-Ka-Pha and Sankaradev up to Bhuben Hazarika, its rich traditional handloom and handicrafts, delicious Assamese cuisines along with other north-eastern delicacies.

Colourful dance forms of the State, Ram Vijay Bhaoana by Sangeet Natak Akademi, tea exhibition, magic from Mayong, mask-making from

Sivasagar, traditional jewellery of Nagaon, etc., would also be on display. Around 50 dance forms would be performed at Rongali, a press release said.

Famous Assamese innovator Udhav Bharali would present unique innovations made by Assamese innovators and the Indian Institute of Entrepreneurship would present successful Assamese enterprises.

Eco-tourism projects will be on display, as also the traditional sports of Assam. A display of Assamese literature by legendary writers of the State and the upcoming ones is on the agenda.

The festival would include cultural evenings featuring Zubeen Garg, Papon, Simanta Sekhar, Priyanka Bharali, Manas Robin, Tarulota Kumum, North East Breeze, among others.

THE HINDU

METROPLUS • FASHION

April 12, 2015

The gaiety of Bihu

MADHUR TANKHA



Mehzabin Ershad (centre) while presenting her collection

The rich diversity of Assam was showcased by local fashion designer at a recently concluded festival in Guwahati

In an attempt to make Assam a sought after fashion destination, experienced as well as emerging designers from the State presented their collections at the first edition of "Rongali Celebrating the Essence of Assam", a three-day event, celebrated on the sprawling Veterinary Ground in Guwahati.

They made use of hand woven fabric, motifs and jewellery of indigenous tribes and gave them a contemporary twist. Bearing in mind that their State is blessed with diversity, the participating designers made use of fabric, accessories of tribes like Meshing, Kabi, Bodo, Rabha and Twa. The idea was to feature different tribal traditions which non-Assamese are unaware of. Therefore, they used the traditional methodology in preparing elaborate headgears and shimmering jewellery.

This time round, Garima Salkia Garg, who despite being a reputed designer deviated from her usual practice of presenting ethnic fusion of the North East and focussed only on Assam. As the Bihu festivals are on full swing she created her outfits to showcase to the rest of the world that her State has the potential to emerge as a fashion hub.

KEY COMPONENTS OF RONGALI 2024

1. In line with the vision of the Honorable Chief Minister of Assam, the "Vocal for Local" Exhibition will feature an extensive showcase of local products, emphasizing agriculture, horticulture, animal husbandry, pisciculture, handloom, handicrafts, industry, and tourism. Visitors to Rongali will have the chance to acquire authentic Assamese products.
2. A series of Buyers-Sellers Meets will be organized, creating a networking platform for buyers and sellers.
3. Rongali's renowned Art Exhibition, which has propelled artists like Santanu Hazarika to prominence, will include a dedicated art zone. This interactive space will host live art performances, graffiti, wall paintings, and other mediums showcasing the exceptional talents of Assam's artists.
4. The Rongali folk carnival will showcase a variety of folk dance forms from Assam and the Northeastern region. More than 500 artistes will present a spectacular folk culture of the region.
5. Rongali Fashion Weekend will present a spectacular fashion show featuring top designers from the region, with a special focus on handloom products. Notable designers like Sanjukta Dutta and Bidyut Bikash have kickstarted their careers at Rongali.
6. Rongali has evolved into a significant musical platform, featuring renowned artists like Ustaad Amjad Ali Khan, Raghu Dixit, Papon, and Nucleya. This year's festival will host three evenings of music, encompassing Bollywood, folk, rock, and hip-hop performances, featuring both national and regional talents. Focus will be on promoting local talents of Assam to perform alongwith India's best.
7. The Rongali Hip Hop Stage will showcase performances by outstanding hip-hop artists from the region. The stage has been a major attraction of Rongali attracting artistes all over India.

KEY COMPONENTS OF RONGALI 2024

8. Rongali has been the biggest musical platform of Assam. To carry forward the musical legacy of Rongali, introducing the Rongali Music Awards this year, winners will be selected through a voting system. The "Rongali Lifetime Achievement Award" will honor a legendary Assamese singer, with a dedicated committee overseeing the comprehensive evaluation process.
9. The Rongali Food Carnival will feature a diverse display of Assamese, North Eastern, Continental, Chinese, and other cuisines. Around 100 food stalls will be on display.
10. The new "Rongali Creative Stage" segment, in collaboration with "All About Music," will provide a platform for emerging musical talents from Assam. A music competition will be held, with influential figures from the music industry serving as the jury, offering participants the opportunity to secure contracts and collaborations. The stage will encourage young musicians/youtubers/creative personalities to understand business models and sustainability.

As part of the event, a session focused on exploring startup funding opportunities will be arranged, with invitations extended to notable venture capitalists and angel investors to engage with budding startups from Assam and foster entrepreneurship in the area. With expectations of attracting more than 150,000 visitors daily, Rongali is poised to draw a significant audience, including a considerable number of tourists from various parts of India.



RONGALI VOCAL FOR LOCAL EXHIBITION

Aligned with the vision of Assam's Chief Minister, Dr. Himanta Biswa Sarma, Rongali festival emphasizes the promotion of 'Vocal for Local'. A robust campaign was launched to encourage participation in the festival, inspiring many individuals to join in. The event boasted 200 stalls showcasing a diverse array of high-quality products and services from Assam's entrepreneurs.

These stalls presented a wide range of offerings, including authentic ethnic cuisines, value-added tea products, food processing items, agro-horticultural products, tourism services, software services, mechanized products, and more. Brands such as Bahuboli eggs, Repose Bakery, Sitajakhala, Kanyaka, Woolah Tea, Assam Start-Up units, and a comprehensive agri-horticultural showcase by APART, the Department of Horticulture, Government of Assam, ASRLM, DAY-NULM, and others garnered attention from attendees.

The event facilitated substantial business transactions and fostered long-term connections. Notably, the 'Vocal for Local' Exhibition at Rongali specifically highlighted Assam's strengths in agro-horticulture and food processing, showcasing numerous innovative offerings.



VOCAL FOR LOCAL EXHIBITION



RONGALI GOOD VIBES MUSIC STAGE

Over the years, Rongali has hosted renowned talents such as Ustad Amjad Ali Khan, Ayan and Aman, Papon, IKKA, Mitraz, Zubeen Garg, Nucleya, Teri Miko, Arjun, EUPHORIA, Parikrama, The Local Train, Ritviz, Aswekeepsearching, Undying Inc, Bipul Chetri, Raghu Dixit, and many others. In the upcoming edition, approximately 20 of India's finest musical talents will gather to perform at Rongali, solidifying its status as the largest musical festival in Northeast India. This year, Rongali will feature a spectacular lineup of musicians ranging from Bollywood to hip hop artists and folk performers.

INDIAN OCEAN



NUCLEYA



DIVINE



EUPHORIA



RAGHU DIXIT



ZUBEEN GARG



PAPON



RITVIZ



THE LOCAL TRAIN



RONGALI FASHION WEEKEND

Rongali stands as Assam's premier fashion platform, having nurtured numerous designers over the years. Many of the leading models in Assam have launched their careers at Rongali. Each year, approximately 16 designers present intricately crafted handloom products from the region on the Rongali Fashion Stage. This year, some of the most talented designers from the Northeast will present an awe-inspiring showcase of designs, featuring celebrity showstoppers.



RONGALI B2B MEETS & CONCLAVES

RONGALI MUSIC CONNECT

The "Rongali Music Connect" discussion sessions aim to bring together influential figures from the music industry, including Tarsame Mittal, the visionary and entrepreneur behind TM Talent Management, and renowned artists like Anurag Saikia, music streaming platforms, top influencers of music industry in the country. The session will facilitate interactions between established personalities and emerging talents, including musicians, bands, and YouTubers from Assam and NER. The primary goal is to establish lasting connections and provide a sustainable platform for local musicians.

MICRO FINANCING AND MARKET LINKAGES TO SHGs

The second session will focus on self-help group (SHG) microfinancing and related topics. It will explore marketing linkages and financing alternatives for microfinance institutions. During the session, SHGs in Assam will engage with institutions such as NEDFI, small finance banks, and other relevant entities. Marketing experts will also be present to facilitate the connection between SHGs and entrepreneurs, aiming to enhance marketing linkages for the benefit of SHGs and local business owners.

AGRI EXHIBITION CUM INTERNATIONAL BUYERS SELLERS MEET

The third session involves a Business-to-Business (B2B) meeting focused on agriculture. This session will facilitate interactions between buyers, both from India and abroad, particularly from countries like Vietnam, Thailand, Singapore, and Dubai. The aim is to connect these buyers with farmers from Assam, along with representatives from government departments. The goal is to promote agricultural products from Assam on a global scale.

B2B MEET ON TOURISM

This session will feature interactions between tour reporters and tourism stakeholders, promoting Assam and NER as a tourist destination. Tour reporters from various parts of the country will be invited to engage with their counterparts in Assam and interact with the tourism departments. This will provide an opportunity for tour operators to experience the essence of Assam and NER during the festival.

RONGALI CULTURAL PRESENTATION

Rongali serves as a convergence of the diverse tribes and cultures present in the region. It brings together a multitude of communities including the Bodos, Misings, Karbis, Sonowal Kacharis, Tea tribes, Gorkhas, Koiborta Samaj, performers from Barak Valley, Deshi Muslims, Limbu community, and many others. The festival also regularly features various folk forms and martial arts from the Northeastern region. Through its inclusive atmosphere, Rongali plays a significant role in fostering unity, promoting cultural exchange, and building bridges between different communities, thereby enhancing brotherhood.



FOOD EXHIBITION & COMPETITION

Food has been a central highlight of Rongali festival. Each year, the food exhibition showcases the traditional cuisines of various communities including Bodo, Karbi, Dimasa, Tiwa, Mising, Gorkha, Axomiya, and more. Tourists are often captivated by the diverse food culture of Assam presented at the event. Additionally, a traditional food competition is organized, consisting of three categories: Assamese sweet dishes, vegetarian dishes, and non-vegetarian dishes. Approximately 100 participants demonstrate their culinary skills, attracting significant attention from visitors. Moreover, around 25 food stalls offer a variety of dishes from Assam and the Northeast region, with stalls remaining busy late into the night as visitors continue to explore the culinary offerings.



HIP HOP & OPEN MIC

To support and promote local artists and performers representing the hip hop community in the region, Rongali has curated a series of activities under the banner of 'Rongali Hip Hop Village'. This segment features various artists showcasing their talents in BMX, rap, dance, DJing, graffiti art, and beatboxing. Additionally, an open mic session is organized over the three days, providing a platform for talented singers and poets from Assam to showcase their skills. Furthermore, the stage hosts a range of activities, including street plays addressing environmental concerns, which attract large crowds from diverse backgrounds.



ASSAMESE CINEMA IN RONGALI

Rongali has served as a platform for the promotion of Assamese cinema. In recent years, movies such as "Dr. Bezbaruah II," "Raghav," and "Raghupati" have been showcased and promoted at the festival. This year, several new Assamese films will also be introduced to the public during Rongali, continuing the tradition of promoting regional cinema at the event.



TRADITIONAL SPORTS

The traditional sports of Assam took center stage at Rongali, captivating tourists with the rich experience of age-old athletic activities. Rongali showcases the various traditional sports of Assam including wrestling, archery, Kabaddi, Tekeli Bhangha, Koni Juj etc. Various street plays were also organized to raise awareness on several important issues during the event.



RONGALI ART CARNIVAL

Art has always been a significant aspect of Rongali festival, with attractions including Doodle Art, graffiti, and traditional art forms. Rongali is particularly known for its Art Exhibition, where the exceptional talents of Assam's prominent artists, such as Santanu Hazarika and others who have gained recognition through the festival, are showcased. In Rongali 2024, a dedicated art zone will be featured, providing a platform for skilled artists from Assam to showcase their talents through live art. This interactive space will witness the creation of large-scale artworks using various mediums like graffiti, live art performances, and wall paintings.

Additionally, a Photography Exhibition will be held, portraying the lives and diverse sociocultural backgrounds of the region's people.



WHAT MAKES RONGALI SPECIAL?

1. Rongali has provided a platform for numerous Assamese talents, with many designers and models hailing from the festival.
2. Rongali has established a platform for Assam's artist community, serving as the starting point for talents like Santanu Hazarika and others.
3. Rongali propelled numerous Assam anchors to fame, establishing their prominence within the festival's platform and beyond.
4. Rongali catapulted musicians like Nilotpal Bora, Prabin Bora, Bishrut Saikia, and others to fame, elevating their recognition.
5. Rongali has fostered numerous entrepreneurs and propelled brands like Bahubali to fame, solidifying their recognition within the festival's platform.
6. Rongali has popularized lesser-known games like traditional boat racing in Assam and introduced an aero sports culture to the region.
7. Many hip hop artistes have emerged from Rongali.
8. Rongali Startup initiated the startup culture in Assam, catalyzing entrepreneurial endeavors and fostering innovation within the region.
9. The Tourism B2B Meet during Rongali significantly boosted tourism promotion in Assam, leading to the commencement of ADTOI operations in Northeast India.
10. Rongali is extensively promoted in national media, it has helped in bringing a positive perception about Assam.
11. Rongali has significantly bolstered tourism, attracting numerous tour operators and tourists, thus becoming a major fixture on the tourism calendar.
12. Rongali serves as a gathering place for youth from all over the region, fostering connections and unity among large crowds. It has evolved into a beloved festival, eagerly anticipated with its own distinct identity.

ABOUT ORGANISER TREND MMS

Trend MMS is a not-for-profit Socio-Cultural Trust. It is the largest event organization of the North East India, one of the biggest in India. Trend MMS have experience in organizing Large Exhibitions across India and abroad, Business Meets on Trade and Tourism, it organizes some of the largest musical festival of India. Trend MMS, has been working in the field of brand building, business linkages and have a very strong creative team capable of running successful digital campaigns. Trend MMS have a team of very skilled professionals and have been delivering some of the most successful initiatives consistently.

Some of its initiatives are;

a) 11th & 10th Edition of North East Festival organized at Jawaharlal Nehru Stadium, New Delhi on 23rd to 26th December 2022 & 22nd to 24th December 2023.

b) North East India Festival 2019 & 2022, Bangkok, Thailand and NEIF 2023 in Ho Chi Minh City Vietnam, is an initiative to strengthen the ties with the South East Asian countries for direct business to business linkage and to create a mechanism of cultural exchanges with South East Asia.

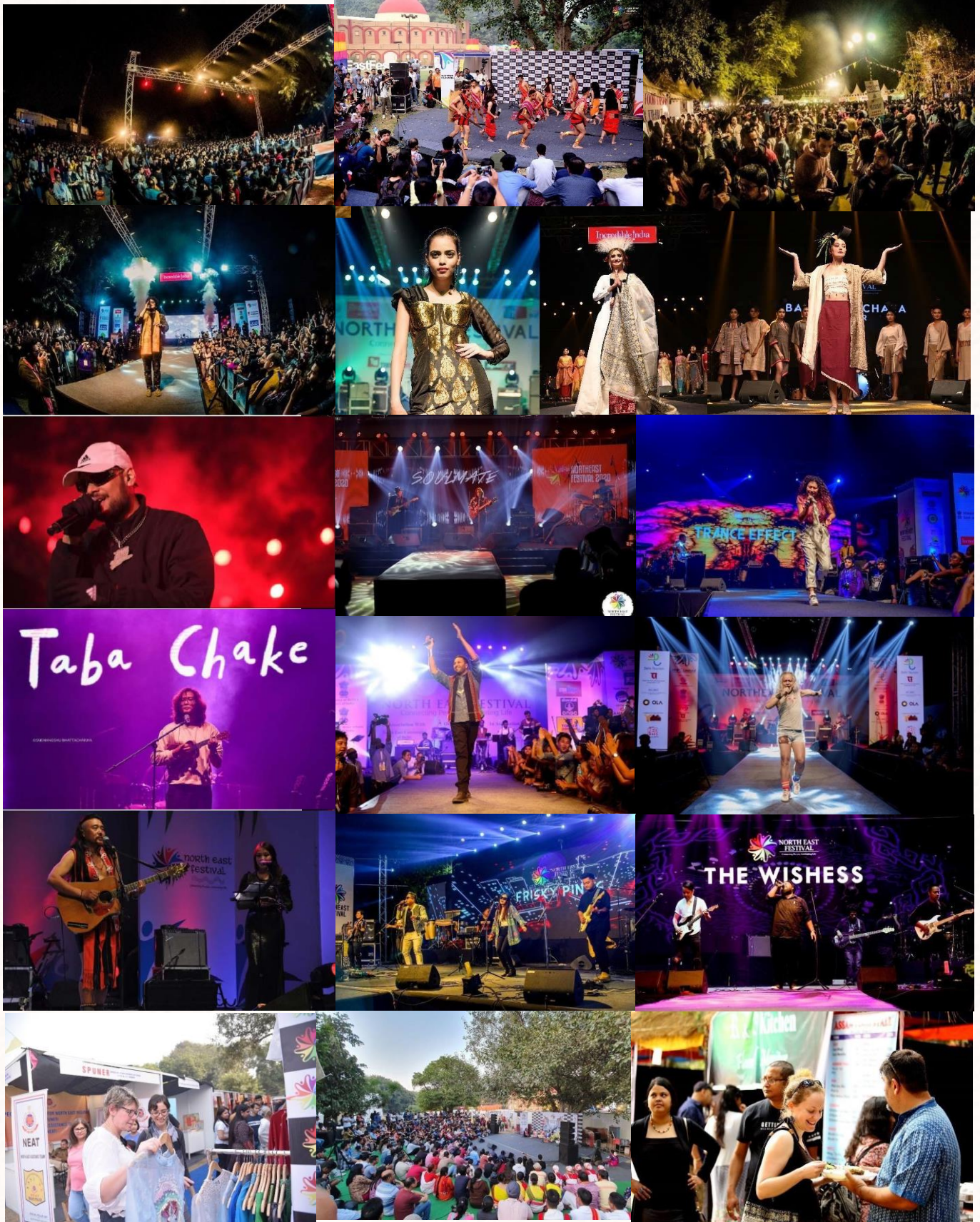
d) North East Festival Delhi in 2013, 2014, 2015, 2016, 2017, 2018 & 2019 is considered as one of the biggest cultural festivals of North East India outside Northeast. The 8th - 2020 and 9th * The 2021 edition was organized in hybrid mode with a limited number of guests due to Covid-19 situation. In the last, North-East Festival has helped in building bridges between Northeast and the rest of the nation and promoted North East's culture, music, handloom & handicraft and food in the national capital

e) Rongali in Guwahati, Assam in 2015, 2016, 2017, 2018,2019 & 2022. Rongali is a celebration of Assam showcasing its wonderful diversity of people, culture living in harmony and showcasing the tourism destinations of Assam and North East. Rongali is also a celebration of life and celebration of musical culture of the North East.

f) Colours of North East at Mumbai, The Taj Mahal Palace on 2014, 2015 & 2016. It was organized to create awareness about North East culture in Mumbai amongst top businesspersons and Bollywood personalities

g) Sankaradeva Movement in Delhi, Bengaluru, Mumbai. SSM is an attempt to promote the legacies of Mabapurush Sankaradeva who was responsible for creating the social fabric of Assam. It got widespread attention all across the country.

NORTHEAST FESTIVAL, DELHI



NORTHEAST INDIA FESTIVAL - BANGKOK



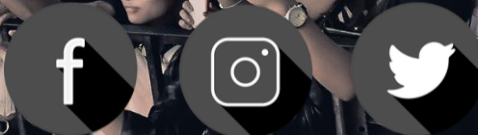
NORTHEAST INDIA FESTIVAL - VIETNAM





RONGALI

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