



R O O T S

Roots Art & Cultural Trust, Society

ESS-Sector, Hill Top Ete Niwas Building  
Itanagar, Arunachal Pradesh - 791111

+91 92339 90120

rootsartandculturaltrust@gmail.com

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## Arunachal Rang Mahotsav 2024 **PRESS RELEASE**

21 Nov 2024: **Arunachal Rang Mahotsav 2024** marks the **first-ever international theatre celebration** in Arunachal Pradesh, and it's set to be the **largest and longest theatre festival** North-East India has ever seen. From **22nd November to 5th December**, this historic event will bring together a global community of artists, performers, and audiences against the stunning backdrop of Itanagar's majestic mountains.

Expect the unexpected! **8 fresh local productions** will bring Arunachal's rich folklore to life, while **8 standout acts from across India through Open Call 2024** will showcase the creative pulse of the nation. With **5 international performances** redefining the theme *Route to Roots*, along with **12 thoughtfully handpicked invited productions**, this festival promises a diverse celebration of talent and cultural exchange. Dive into **8 specially curated seminars, exhibitions, and workshops** featuring global artists as they share their craft, insights, and stories. All this, nestled in the vibrant heart of Itanagar!

**Supported by the Government of Arunachal Pradesh**, Arunachal Rang Mahotsav 2024 is not just a festival – it's a cultural movement. The **theme *Route to Roots*** explores the intersections of culture, identity, and heritage, weaving together local traditions with global perspectives. Organised by the **Roots Art and Cultural Trust (RACT)**, this festival stands as a testament to the vision and immense hard work of **Mr. Riken Ngomle**, the **Festival Director of ARM 2024**, and **Founder-Director of Roots**. His leadership and passion have made this ambitious event a reality. This event is a celebration of the power of theatre to connect, inspire, and unite. Don't miss your chance to experience this once-in-a-lifetime extravaganza!

Roots is deeply grateful for its partnership with **APLS (Arunachal Pradesh Literary Society)**, which has played a crucial role in strengthening the cultural fabric of the region. This collaboration reflects our shared commitment to preserving and promoting Arunachal's rich heritage through innovative artistic expressions and community engagement.

Through the development and showcasing of local plays, **Arunachal Rang Mahotsav** has created massive impact. We have successfully documented oral narratives, transforming them into both written and performance texts. In doing so, we have actively engaged **380+ Arunachali youth**, empowering them with the skills and opportunities to contribute to the cultural landscape.



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The festival has also generated **employment for over 100 individuals** within the festival team. Additionally, we've established a **unique network of professionals** from across India and internationally, fostering collaboration and creative exchange. As we look to the future, our vision is to continue building on these achievements, growing the festival into a **self-sustaining entity** that thrives on its own momentum, while nurturing and celebrating the rich cultural heritage of Arunachal Pradesh.

The festival has garnered enthusiastic participation from several elected representatives, demonstrating their strong support for the arts. **Hon. Chief Minister Pema Khandu** not only **produced a play 'Gyalpo Kalawangpoo'** but also set a powerful precedent, while **Hon. Member of Legislative Assembly (Tawang) Namgey Tsering** penned the play. **Deputy Chief Minister and Chief Patron to ARM 2024 Chowna Mein** further contributed by commissioning the **Tai Khamti Heritage & Literature Society** to create *Ahimsaka*. **Tourism Minister and Chief Advisor to ARM 2024 Pasang Dorjee Sona** actively participated in the festival promotions by creating the *One Day to Go* reel. Dty.C.M. & Tourism Minister personally visited various venues, offices, and living quarters to show their support. Additionally, all three leaders—Chief Minister Pema Khandu, Deputy Chief Minister Chowna Mein, and Tourism Minister Pasang Dorjee Sona—participated in online promotions through multiple posts and shares on their own social media accounts. Their consistent encouragement and support have been invaluable throughout the festival journey.