

**GOVERNMENT OF ARUNACHAL PRADESH
DEPARTMENT OF TOURISM
ITANAGAR**

ARUNACHAL PRADESH TOURISM SIGNS M.O.U WITH VIACOM 18

(Dated: Itanagar the 4th August 2015)

Sir/Madam,

In order to boost tourism sector in Arunachal Pradesh, a Memorandum of Understanding was signed between Department of Tourism, Govt of Arunachal Pradesh and Viacom 18 today. The MOU was signed in the Board room of the Directorate of Tourism between the Government of Arunachal Pradesh, represented by Dr. Joram Beda, Secretary Tourism, Department of Tourism and Mr. Jaideep Singh, Senior Vice President of Viacom along with Mr. Vikas Khanna, Vice President Viacom in the presence of other senior tourism officers and Viacom representatives in a modest board room discussion.

Viacom 18, a renowned Media Production House has decided to tie up with the Govt. of Arunachal Pradesh to promote Arunachal Pradesh Tourism by facilitating renowned Production houses from Bollywood and other film industries to shoot films, music videos, documentaries, T.V serials, Reality shows (like Roadies) and also to explore Strategic Business IP Partnerships on various Arunachal Music festivals. etc in Arunachal Pradesh. The Production House own MTV, VH1 and colour T.V channels.

The meeting was chaired by Dr. Beda who welcomed the Viacom officials. He showed a detailed power point presentation on various USPs for film shootings. The Secretary deliberated on the need for a Film Tourism to tapped the various recourses such as famous Jung waterfall which was used in the hit movie 'Koyla', unexplored lakes, places like Malinithan, for war movies WW-II cemeteries like Jairampur Cemetery, Stilwell Road which was built during the Second World War by Americans forces, etc. He conveyed the need for highest degree of commitment and professional excellence on part of the Viacom 18 and Tourism department officials. He said that the movie 'Rangoon' is to be shot in Pasighat soon and many other such proposals are bound in near future. On promotion, he asked Viacom to highlight Arunachal Tourism in BBC news channel, advertisement in Bangkok and many other such promotions are in the pipeline.

On behalf of Department of Tourism, the dept. will provide logistic supports in providing good transportation vehicles (SUVs) budget accommodation, security, advice on selection of spots for shooting and the Government of Arunachal Pradesh will provide single window clearance for film and TV shows shooting permissions. Mr. Gedo Eshi, Deputy Director Tourism will be the Liaison officer for the film crew as announced by the Secretary (Tourism).

They meeting ended with a positive vibe and many such policies will on other fields are also on the process added Dr. Beda.