

## NEWSLETTER

#2 | JAN 2024

# Nacho Tourism

unlock vibrant Nacho

### DESTINATION SPOTLIGHT

## Lvming Waterfalls

The biggest waterfalls in the Upper Subansiri district of Arunachal Pradesh - Lvming Dingdo waterfalls is a sight to behold. Just 8km before entering Nacho, this site of immense scenic beauty tumbles down from a height of 15 feet and is easily accessible from the main road that connects Daporijo with Nacho. The dense wild forest cover on the road adds to its overall appeal.

There is nothing to rival the sound of water falling from heights .

**Best time to visit:** The monsoon rains result in a heavy rush of water during the months of April to August. However, the best time to visit Nacho is during the summer months of



### ACTIVITY SPOTLIGHT

## Logo Design Competition Launched

The Destination Management Committee, Nacho, under Swadesh Darshan 2.0 has called for entries to a 'Logo & Tagline Competition' for destination Nacho. Anyone from Arunachal Pradesh is free to participate in the competition.

The aim is to develop a unique brand identify for Nacho as a tourism destination, highlighting its unique features - adventure and rural villages.

Winners will win a prize money of Rs. 20,000.00. Last date of entry is 15 January 2024.

**DESIGN A LOGO  
WRITE A TAGLINE  
FOR  
NACHO TOURISM**

Swadesh Darshan 2.0 is a scheme initiated by Ministry of Tourism, Govt. of India, to develop sustainable and responsible tourism destinations.

**WIN**  
Rs. 20,000/-\*



**Logo and tagline must capture Nacho's main attractions:**

- Village on hill slopes
- Ancient systems of healing
- Indigenous people
- Adventure sports

Design a suitable logo unit with tagline and send your entries to [sd2arunachal@gmail.com](mailto:sd2arunachal@gmail.com)

**Last date of entry: 15 January 2024**

- Design a logo unit with Adobe Photoshop/Illustrator (designs created using online software or AI will not qualify for entry)
- Final output to be sent in .pdf / .ai .jpg and .png formats, in 300DPI and 10cmx10cm size
- Colour, Reverse and b&w versions
- Tagline to be no more than 4 words
- Must be distinct from other destinations, describe the character of Nacho
- Copyrights provisions must not be violated

Decision of the Destination Management Committee, Nacho will be final.



## ACTIVITY SPOTLIGHT

# River Rafting Training Organised

The Tourism Department of Arunachal Pradesh conducted a XXday training program for boys and girls from Nacho and Daporijo in December. The objective is to develop adequate resources to manage and operate water sports activities at Nacho.

Under Swadesh Darshan 2.0, the focus is to develop Nacho as an adventure tourism destination and thus enable experiential travellers to 'unlock' Nacho.

## FESTIVAL SPOTLIGHT

# Si-Donyi Festival Inaugurated

The Si-Donyi festival is the moment all of Upper Subansiri district in Arunachal Pradesh looks forward to. 2024 sees the golden jubilee edition of the festival and all programs are held at Daporijo. The festival, a coming together of people from all walks of life in the region, aims to showcase traditional culture, art, folk and music. The Si-Donyi Festival was graced by Union Minister for Earth Sciences Sri. Kiren Rijiju, and Chief Minister of Arunachal Pradesh Sri. Pema Khandu among a host of others.

