PRESS RELEASE:

EMBASSY OF INDIA CELEBRATES FOUNDATION DAYS OF MANIPUR, MEGHALAYA, AND MIZORAM IN GUATEMALA

The Embassy of India in Guatemala successfully organized the Foundation Days of three important northeastern states of India—Manipur, Meghalaya, and Mizoram—at Licio Tecnico Quezelpaque, Chiquimula (25 February 2025), Collegio Benito Juarez, Guatemala City (28 February 2025), and San Jose Pinula (4 March 2025). The events witnessed enthusiastic participation from local partners, stakeholders, businessmen, and the general public, with approximately 100 participants attending each event. The municipalities played a pivotal role in identifying venues, suggesting their empanelled vendors, and inviting participants. The Mayors of the respective municipalities graced the events with their officials, adding to the significance of the celebrations.

2. The celebration of the State Foundation Days of Manipur, Meghalaya, and Mizoram holds immense relevance in promoting trade, cultural exchange, and tourism between India and Guatemala. These northeastern states are known for their rich cultural heritage, vibrant traditions, and unique handicrafts. Manipur is celebrated for its handwoven textiles and black pottery, Meghalaya for its high-quality turmeric and bamboo-based industries, and Mizoram for its agro-based products and handicrafts. The events provided a platform to highlight these states' trade potential, tourism opportunities, and unique cultural identity, fostering stronger people-to-people and economic ties.

3. Ambassador of India to Guatemala Dr. Manoj Kumar Mohapatra delivered virtual remarks through a video message, emphasizing the strategic importance of India's northeastern states under the Act East Policy and the mutual benefits of enhancing collaboration in trade and tourism. Representatives from the Embassy made detailed presentations on the trade opportunities, cultural heritage, and tourism attractions of Manipur, Meghalaya, and Mizoram. Local Mayors and municipal representatives also shared their appreciation for the event, highlighting the potential for collaborative projects and the benefits of learning more about Indian culture and trade opportunities.

4. Manipur, Meghalaya, and Mizoram offer significant trade potential in various sectors, including handicrafts, organic produce, spices, and textiles. Manipur is renowned for its handwoven textiles and black pottery, Meghalaya for its high-quality turmeric and bamboo-based industries, and Mizoram for its agro-based products and handicrafts. These states are also strategically positioned as gateways to Southeast Asia under India’s Act East

Policy. Promoting trade linkages with Guatemala in areas such as organic products, medicinal plants, and handloom goods can create mutual economic benefits.

5. The tourism potential of Manipur, Meghalaya, and Mizoram is immense, with scenic landscapes, unique tribal cultures, and adventure tourism opportunities. Meghalaya's living root bridges and caves, Manipur's Loktak Lake, and Mizoram's breathtaking hills attract travelers seeking offbeat experiences. The One District One Product (ODOP) initiative further provides an opportunity to highlight signature products from these states, such as Lakadong turmeric from Meghalaya, black rice from Manipur, and bamboo-based crafts from Mizoram. The events in Guatemala will feature presentations, exhibitions, and interactive sessions to promote tourism and ODOP products

6. The events were highly successful, generating significant interest among participants. The interactive sessions, exhibitions, and presentations offered a comprehensive overview of the opportunities available in these northeastern states of India. The Embassy's collaboration with local municipalities ensured seamless organization, and the enthusiastic response from participants reflected the growing interest in strengthening ties with India.

7. The Embassy of India remains committed to promoting the valuable insights and opportunities presented by India's northeastern states. Following the success of these events in Guatemala, the Embassy is now planning to expand similar initiatives to Honduras and El Salvador, further enhancing India's cultural and economic engagement with the Latin American region.

Guatemala City, 5 March 2025