

# Innovative ways to brand Assam Tourism to the prospective tourists

- Appoint “mass brand ambassadors” at mini and micro levels across the country and the globe
  - Ask for volunteers among Assamese diaspora living across the world
  - Use social networking to create awareness of the ‘volunteering drive’
  - Support these volunteers by –
    - Providing standard materials to share with people around him/her
    - Supplying ‘goodie kits’ that promotes Assam and its unique appeals, to share with people around
- Open ‘Assam awareness kiosks/counters’ in the Indian consulates across globe
- Install ‘Assam awareness kiosks’ in all the Indian major airports/railway stations
  - Have interactive games/trivia/puzzle focusing on Assam
- Collaborate with other neighboring states’ related efforts
  - Most prospective tourists will come to visit multiple places of attraction; so collaborating will benefit all involved

**Submitted by –  
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**On behalf of --**

**Hemadhar-Kshirada Memorial Trust (HKMT) | হেমধৰ-ক্ষীৰদা স্মৃতি ন্যাস | মানৱ সেৱাৰ মহান উদ্দেশ্যে উচৰ্গিত |**  
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