



Assam to Promote Authentic Assamese Cuisine Across India

Assam Budget 2026-27 proposes a new initiative to promote the state's **culinary heritage** by encouraging entrepreneurs to establish **authentic Assamese food outlets** in the capital city of every **State and Union Territory** under a common brand.

The initiative will be supported by a **standardised menu, logo, and brand identity**, with the objective of popularising Assamese cuisine nationwide, creating market opportunities for local food entrepreneurs, and promoting Assam's cultural identity.

APSC Relevance: Tourism; Economy.