



JK's Hornbill Rally back with a bang

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There was something missing in the annual international Hornbill Festival the past three years. The Nagaland Adventure and Motor Sports Association (NAMSA) knew it was the popular JK Tyre Hornbill Rally.

Its return this year has only sparked joy and celebration among the people of this region.

"We had been part of this festival since its inception but it was quite unfortunate that we could not be around for various reasons. We are delighted to be back again. It is in line with our vision of promoting the sport in the

Northeast," said Hari Singh, multiple national rally champion and head of operations, JK Motorsport.

"We have in our Gixxer Cup and Rookie Cup the maximum number of entries from the Northeast.

"They are passionate about their bikes and that has brought them into the mainstream and are part of the national championships today," he added. He said a few years ago when the go-karting selection was held here they spotted a talented young kid from Dimapur, who went on to hit the national scene. "Obviously, we knew there's so much here that we found and

could be done. Such hidden talents are all over the country, we identify them and provide them with the right platform that can well take them to the top."

If Nagaland has brought the best out of its aspiring young riders and drivers it is mainly because they are committed to the sport.

Interestingly, the government allocates funds for motorsports in its annual budget. "The government has helped us by supporting our events and so does JK Tyres. We have a sporting Chief Minister and that has stood us in good stead," said NAMSA treasurer C. Lima Imsong.