

Manipur's Songashim Rungzung Appointed National Director of Miss Friendship International India

Published on 09 Jan 2026 | By IFI Correspondent



In a proud moment for the Northeast and India's pageant community, **Songashim Rungzung** from **Ukhrul district, Manipur** has been officially appointed as the **National Director of Miss Friendship International India**. The announcement was made by the international pageant organisation and marks a significant step in strengthening India's presence and leadership in the global beauty platform.

New Role and Responsibilities

As National Director, Rungzung will be responsible for overseeing **India's national-level proceedings** for the Miss Friendship International pageant. His duties will include organizing and coordinating selections, mentoring contestants, and preparing India's representative for the **Miss Friendship International 2026** stage — a platform dedicated to promoting cultural exchange, unity, and friendship among global participants.

A Journey from Contestant to Leader

Rungzung's appointment follows a notable career in pageantry and modelling. He previously won the **Rubaru Mr. India 2021** title and was a runner-up at **Mr Friendship International 2022** — experiences that helped establish his reputation in the national and international pageant circuits. He has also been recognised for his work as a model and influencer, and is among the first Rubaru Mr. India titleholders to receive the **Influencer of the Year award** in 2022.

Vision and Perspective

The Miss Friendship International organisation highlighted Rungzung's **commitment to women's empowerment, cultural diversity, and global harmony**, noting that these values align closely with the pageant's mission. Under his leadership, India aims to build a robust and inspiring journey for its representatives on the global stage.

Growing Pageantry Influence from the Northeast

Rungzung's new role underscores the increasing influence of pageant talent from India's Northeast region. With participants such as **Esme Singh Shaiza** rising through titles like *Miss Friendship Manipur 2025* and representing India internationally, the region continues to gain recognition for nurturing impactful personalities in global cultural forums.

This appointment reflects a broader trend of Indian pageant professionals stepping into leadership and mentorship roles, bridging local talent with the international pageantry community.

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