

**GOVERNMENT OF INDIA
MINISTRY OF DEVELOPMENT OF NORTH EASTERN REGION**

SCHEME OF ADVERTISING AND PUBLICITY

2009-10

BUDGET ALLOCATION: Rs. 7.0 crore

LIST OF BENEFICIARIES

I: Advocacy

| Sl. No. | Organization | Event | Amount Sanctioned (No. and date) | Amount / Cheque Released (date) |
|----------------|--------------------------------|--|---|--|
| 1. | NEHHDC | NE Trade Expo: 08-09- Hybd | 2,98,384 | 2,98,384 |
| 2. | ADTOI | Annual Convention 08-09 | 3,00,000 | 3,00,000 |
| 3. | Craft Council of India | Craft Festival-Delhi Haat | 10,40,000 | 10,40,000 |
| 4. | ICC, Kolkata | India Investment Summit, Vietnam: 08-09 | 20,00,000 | 20,00,000 |
| 5. | ICC, Kolkata | Business Summit: 08-09: Ambassadors expenses | 4,19,288 | 4,19,288 |
| 6. | CII, Kolkata | NE Trade Expos: 08-09 | 4,00,000 | 4,00,000 |
| 7. | Abacus Comm. | Publicity Material for DoNER: 08-09 | 3,99,027 | 3,99,027 |
| 8. | NSIC, Delhi | NE Trade Expo, Delhi: 08-09 | 18,00,000 | 18,00,000 |
| 9. | CII- Kolkata | NE Trade Expos: 09-10 | 17,50,000 | 17,50,000 |
| 10. | NEHHDC | NE Trade Expos: 09-10- Hybd, Goa | 22,00,000 | 22,00,000 |
| 11. | Mao Welfare Association, Delhi | Career Workshop / Seminar | 1,50,000 | 1,50,000 |
| 12. | IIT, Guwahati | International Conference on Nano materials | 3,00,000 | 3,00,000 |
| 13. | SEEDS | 10 days Craft Mela, Thoubal | 4,00,000 | 4,00,000 |
| 14. | NEHHDC | Workshops in 6 parts of NER | 6,00,000 | 6,00,000 |

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|-----|------------------------------|---|-----------|-----------|
| 15. | FIMI | Investors meet and conference, Guwahati | 5,00,000 | 5,00,000 |
| 16. | NEHHDC | Goa Publicity | 3,75,000 | 3,75,000 |
| 17. | ASHRAY | National Integration Mela, Tripura | 3,75,000 | 3,75,000 |
| 18. | ICC, Kolkata | NE Business Meet, Kolkata | 22,50,000 | 22,50,000 |
| 19. | Assam University, Silchar | National Conference on Current Trends in Computer Science | 3,75,000 | 3,75,000 |
| 20. | Tangkhul Naga Society, Delhi | Closing ceremony of Football Tournament | 4,00,000 | 4,00,000 |
| 21. | Delhi Paite Indongta | Seminar / Workshop | 3,50,000 | 3,50,000 |
| 22. | DARE | Vocational Guidance / Workshop | 1,50,000 | 1,50,000 |
| 23. | Assam Association Delhi | Magh Bihu Festival | 3,00,000 | 3,00,000 |
| 24. | NEHHDC | NE Trade Expo-Delhi | 15,00,000 | 15,00,000 |
| 25. | NSIC | Publicity- Expo-Delhi | 11,00,000 | 11,00,000 |
| 26. | 8 NE States | NE Trade Expos | 22,00,000 | 20,00,000 |
| 27. | Forest Deptt. Sikkim | International Rhodo. | 37,50,000 | 37,50,000 |
| 28. | Sunrise Welfare Society | Seminar | 1,87,500 | 1,87,500 |
| 29. | NIT Silchar | Cultural Festival | 4,00,000 | 4,00,000 |
| 30. | ADTOI | 4 th Convention | 4,50,000 | 4,50,000 |
| 31. | NEHHDC | NE Expo, Hybd, Bang | 37,50,000 | 37,50,000 |
| 32. | NEHHDC | Goa publicity | 1,25,000 | 1,25,000 |
| 33. | NEHHDC | NE expo, Goa, Hybd. | 7,00,000 | 7,00,000 |
| 34. | Abacus Comm. | Publicity Material | 3,00,000 | 3,00,000 |
| 35. | INTACH | Conservation Conf. | 5,00,000 | 500,000 |
| 36. | Dr. B. Boorah Cancer Ins | Seminars' Cancer diss | 17,86,500 | 17,86,500 |

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|-----|-------------------|--|--------------------|--------------------|
| 37. | Kaziranga Society | Seminar | 4,00,000 | 4,00,000 |
| 38. | NEDFi | Invest. Meet Ahmed. | 15,00,000 | 15,00,000 |
| 39. | ASHRAY | 2 nd instalment | 1,25,000 | 1,25,000 |
| 40. | ICC, Kolkata | 5 th NE Business Sumi | 7,50,000 | 7,50,000 |
| 41. | NEHHDC | 2 nd instal. NE Ex. Delh | 4,88,000 | 4,88,000 |
| | TOTAL | | 3,73,00,000 | 3,73,00,000 |

II: Media & Publicity:

| | | | | |
|-----|------------------------|---------------|--------------------|--------------------|
| 42. | Pvt. Parties | LTC publicity | 53,42,875 | 53,42,875 |
| 43. | DAVP | Publicity | 6,83,704 | 6,83,704 |
| 44. | AITSA | Publicity | 75,000 | 75,000 |
| 45. | VISION | Media | 4,36,788 | 4,36,788 |
| 46. | Media Transasia | Media | 50,000 | 50,000 |
| 47. | CMYK Printech Ltd. | Media | 24,50,000 | 24,50,000 |
| 48. | Myanmaar delegation | Publicity | 25,00,000 | 25,00,000 |
| | TOTAL | | 1,15,00,000 | 1,15,00,000 |

Total of I & II (3,73,00,000 + 1,15,00,000) = 4,88,00,000

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