

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

**SCHEME OF ADVERTISING AND PUBLICITY**

**2010-11**

**BUDGET ALLOCATION: Rs. 7.0 crore**

**LIST OF BENEFICIARIES**

**I: Advocacy**

Sl. No.	Organization	Event	Amount Sanctioned	Amount / Cheque Released
1.	NEHHDC	NE Trade Expo 2009-10 (2 <sup>nd</sup> instalment)	12,50,000	12,50,000
2.	NEHHDC	NE Trade Expos during 2010-11	78,75,000	78,75,000
3.	INTANDEM	Bohagi Utsav	1,50,000	1,50,000
4.	Mizoram University	International Conference on "Engagement of Developing countries in Regional Trade Agreement"	2,00,000	2,00,000
5.	Forest Deptt, G/o Manipur	International Conference on Medicinal Plants	50,000	50,000
6.	IGNOU-OINAM IBOHAL	Seminar on "Importance of ICT in Education in NER"	2,25,000	2,25,000
7.	Delhi Paite Indongta	Workshop on "Development of Animal Husbandry & Allied Activities as sustainable livelihood opportunities in the NER"	1,00,000	1,00,000
8.	Shillong Chamber Choir	Participation in World Choir Games	3,06,135	3,06,135
9.	Assam State Legal Services Authority	Conference on "Access to justice & socio-economic development in NE States"	3,35,654	3,35,654
10.	NEDFi	Seminar at Gangtok	5,25,000	5,25,000
11.	NSIC	Publicity of NE Trade Expo at Delhi in 2009-10 (2 <sup>nd</sup> instalment)	4,00,000	4,00,000

12.	Assam University Silchar	National Seminar on Current Trends in Computer Science (2 <sup>nd</sup> instalment)	68,000	68,000
13.	Vision Communications	Publicity	11,471	11,471
14.	NEHHDC	NE Expos at Bangalore & Goa	37,50,000	37,50,000
15.	Forest Department, G/o Sikkim	International Rhododendron Festival (2 <sup>nd</sup> instalment)	12,50,000	12,50,000
16.	NEDFi	Participation of artisans of NE at NEDFi pavilion at IITF 2009	2,00,000	2,00,000
17.	Indian Chamber of Commerce	6 <sup>th</sup> North East Business Summit at Mumbai	30,00,000	30,00,000
18.	Shillong Chamber Choir	Participation in World Choir Games (2 <sup>nd</sup> instalment)	1,02,045	1,02,045
19.	NEHHDC	NE Expos at Chennai & Ludhiana	37,50,000	37,50,000
20.	Assam University Silchar	National Seminar on Current Trends in Computer Science	3,75,000	3,75,000
21.	Abacus Communications	Publicity materials for M/o DoNER	4,95,747	4,85,535 (retrenched 10,212)
22.	IIT Roorkee	International Workshop on River Management	3,75,000	3,75,000
23.	ADTOI	Annual Convention 2009-10 (2 <sup>nd</sup> instalment)	1,50,000	1,50,000
24.	NIFM Faridabad	Study on projects	30,15,000	30,15,000
25.	Guwahati University	Indian Social Science Congress	3,75,000	3,75,000
26.	NERAMAC	NE Expos	3,60,000	3,60,000
27.	NEHHDC	Workshops 2009-10 (2 <sup>nd</sup> instalment)	5,95,987	5,95,987
28.	M/s ASHRAY	Sanhati Mela in Tripura	3,00,000	3,00,000
29.	NEHHDC	Workshops 2010-11	5,00,000	5,00,000
30.	NEHHDC	NE Trade Expos (2 <sup>nd</sup> instalment)	26,23,088	26,23,088
31.	NEHHDC	NE Trade Expo, Pune	18,75,000	18,75,000
32.	SEEDS	10 days Handloom and Handicraft Mela at Thoubal District, Manipur	3,00,000	3,00,000

33.	Abacus Communications	Publicity materials for M/o DoNER	6,19,920	6,07,150 (retrenched 12,770)
34.	Assam Association Delhi	Celebration of Confidence Building Festivals for NER youths in Delhi	6,75,000	6,75,000
35.	CII	PBD Lunch & Dinner	77,96,020	77,96,020
36.	CII	NE Trade Expo	7,50,000	7,50,000
37.	NE Womens Hostel	Cultural Night	1,12,500	1,12,500
38.	Sikkim TDC	Sikkim PBD	1,19,536	1,19,536
39.	Caring Cross Society	North East Indoor Games and Talent Expo 2011 at Delhi	1,50,000	1,50,000
40.	Mao Welfare Association	Career Workshop / Seminar to orient and guide students of NER studying in NCT through professional career counselling	1,50,000	1,50,000
41.	Naga Cultural Research	National Seminar on 'Globalization and Changing Tribal Identity in North East India' at Delhi	2,25,000	2,25,000
42.	Simang Valley Women Welfare Society	Seminar on fostering National Integration Through Education and Career Counselling Initiatives at Pasighat, Itaganagar (AP) and Champai (Mizoram)	3,00,000	3,00,000
43.	Tangkhul Naga Society	Opening and Closing Ceremonies of "4 <sup>th</sup> North East Tamchon Football Tournament" in New Delhi	4,00,000	4,00,000
44.	Indian Chamber of Commerce	Investors Meet in NE States	36,00,000	36,00,000
45.	Dte of Information & Cultural Affairs, G/o Tripura	Tripura PBD	68,791	68,791
46.	Association of Domestic Tour Operators of India (ADTOI)	Interface of Tour Operators from North East with those from Rest of India	4,50,000	4,50,000
47.	NEDFi	As above (joint venture)	7,12,500	7,12,500

48.	DARE	Workshop on Career Guidance for 10 to 10+2 students, at Imphal	3,00,000	3,00,000
49.	Rural Care Centre	National Advocacy Workshop at Thoubal Distt., Manipur	1,50,000	1,50,000
50.	Dte of Art & Culture, G/o Manipur	PBD-Manipur 7-9 Jan, 2011	2,84,245	2,84,245
51.	NEHHDC	NE Expos at Bangalore & Goa (2 <sup>nd</sup> instalment)	9,48,361	9,48,361
	<b>TOTAL :</b>		<b>5,27,00,000</b>	5,26,77,018 (retrenched 22,982)

**II: Media & Publicity:**

Sl. No.	Organization	Event	Amount Sanctioned	Amount / Cheque Released
1.	DAVP	Telecast of video clips on culture and tourism of North East on various channels	1,73,00,000	1,73,00,000
	<b>TOTAL :</b>		<b>1,73,00,000</b>	1,73,00,000

**Total of I & II (5,27,00,000 + 1,73,00,000) = 7,00,00,000**

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