

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

SCHEME OF ADVERTISING AND PUBLICITY

2008-09

BUDGET ALLOCATION: Rs. 6.5 crore

LIST OF BENEFICIARIES

Sl. No.	Organization	Event	Amount Released (in lakh)
1.	Central Board of Irrigation	National Conclave on Accelerated Development in Power Sector	2.0
2.	CMYK Ltd	Exotica magazine	3.0
3.	Delhi Paite Indongta	Seminar	4.41
4.	ICC, Calcutta	NE Business Summit	20.0
5.	All India Tribals Association	Publication of booklet	1.5
6.	Crafts Council of India	NE festival	13.4
7.	SPICMACAY	Cultural Event	20.0
8.	IIM, Calcutta	Evaluation Study	1.75
9.	ICC, Calcutta	NE Business Summit	18.0
10.	NEHHDC	NE Trade Expo	35.0
11.	NSIC	NE Trade Expo	20.0
12.	CII	NE Trade Expo	20.0
13.	SPICMACAY	Cultural Event	20.0
14.	Forest Deptt. Manipur	International Conclave	1.5
15.	Tangkhul Naga Society	Football tournament	4.0
16.	NEDFi	IITF	5.0
17.	Siamsinpawlpi		9.0

18.	CII	NE Investment Summit	9.0
19.	Akshara Theatre	Celebration NE	5.0
20.	ADTOI	Convention	3.0
21.	ICC	NE Investment Week	75.0
22.	Arunachal Archery	Archery tournament	3.5
23.	IIT Guwahati	Cultural night	2.0
24.	JNU	Seminar on NE	2.0
25.	NERAMAC		2.0
26.	NERCORMP		1.0
27.	NE States. Tourism Deptts.	Participation in NE Trade Expos	17.65
	TOTAL		318.7

* * * * *