

Government of India
Ministry of Development of North Eastern Region

Scheme of Advertising and Publicity

2011-12

Budget Allocation: Rs.7.00 Crore

List of Beneficiaries

I: ADVOCACY

Sl. No.	Name of Organization	Event organized	Sanctioned amount (Rs.)	Amount released (Rs.)
1.	North Eastern Handicrafts and Handlooms Development Corporation Ltd. (NEHHDC), Guwahati	Expos at Goa & Bangalore	3,01,639/-	3,01,639/-
2.	NEHHDC, Guwahati	Expos at Ludhiana & Chennai	12,48,184/-	12,48,184/-
3.	Indian Chamber of Commerce (ICC), Kolkata	6 th North East Business Summit 2011	10,00,000/-	10,00,000/-
4.	NEHHDC, Guwahati	Expo at Pune	6,25,000/-	6,25,000/-
5.	Government of Mizoram	Pravasi Bhartiya Divas Convention 2011 – Participation of Cultural Troupe	1,49,965/-	1,49,965/-
6.	Government of Meghalaya	Pravasi Bhartiya Divas Convention 2011 – Participation of Cultural Troupe	1,39,405/-	1,39,405/-
7.	IGNOU-OINAM IBHOL Polytechnic, Manipur	Seminar on Importance of ICT in Education	75,000/-	75,000/-
8.	NEHHDC, Guwahati	Publicity for Inauguration of NE Crafts Museum	4,98,098/-	4,98,098/-
9.	NEHHDC, Guwahati	Crafts Fairs and Exhibitions (Phase-I)	44,15,250/-	44,15,250/-
10.	Social Environmental Economic Development Society (SEEDS), Manipur	Handloom & Handicraft Mela	1,00,000/-	1,00,000/-
11.	Indian Water Resources Society (IWRS), Roorkee	International Workshop on River Management	1,25,000/-	1,25,000/-
12.	Mangailak Development Mission Society (MDMS), Manipur	Seminar-cum-Workshop on Orange Plantation	2,00,000/-	2,00,000/-
13.	ASHRAY, North Tripura	Rural Book Fair-cum-Knowledge Mela	4,00,000/-	4,00,000/-
14.	Confederation of Indian Industry (CII), New Delhi	Pravasi Bhartiya Divas Convention 2011	40,00,000/-	40,00,000/-
15.	Assam University, Silchar	National Conference on Recent Advances in Mathematical Sciences and their Applications (RAMSA)-10	1,25,000/-	1,25,000/-
16.	Rural Care Centre, Manipur	National Advocacy Workshop	50,000/-	50,000/-
17.	Tezpur University, Assam	9 th ITC National Tourism Conference	2,25,000/-	2,25,000/-
18.	ICC, Kolkata	7 th North East Business Summit 2012	30,00,000/-	30,00,000/-
19.	Manipur Biodiversity Board, Government of Manipur	National Workshop on Impact of Climate Change on Biodiversity Management	10,00,000/-	10,00,000/-
20.	North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC), Guwahati	North East Food Processing Expo 2012	15,00,000/-	15,00,000/-
21.	Department of Agriculture, Government of Nagaland	2 nd North East Agri Expo 2010	25,00,000/-	25,00,000/-

22.	Tangkhum Naga Society, New Delhi	Opening & Closing Ceremonies of 5 th North East Tamchon Football Tournament	7,43,000/-	7,43,000/-
23.	Development Agency for Social Justice & Rural Empowerment (DARE), Manipur	Workshop on Career Guide	1,00,000/-	1,00,000/-
24.	Village Development Centre, Manipur	Workshop on Bamboo Crafts and its Products	1,50,000/-	1,50,000/-
25.	Solar Energy Society of India, New Delhi.	International Congress on Renewable Energy (ICORE) – 2011 and Trade Show	3,75,000/-	3,75,000/-
26.	The Paradise Women's Association, Manipur	Problems and Issues in Fair Political Participation of Women	2,25,000/-	2,25,000/-
27.	SIAMSINPAWLPI (Paite Students' Welfare Association), Delhi	Workshop on Employment in various Fields	1,50,000/-	1,50,000/-
28.	Social Environment Economic Dev Society (SEEDS), Manipur	National Publicity Workshop on Gender and Women Empowerment	3,00,000/-	3,00,000/-
29.	Institute of Social Research and Development (ISRDI), Manipur	Youths Cultural Exchange Programme for Unity Prosperity Manipur	2,00,000/-	2,00,000/-
30.	Indian Institute of Technology, Guwahati	International Conference on Advanced Nano-materials and Nano-technology	3,00,000/-	3,00,000/-
31.	NEHHDC, Guwahati	Crafts Fairs and Exhibitions (Phase-II)	41,60,000/-	41,60,000/-
32.	Associated Chambers of Commerce and Industry of India (ASSOCHAM), New Delhi	Workshops on Linking Budding Entrepreneurs with Government Schemes & Markets	4,50,000/-	4,50,000/-
33.	NEHHDC, Guwahati	NE Trade Expos at Indore and Kolkata	29,25,000/-	29,25,000
34.	Centre for North East Studies and Policy Research (CNES), New Delhi	Restoration and digitization of old Assamese film prints of Shri Jahnu Barua, Film Director	3,75,000/-	3,75,000
35.	K.K. Club Youth Welfare Society, Nagaland	Inter-Tribal Cultural Exchange Programme/ Seminar on Environment Awareness	3,00,000/-	3,00,000/-
36.	Confederation of Indian Industry (CII), New Delhi	CII North East Skills Conclave: Forging Partnership for Skills Delivery	18,75,000/-	18,75,000/-
37.	Naga Cultural Research Society, New Delhi	National Seminar on 'Globalization and Changing Tribal Identity in North East India'	75,000/-	75,000/-
38.	Confederation of Indian Industry, New Delhi	Development of a CD for showing investment opportunities in North East.	2,50,000/-	2,50,000/-
39.	OINAM IBOHAL Polytechnic, Manipur	National Level Seminar on 'The Role of Community Colleges in the New Era'	2,25,000/-	2,25,000/-
43.	Mao Welfare Association Delhi	Career Workshop/ Seminar	50,000/-	50,000/-
40.	Federation of Indian Chambers of Commerce & Industry (FICCI), New Delhi	1 st Domestic Tourism Conclave	94,459/-	94,459/-
	TOTAL AMOUNT SPENT:			3,50,00,000/-

II: MEDIA AND PUBLICITY

Sl. No.	Name of Organization	Event organized	Sanctioned amount (Rs.)	LoA issued for (Rs.)
1.	Directorate of Advertising and Visual Publicity (DAVP), New Delhi	Advertisement of Centres of Excellence in the North Eastern Region and telecast of video clips on Culture & Tourism in North East through various TV channels.	3,00,00,000/-	3,00,00,000/-
	TOTAL AMOUNT SPENT:			2,99,96,789/-

III: OFFICE EXPENSES

Sl. No.	Name of Organization	Event organized	Sanctioned amount (Rs.)	Amount released (Rs.)
1.	Ministry of Development of North Eastern Region (MDoNER)	Redevelopment of Website of the Ministry	18,81,305/-	18,81,305/-
2.	North Eastern Handicrafts and Handlooms Development Corporation Ltd., Guwahati	Organisation of Cultural Show, Exhibition on Crafts and Mizo Peace Accord at on inauguration of the Centre for North East Culture at CCRT, New Delhi	14,70,192/-	14,70,192/-
3.	MDoNER	Printing of Calendar 2012	4,03,200/-	4,03,200/-
4.	Government of Mizoram	Participation of cultural troupe on Inaugural Day of Girls Hostel at Jasola, New Delhi	20,000/-	20,000/-
5.	Government of Tripura	Participation of cultural troupe on Inaugural Day of Girls Hostel at Jasola, New Delhi	20,000/-	20,000/-
6.	Government of Arunachal Pradesh	Reimbursement of cost of transportation of women to Working Women Hostel at Jasola, New Delhi	5,000/-	5,000/-
7.	Government of Nagaland	Reimbursement of cost of transportation of women to Working Women Hostel at Jasola, New Delhi	4,600/-	4,600/-
8.	Government of Manipur	Reimbursement of cost of transportation of women to Working Women Hostel at Jasola, New Delhi	4,000/-	4,000/-
9.	MDoNER	Purchase of computers, printers, scanners etc.	7,98,392/-	7,98,392/-
10.	Government of Mizoram	Celebration of completion of 25 years of Mizo Peace Accord	3,91,703/-	3,91,703/-
	TOTAL AMOUNT SPENT:			49,98,392/-

Total Amount Spent (Rs.3,50,00,000 + Rs.2,99,96,789 + Rs.49,98,392) = Rs.6,99,95,181

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