

8. ADVERTISING & PUBLICITY PLAN SCHEME



Shri Mani Shankar Aiyar, Minister DoNER, addressing the LTC Conclave

8.1. The Plan scheme of Advertising & Publicity aims as to showcase the inherent economic, social and cultural strength of the North Eastern Region as well as to mainstream the Region with the Country to move forward in its entirety.

Achievements during the current year

8.2. An amount of Rs. 650 lakhs was allocated under this scheme for the year 2007-08. Under the schemes, various events and programmes were organized within NE region and outside, which included Cultural Exchange Programmes, Trade Expos, Seminars, Advertising, printing of Advocacy Literature and so on.

8.3. The important events organized/supported during the year are indicated below:-

North East Trade Expos

* During 2007-08 4 Trade Expos have been organised- 2 by National Small Industries



Smt. Veena S. Rao, Secretary DoNER, lighting the inaugural lamp at the LTC Conclave

Corporation(NSIC), 1 by North Eastern Handloom and Handicraft Corporation (NEHHDC) and 1 by Confederation of Indian Industries(CII)

- * NSIC
- * New Delhi 8-18 February 2008
- * Chennai 22Feb-3March 2008
- * NEHHDC
- * Goa 11-20 Jan 2008
- * CII-Enterprise North East
- * 21-24 February 2008 Guwahati.



Shri S.C.Jamir Governer, Goa at Inaugration of NE Crafts show in, Panaji



Other Initiatives

- * To show case the unique handloom and handicrafts of the NER, The NEHHDC organized a North East Crafts and Culture festival at Dilli Haat during 12-25 February 2008.
- * A north East India Investment Conference was orgnised by the CII on 26th Sept 2007 as part of the India @ 60 held in Sept 2007 at New York Ministry of DONER contributed Rs 90 lakhs towards the expenditure.
- * A North East India Business Week was organised during 1-5 Oct,2007 at Bangkok by the Indian Chamber of Commerce(ICC). Ministry of DONER extended an assistance of Rs 1.2 crores
- * Tangkhul Naga Society Delhi organised a cultural festival 'Images & Songs of the North East' on 28th Nov.2007. Rs 10 lakhs by way of financial assistance was granted by Min.of DONER



At Nagaland Stall, Bangkok

- * ASHRAY an NGO organised Sanhati Mela at Kailashahar North Tripura in November 2007. Rs 3 lakhs was granted as assistance to the event.



Dancers from various states of India put up a magnificent performance at the Inaugral Ceromony at Lincoln Centre



- * The CII organised a North East India Investment Conference at Guwahati on 11-12 January 2007-08 with a support of Rs 20 lakhs from Minstry of DoNER.

- * The DAVP was engaged for print media publicity and electronic media for telecast of spots etc. A grant of Rs 95 lakhs was given.
- * A media campaign for projecting North East as a safe destination for tourists with a budget of Rs 50 lacs is being worked out in association with DAVP which will prepare videospots and arrange them to be telecast in 20 leading channels.



- * ASSOCHAM was given an assistance of Rs 5 lacs for organizing of the 2nd South Asia Renewable Energy Conference 2007 during 25th – 26th April 2007 at New Delhi and Rs 3 lacs for conducting four regional brainstorming sessions under a common theme “AgroBiotechnology, Opportunities and Challenges.”
- * Indian National Trust for Art and Cultural Heritage (INTACH) was given an assistance of – Rs. 2,41,069 for organizing a Seminar on ‘Intangible Heritage – Protecting the living tradition of North East in Mizoram.
- * Horticulture & Cash Crop Development



Department, Govt. of Sikkim, was provided a grant of Rs 25 lacs for organizing International Flori Show, 2008. Rs 18 lakh has been released as the first instalment

- * GOVERNMENT OF NAGALAND was granted an amount of Rs 5 lacs for organizing Rice Festival during 11th – 15th Decemeber, 2007.



Cultural Programme- Music by Lou Majow



Achieving Excellence in Sports: a Football Team from North East

- * IIT Guwahati was provided with an assistance of Rs. 3 lakh for their annual youth festival ‘Alcheringa’.

