

7. ADVERTISING & PUBLICITY SCHEME



North East Trade Expo in New Delhi

The Plan Scheme of Advertising & Publicity has been formulated essentially to project the inherent potential and achievements of the North Eastern Region and to create an awareness of its unique and distinctive features and products. It also seeks to highlight the role of the Central Government in facilitating development process through appropriate strategies. Another vital objective of the Scheme is the mainstreaming of the NE Region.

To showcase the potential and strengths of the Region, a number of important events in diverse areas such as trade & investment, tourism, handlooms & handicrafts, agriculture are being organized in major marketing centres. The exhibitions/buyer-seller meets have provided the much needed domestic and international exposure to the unique products of the NER.

Promoting Tourism in the North East Region

1. The North East Region, with mighty rivers, luxuriant forests, lofty mountains and unique array of wild life is arguably the most enticing part of the country. Further, the people of the region are highly hospitable and possess a distinct culture. All these factors make the entire North East Region a veritable delight to the tourists. However, due to various factors the tourism potential of the region has not been properly harnessed.
2. The Ministry of DoNER has been making significant efforts to promote sustainable tourism in the region and thereby boost the economy of the region and its people. Increased arrival of

tourists in the region would also help in its integration with the rest of the country.

3. One of the most important achievements of the Ministry of DoNER was to successfully move a proposal for relaxation of LTC Rules so as to promote the Central Government employees to travel by air to various places in the North East Region. Because of the persistent efforts of the Ministry, the Central Government finally relaxed the LTC Rules allowing air travel by Central Government employees as well as conversion of one Block of Home Town LTC to All India LTC to travel in the North East Region. The Notification was issued on 2nd May 2008 and has been made applicable for a period of two years.
4. The Ministry has given wide publicity to the relaxation and also to the tourist attractions in the North-East Region so as to attract a large number of Government employees and their families for taking holiday visits to the North Eastern States. As a result of these efforts, the tourist arrival in the region has gone up by leaps and bounds. Apart from directly benefiting the economy of the region in the short run, the effort has also led to attracting investments for setting up of hotels and other tourist related infrastructure. Another beneficiary

is the aviation industry which had hitherto desisted in expanding air operations in the Region on the ground of inadequate load factor and resulting losses.

5. In this endeavour, the Ministry closely interacted with all the stake-holders, including State Governments, tour operators, hospitable industry and aviation industry. A number of related events were organized and supported.

Other Initiatives:

During 2009-10, out of the BE of 6.5 Cr., a sum of approx 4 Cr. was spent under the Scheme. The variety and extent of proposals / initiatives undertaken by the Programme Division during 2009-10 can be seen in from the following:

- (i) Organization of NE Expos in both the North Eastern region as well as other parts of the country, thereby aiding in showcasing and mainstreaming the North East with the rest of the country. Thus while CII held expos in the North East (at various places), NSIC held grand expo in Delhi and NEHHDC held it in Goa and Hyderabad. The reports submitted by these organizations confirm the success of these expos and also signify the underlying purpose of holding these expos.

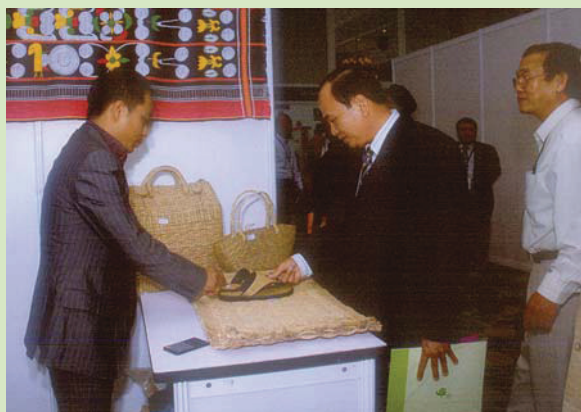


Tourism Meet in New Delhi



North East Trade Expo in Goa

- (ii) Organization of Business Summits related to the development of North East both within the country



Exhibition on Unique Handicrafts of North East in Vietnam

as well as outside it so as to examine the business potential and resource management of the North East with the objective of bringing it at par with the average economy of the country and also catching attention of foreign investment. Thus while the NE Business Summit, Guwhati (by ICC) and NE India Investment Summit (by CII) successfully tapped the business potential of the North East within the country, the NE India Investment Summit held at Vietnam successfully managed to tap foreign investment.

- (iii) Providing assistance for conducting Evaluation Studies aimed at the overall social and economic

development of the North East. Example the evaluation done by the IIM Calcutta of investment endeavours held during the past 1 & ½ years by DoNER in collaboration with CII, ICC and similar organizations.

- (iv) promoting Conventions, Seminars, Workshops etc in development sector in the NE region.
- (v) Supporting Cultural Activities, Fairs, Festivals etc. aimed at showcasing the varied society of the North East. Such activities were undertaken both in the NE region as well in the Capital of the country.
- (vi) Broadening the scope of the scheme, as suggested by the Hon'ble Minister DoNER, by applying extended scope of the term 'Advocacy'. Thus it was decided to support / promote football tournament in Nagaland and National Archery Championship in Arunachal Pradesh.
- (vii) The Ministry of DoNER has finalised a Media Strategy for giving wide publicity about the natural beauty of the North East, North East as a tourist destination, cultural uniqueness, investment opportunities, developmental programmes of the Government in both print and electronic media. The Scheme is being finalised for launch in the current financial year.