6 SHOWCASING THE NORTH EAST

6.1 Scheme of Advocacy & Publicity: In order to showcase the inherent economic, social and cultural strengths of the North Eastern Region (NER) and to publicize various schemes of the Central Government for the Development of NER, the Ministry of DoNER provides financial assistance in the form of Grants-in-aid (GIA) to various central/state/autonomous organisations/public enterprises/public trusts/NGOs etc for organising/undertaking various activities/events which include:

- Seminars, Workshops, Exhibitions,
- North East Business Summits, Trade Expos,
- Buyer-Seller Meets in diverse areas such as trade & investment, tourism, handlooms & handicrafts, agriculture etc.
- Evaluations/impact studies/assessments
- Media campaign
- Any other activity considered appropriate.

6.2 Proposals received from eligible organisations are considered as per the guidelines of the scheme by the Screening Committee chaired by Joint Secretary in charge of the Scheme.
with members drawn from other Ministries (MHA, Ministry of Tribal Affairs and DAVP) and Integrated Finance Division (IFD) of the Ministry. Recommendations made by the Committee are approved by the competent authority (Secretary, DoNER) and financial assistance as approved is released to concerned organisations with concurrence of IFD. Progress reports in respect of the events are obtained from the GIA beneficiaries and is monitored through outcome reports, statements of expenditure, utilisation certificates, photographs / video graphs etc.

6.3. During 2013-14, GIA to NGOs and Government agencies was Rs. 3.30 crore for organising trade expos, seminars, workshops etc. which are meant for promotional activities involving dissemination of knowledge and information about various social, cultural and educational matters of the North Eastern Region, organising business summits for business investment and other activities for investment for skill development in the region through workshop etc. Also, for drawing a concerted attention of the people from other parts of India on NER and evoking a keen interest about the affairs of the region, a media campaign through digital cinemas across the country was launched during the first week of January, 2014 for a period of four weeks at a stretch. The campaign involved an expenditure of 1.45 crore.

**Seminars / Workshops / Expos etc:**

The following major events of importance, sponsored by this Ministry during the year 2013-14 under this...
scheme need mention as these have generated positive and enthusiastic response from a number of potential investors across the country:

(i) Ninth North East Business Summit was held in Dibrugarh during 22-24 November, 2013 in association with Indian Chamber of Commerce (ICC), Calcutta to disseminate information about investment opportunities available in NER. ICC also organised N.E. India-Cambodia-Thailand Business conclave in the cities in Thailand & Cambodia during 12-18 June, 2013.

(ii) Ministry also extended financial assistance to North Eastern Handicrafts & Handlooms Development Corporation Ltd (NEHHDC) under the scheme for organisation of 25 exhibitions, 30 craft bazaars and 7 North East Trade Expos at various places in the country to promote and showcase potential of handicrafts and handlooms of NER.

(iii) A 2-day Conclave on North East States was held in Bangalore in association with Federation of Indian Export Organization (FIEO), (Karnataka Chapter), during 24-25 September, 2013. The participants and resource persons from trade, commerce, academia and bureaucracy alike welcomed the event and enthusiastically took part to generate ideas for guiding the future development policies for the NER.

(iv) The other agencies which have received grants-in-aid include SPIC MACAY (30,00,000/-) for organising workshops called “Promotion of Our Composite Heritage” in schools and colleges of NER in which about 5 lakh students have been targeted to be covered. Among others, Centre for Classical Dances (7,50,000/-), Tangkhul Naga Society (3,75,000/-), Ashray Tripura (3,00,000/-), Divya Jeevan Foundation Shillong (5,00,000/-), BRAWFED Kokrajhar (3,75,000/-), ISRD Manipur (1,87,500/-), APACETS Arunachal Pradesh (1,50,000/-) received grants.

6.4 An amount of 5.29 crore has been utilised under the scheme Advocacy & Publicity out of BE of Rs.7.00 crore (RE 5.81 crore) in 2013-14.