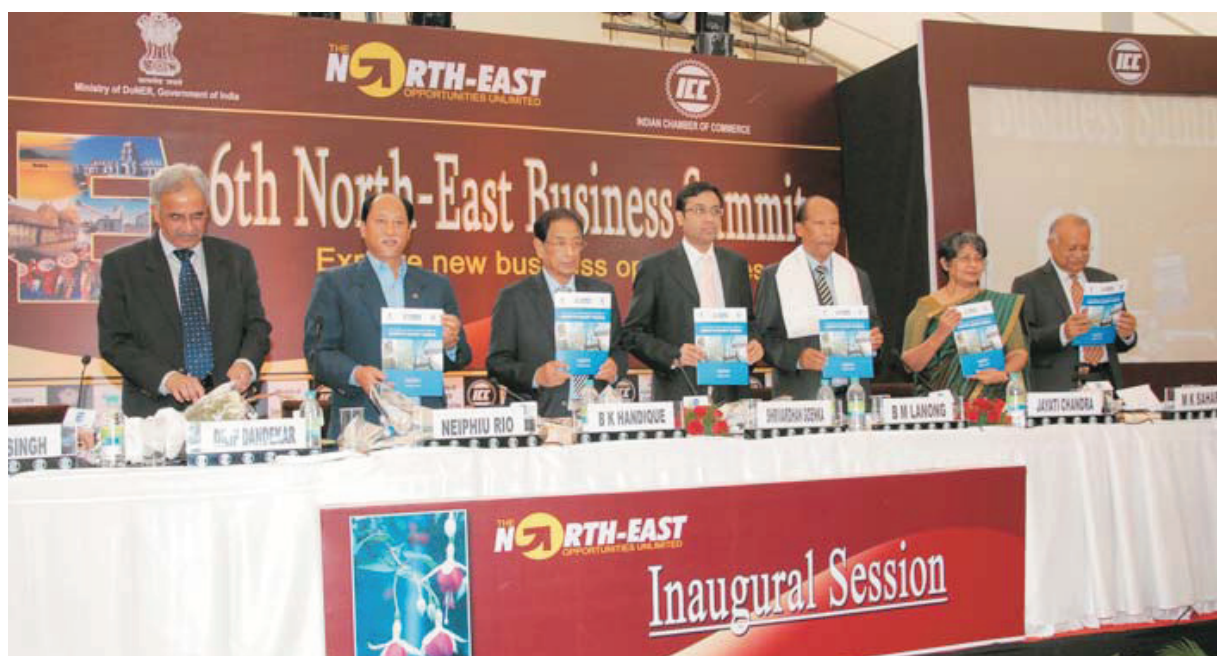


6. Mainstreaming & Showcasing





6th North East Business Summit in Mumbai

- 6.1 The Ministry has an important Plan Scheme of Advertising & Publicity which aims 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.
- 6.2 A significant step was taken when Ministry of DoNER decided to participate as State Partners with the 8 NE State Governments in the Pravasi Bhartiya Divas from 7-9 Jan, 2011 at New Delhi. The two day event was inaugurated by Hon'ble Prime Minister of India and attended by Hon'ble Minister DoNER besides Chief Ministers of Assam, Meghalaya, State Ministers of Tripura and other eminent dignitaries. A special DoNER pavilion was set up to exhibit the art and culture of the North Eastern States. Cultural programmes from all these NE states were also performed on the sidelines of the Divas. The PBD brought for the first time, the

social economic resources and potential of North Eastern India before the Indian Diaspora.

6.3 Other important activities included:

- * The sixth North East Business Summit was organized by the Ministry of DoNER in association with the Indian Chamber of Commerce during January 21-22 at Mumbai. More than 600 delegates participated in the Summit which was inaugurated by Minister, DoNER. A notable feature was strong presence of delegations from ASEAN and South Asian countries. The main focus of the two day business summit was on attracting investment for the North East in areas of Mining, Tourism and Hospitality, Capacity Building, Agro Horti, Healthcare and IT & Skill Development. A number of MOUs were signed during the summit.

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- * NEHHDC- NE Trade Expos were held at Shimla, Chandigarh, Gurgaon, Ahmedabad, Kolkata, Bangalore, Chennai and Goa. An amount of Rs. 1.80 crore has been sanctioned out of which Rs. 1.35 crore has been released as first installment.
- * ASHRAY a Tripura based NGO has been granted an amount of Rs. 3.0 lacs for organizing a cultural festival Sanhati Mela at Tripura during 19-21, June, 2010 for promoting national integration.
- * Assam State Legal Service Authority (ASLSA), has been granted Rs. 3.35 lac for organizing 2 days conference on "Access to Justice and Socio Economic Development of the North Eastern States" on 17-18 April, 2010 at Guwahati.
- * Assam University Silchar has been granted Rs. 10.0 lacs (@ Rs. 5.0 lac each) for holding International Seminars on Mathematics and Computer Sciences. An amount of Rs. 7.5 lacs has been released at first installment.
- * IGNOU-OINAM IBOHAL Polytechnic Community College, Imphal has been granted an amount of Rs. 3.0 lacs for organizing 2 days National Seminar on "Importance of ICT in Education in NE Region". An amount of Rs. 2.25 lacs has been released to them as first installment.



Performance by Cultural troupe during Pravasi Bhartiya Divas, 2011



Inauguration of 6th North East Business Summit in Mumbai by Hon'ble Minister DoNER

- * INTANDEM an Assam based NGO has been granted an amount of Rs. 2.0 lacs for for organizing Bohagi Utsav 2010 at Jorhat, Assam from 2nd July to 4th July, 2010. An amount of Rs. 1.5 lac has been released to them as first installment.
- * North Eastern Development Finance Corporation Ltd.(NEDFi), a public financial institution has been granted Rs. 7.0 lacs for organizing a seminar (Brain Storming Session) on the Development of Manufacturing and Services Sectors in the North Eastern Region and related issues on 9th September, 2010 at Gangtok. An amount of Rs. 5.25 lacs has been released to them as first installment.
- * NEDFi has further been granted Rs. 20,00,000/- (Rupees Twenty Lakh only) for holding an Investment Meet on "Opportunity North-East" at Ahmedabad on 12th Januray. The investment meet generated a significant amount of interest from otherwise economically rich Western India. An estimated 200 delegates participated in the investment meet.
- * Shillong Chamber Choir, a famous choir society based in Shillong has been granted Rs. 4.08 lac for participating in the World Choir Games at Shaoxing, China from 21-26 July, 2010. The Choir won accolades before the International arena and made the country proud by winning gold medals in three categories.
- * Guwahati University has been sanctioned

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Rs. 5.0 lacs for holding 34th Indian Social Science Congress, at its campus from 27th - 31st Dec., 2010. An amount of Rs. 3.75 lac has been granted to them as first installment.

- * Inland Water Resources Society (IWRS), a society under IIT, Roorke has been granted Rs. 5.0 lac for holding International Workshop on River Management, at NASC Complex, New Delhi on 14th - 16th December, 2010. An amount of Rs. 3.75 lac has been released to them as first installment.
- * The Ministry arranged telecast of one video clip each on (i) *Cultural uniqueness of North Eastern Region* and (ii) *North Eastern Region as Tourist destination* during the period, 15th August - 14th November 2010, through a number of Commercial Satellite Channels, with a view to provide wide publicity to the rich cultural diversity of the North East and to showcase the tourism potential of the region. The telecast was organised through the Directorate of Advertising and Visual Publicity [DAVP], at a cost of Rs. 1.49 cr[appx.].

6.4 North Eastern Council

- * A reality show, telecasting a Multi-state

Composite Competitive Cultural talent, named "North East Wave"- North East Ke Superstars was officially launched on January 2011. The objective of the television series is to present a Diasporas for the talent in song and dance as well as promote Art & Culture of the North East India.

- * Preservation & Promotion of Archaeological Park at Itafort, Itanagar (Southern Gate) Arunachal Pradesh has been taken up.
- * Regional Documentation Centre (Library) is augmented every year with books, journals, documents and latest library software etc. This Library is very popular amongst the public, students and research scholars doing research on the region as this is accessible to general public. The Library has around 46,000 books and subscribe to more than hundred national and international journals.
- * Projects for establishment of Tribal Museums in NE States are under consideration.