



## 6. MAINSTREAMING & SHOWCASING



### 6.1. Scheme of Advertising & Publicity:

The Scheme aims to showcase the inherent economic, social and cultural strength of the region as well as to mainstream it with the rest of the country to move forward in its entirety and also to publicize various schemes of Central Government being undertaken for development of NER as well as the achievements of this Ministry. For this purpose, this ministry provides financial assistance to various central/state/autonomous organisations/public enterprises/public trusts / NGOs etc for organising / undertaking various activities/events. The activities / events 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 as per the Guidelines of the scheme are considered by a Committee chaired by Joint Secretary in charge of the Scheme with members from other Ministries and IFD. After approval of the recommendations of the Committee by the competent authority, financial assistance as approved is released to the concerned organisations with the concurrence of IFD. Progress of the projects sanctioned is monitored through reports, Statement of Expenditure, Utilisation Certificate, photographs / video graphs etc.



- 6.3. To finalise the strategy/action plan for 2011-12, a meeting with the stakeholders was held on 18.4.2011. Taking into account the suggestions which emerged out of the meeting, a strategy/action plan for the year was finalised with the approval of hon'ble Minister, DoNER. The action plan included highlighting centres of excellence in North Eastern States and the rich cultural heritage of the region through media, providing financial assistance for organising trade expos, seminars, workshops etc. through governmental / non-governmental organisations to disseminate knowledge, organising North East Business Summit for business investments, activities for furtherance of investments for skill development in the region etc. As a follow up the following initiatives/programmes have been undertaken during the year.
- 6.4. Print Media: As many as six centres of excellence i.e. (1) Dr. B.Borooah Cancer Institute, Guwahati, Assam, (2) NEHU, Shillong, (3) Rajiv Gandhi University, Arunachal Pradesh, (4) RIMS, Imphal, (5) NEIGRIHMS, Shillong and (6) NIT, Gangtok were published in various national dailies and newspapers of North East through DAVP with a view to disseminate the information / potential in the sectors of health services, Education etc. available in the North Eastern Region. This initiative was undertaken for the first time under the scheme.
- 6.5. Electronic Media: Two video clips one each on cultural uniqueness of NER and NER as a tourist destination were telecast on various TV channels through DAVP during the month of November, 2011.
- 6.6. Seminars / Workshops / Expos etc:**
- (i) Rs.40 lakhs was sanctioned to ICC for organisation of 7th North East Business Summit at New Delhi on 6-7 January, 2012 to disseminate information about the investment opportunities available in NER.
  - (ii) Financial assistance of Rs.60 lakhs extended to NEHHDC for organisation of 20 exhibitions and 13 craft bazaars at various places in the country to promote and show case the potential of handicrafts and handlooms of NER. A sum of Rs.39 lakhs was also sanctioned to NEHHDC for organising of two Trade Expos one each at Goa and Indore during the year.
  - (iii) A sum of Rs.25 lakhs was sanctioned to CII for organisation of NE skills conclave for furtherance of investment in skill development in the region.
  - (iv) An amount of Rs.,20.00 lakh sanctioned to NERAMAC for organising exhibition / fair to showcase the agricultural products of the region.
  - (v) Financial assistance was granted to various governmental / non - governmental / autonomous organisations to organise seminars, workshops, sports / cultural activities etc. to disseminate information / knowledge / potentials of North East among various target groups. The organisations include NE State Governments, ASSOCHAM, FICCI, ADDOI, Tangkhul Naga Society, Assam University, Silchar, etc.
- 6.7. An amount of Rs 6.30 cr has been utilised till 31.12.2011 out of the total allocation of Rs.7.00 cr. in 2011-12 under the scheme.

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