

Government of India
Ministry of Development of North Eastern Region

LOK SABHA

Unstarred Question No. 3674

To be answered on
Wednesday, January 2, 2019/Pausha 12, 1940 (Saka)

QUESTION

North-East Festival

3674. KUMARI SUSHMITA DEV:

Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

- (a) whether destination "North East Festival" is an annual event of the Ministry of Development of North Eastern Region;
- (b) if so, the details thereof along with aims and objectives of the festival;
- (c) the year-wise details of funds allocated/spent and source of funding for organising the festival;
- (d) whether the festival has opened any new business opportunities in the North Eastern States and if so, the State-wise details thereof; and
- (e) the details of amount spent by the loss making NEHDC and NERAMAC under the administrative control of Ministry of Development of North Eastern Region for the above purpose?

ANSWER

The Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region
[Dr. Jitendra Singh]

(a) and (b) The Ministry of Development of North Eastern Region has organised four North East Festivals at Pragati Maidan, New Delhi in 2016, at Chandigarh in 2017, North East Calling Festival at India Gate, New Delhi in 2017 and Experiencing North East at India International Centre, New Delhi in 2018.

The objective is to build upon the comparative advantages of the North East Region, which included Business summit, Buyer-Seller meet, exhibition stalls aiming interaction to promote tourism, handlooms & handicrafts, bamboo, horticulture, medicinal and aromatic plants etc.

(c) The expenditure for the scheme till 31.03.2018 has been met under Advocacy and Publicity Scheme of the Ministry. 'Experiencing North East' from October 27-31, 2018 at India International Centre was organised by North Eastern Council.

(d) During such events, investment opportunities in sectors like Tourism, Handlooms & Handicrafts, Organic Agriculture and Horticulture, Medicinal & Aromatic Plants, Food processing, Cane & Bamboo etc. are showcased in collaboration with concerned Line Ministries of Government of India. However, this Ministry does not have State-wise data available if any new Business opportunities have opened after the event.

(e) The amounts spent by North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC) and North Eastern Regional Agricultural Marketing Corporation (NERAMAC) for the Destination North East Festivals are reimbursed through Grants-in-aid from Ministry of Development of North Eastern Region/North Eastern Council.
