

**Guidelines for selecting proposals under head for Promotion of North Eastern Region
[para 7.1.2 (Viii)]**

1. Proposals eligible for funding:

Proposals that promote the comparative strength and potential of the NER can be taken up such as:

- i. Road shows and pilot projects to promote, advocate and publicise **good practices in the priority areas** identifies by the NEC viz: Bamboo sector, Regional Tourism, Livelihoods, Organic NER, Handloom, Handicrafts & Horticulture, Clean & Green NER, Food Processing and Entrepreneurship or any other priority fixed by the NEC from time to time.
- ii. Dissemination and advocacy of **information/education on various Govt. programs using ICT and mobile technology** with a greater focus on innovations and initiatives designed to benefit relatively more remote, deprived areas and disadvantaged sections of society in NER.
- iii. **Business Summits, Conventions, Seminars, Workshops, Consultations, Brainstorming meetings, Exhibitions etc.** in domains connected to developmental priorities of the North Eastern Region.
- iv. **Specialised media campaigns** on themes concerning NER like organic farming, cleanliness (Swachata), bamboo etc.
- v. **Web Presence and Media Presence of the NEC and potential of NER** including social media.
- vi. **Evaluations/Impact Studies/assessments** related to development/promotion of NE Region.

2. Eligibility norms

- i. Ministries of Gol
- ii. PSUs of MDoNER
- iii. Central universities and colleges there-under (as listed in MoHRD)
- iv. NE State universities/deemed universities (e.g. IITs/IIMs/BARC).
- v. Proposals of Traditional Institutions, Autonomous Bodies, eligible non-government bodies registered on NGO-Darpan web site of NITI Aayog, provided the same are recommended by the Planning Department of the concerned state or through the concerned Central Ministries.

3. Submission of proposals

- i. Proposals must include a concept paper, a detailed budget, the organization's history, and its experience in the field, past achievements, anticipated outcomes of the proposed event, and should exclusively address the interests of NER.
- ii. Director (IPR) in the NEC would be in-charge of Advocacy & Publicity and will examine and process all proposals for consideration of the Screening Committee of Advocacy & Publicity before taking the final approval of the competent authority. The Screening Committee meeting will be held on a monthly basis (as far as possible).