



# NEC Newsletter

*A quarterly e- Newsletter of North Eastern Council, Ministry Of Development of North Eastern Region, Government of India*

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## Union Minister Jyotiraditya M. Scindia Launches NERACE: A Digital Revolution for North East Agriculture

Marking a significant advancement for agricultural trade in the Northeast, Union Minister for the Development of North Eastern Region (DoNER) and Communications, Jyotiraditya M. Scindia, launched the North East Region Agri-Commodity e-Connect (NERACE) web portal and mobile app at the North Eastern Council (NEC) headquarters in Shillong on July 12, 2024. This pioneering platform is designed to link local farmers with buyers both domestically and internationally, set to transform the region's agricultural landscape. Developed by the North Eastern Development Finance Corporation (NEDFi) with funding from the NEC, NERACE aims to connect 50,000 farmers with 5,000 buyers over the next five years. Guided by the vision of 'Vocal for Local, then Global,' NERACE is positioned to foster agricultural growth and prosperity across the region.



Secretary DoNER Sh. Chanchal Kumar is presented with a shawl by the Chief Secretary of Meghalaya.



Union Minister, DoNER Sh. Jyotiraditya M. Scindia addresses the audience during his one-day visit to Shillong on July 12, 2024.

Highlighting the significance of NERACE web portal and app, the Minister said, "The dream of a self reliant India-Atmanirbhar Bharat and a Viksit Bharat can only be realised when we have Atmanirbhar Northeast and a Viksit Northeast and when you talk about an Atmanirbhar Northeast and a Viksit Northeast that reality is wholly and solely dependent on a Viksit and Atmanirbhar Annadata - the farmers of the Northeast and I do really believe that if you look at the protagonist of the new emergence self-reliant India, farmers have to be at the forefront of that monumental change. Through the NERACE app, my farmers and my Annadata in the Northeast will be not only be connected to the market interstate, intra Northeast, and intra India but will be connected to the world. And this app will be able to accentuate the ability of my Annadata to reach the globe and will connect three important stakeholders - the producers, the buyers and the service providers; it will also install a sense of pride in the agricultural community."



Union Minister, DoNER Sh. Jyotiraditya M. Scindia tries his hand at a traditional drum.



Union Minister, DoNER Sh. Jyotiraditya M. Scindia is welcomed by CM Meghalaya Sh. Conrad Sangma in Shillong on July 12, 2024.

### Empowering the Farming Community

NERACE is designed to support a diverse range of agricultural and horticultural products, including spices, fruits, vegetables, pulses, cereals, and minor forest produce. By providing farmers with better market access, improved negotiation opportunities, and real-time availability updates, the app aims to enhance their ability to secure premium pricing and establish direct relationships with buyers. Buyers, in turn, will gain access to verified sellers and high-quality products, along with streamlined transaction and logistics support.



Union Minister, DoNER Sh. Jyotiraditya M. Scindia is welcomed by NEC members Sh. Longki Phangcho and Sh. Tenzing Norbu Thongdok



Union Minister, DoNER Sh. Jyotiraditya M. Scindia is welcomed by NEC member Sh. Longki Phangcho.



A group of Meghalaya artists gives a traditional welcome to Union Minister, DoNER Sh. Jyotiraditya M. Scindia.

The Minister said that NE-RACE will play a pivotal role in positioning the North-East as a hub of high value horticultural products. It will make the farmers of the region not just the producers but also as a reliable partner in the international agri value chain, he added.

The platform supports multiple languages including English, Hindi, Assamese, Mizo, Manipuri, Nepali, and Khasi, making it accessible to a wide range of users in the region. By offering a unified digital space for producers, buyers, and service providers, NERACE is set to position the Northeast as a hub of high-value horticultural products, integrating local farmers into the international agri-value chain.



## A Vision for the North East

During his visit, Shri Scindia also chaired a review meeting of ongoing schemes and projects. A key highlight was the presentation of the first draft of the NER Vision 2047 by Shri Angshuman Dey, Secretary of NEC, with insights from Professor Mahendra Lama, Chairman of the Drafting Committee, NER Vision 2047. The vision document outlines ambitious goals for the region, including establishing it as a South Asian power hub, leveraging border areas, promoting green initiatives, and becoming a center for climate studies and tourism.



Union Minister, DoNER Sh. Jyotiraditya M. Scindia is presented with a basket of organic items from Meghalaya.



Union Minister, DoNER Sh. Jyotiraditya M. Scindia addresses senior NEC officials.

Addressing the ongoing flood situation in the Northeast, the Minister expressed his condolences to the affected families and assured that the central government, through the DoNER Ministry, would provide all necessary support to the state governments in their relief efforts.



A group of Meghalaya artists gives a traditional welcome to Union Minister, DoNER Sh. Jyotiraditya M. Scindia.

Union Minister, DoNER Sh. Jyotiraditya M. Scindia engages with NEC officials.

The minister further emphasized the central government's commitment to advancing the North East under the Act East Policy, a strategic shift from the Look East Policy. "Under Prime Minister Narendra Modi's leadership, the Northeast is being envisioned as the gateway to India. This strategic shift recognizes the region's pivotal role in the country's growth and connectivity with Southeast Asia," Shri Scindia stated.



Economic Adviser Sherry Lalthangzo presents an NEC memento to Union Minister, DoNER Sh. Jyotiraditya M. Scindia.



Union Minister, DoNER Sh. Jyotiraditya M. Scindia unveils the NERACE web portal and app.

## Community Engagement and Infrastructure Development

In addition to launching NERACE, Shri Scindia participated in a tree plantation ceremony dedicated to his mother under the "Ek Ped Maa Ke Naam" program. He also engaged with local farmers who benefit from NEC-funded agricultural projects.

Shri Scindia's visit underscored the central government's increased focus on infrastructure development in the Northeast, with significant improvements in road networks and airport facilities since 2014. The minister reiterated the importance of an outcome-based approach to development, stressing the need for effective social audits to ensure that essential services meet the needs of the population.

The launch of NERACE marks a pivotal moment for the North East, promising to bridge gaps between local farmers and global markets, and reinforcing the region's role in India's agricultural and economic landscape.



## NERACE Platform Records Significant Growth in Product Listings, Transactions, and Services

The North Eastern Region Agri-Commodity e-Connect (NERACE) platform has marked substantial milestones in product listings, transaction volume, and service network expansion. This growth underscores NERACE's transformative impact on agriculture and community-based commerce in Northeast India.

### Key Highlights

#### Product Listings

The platform now hosts 499 products, catering to diverse market needs:

- Raw Products: 285
- Processed Products: 112
- Upcoming Products: 102

#### Service Partner Expansion

With the addition of four new service partners, NERACE ensures enhanced regional support for businesses, bolstering its network to provide localized assistance.

#### Transaction Volume

NERACE has achieved a significant milestone with a business transaction volume reaching ₹1,06,19,600, highlighting the platform's critical role in the regional economy.

#### Enhanced Helpdesk and Field Support

NERACE's Helpdesk now operates in eight languages to support diverse user needs. Additionally, 90% of field executive positions have been filled, with only Manipur pending full recruitment.

#### Event Participation

NERACE showcased its initiatives at various high-profile events to engage and support the agricultural community, including:

- Biofach India (Noida)
- World Food India (Delhi)
- Aizawl State Flagship Handholding Program (Mizoram)
- Skill Development Training on Value Addition Processing (Dimapur, Nagaland)
- SIDBI Bookkeeping Training for Food Processing (Aizawl, Mizoram)

### Contact Information

- Website: [www.nerace.in](http://www.nerace.in)
- Helpdesk: +91 6913140000
- Email: nerace.in@nedfi.com
- Mobile App: Available on the Google Play Store for buyers and sellers.

With these advancements, NERACE continues its commitment to driving sustainable growth for agricultural and community businesses across Northeast India, making the platform an essential tool for regional economic development.



Union Minister DoNER, Shri Jyotiraditya Scindia inaugurating the NERACE portal, targetted for the farmers of NorthEast



NERACE will provide a platform for the farmers of NorthEast for buying and selling their products



## NEC celebrates Inaugural National Space Day



Dr. S. P. Agarwal, Director NESAC is welcomed by Director (S&T) Tanung Jamoh



Planning Adviser Som Kamei is felicitated by Director (S&T) Tanung Jamoh

The North Eastern Council (NEC) celebrated its first National Space Day with enthusiasm, highlighting the remarkable achievements in space exploration and technology on July 31, 2024 in NEC Auditorium. This inaugural event was particularly significant, commemorating the successful landing of the Chandrayaan-3 Vikram lander on the lunar South Pole on August 23, 2023.

### Event Overview

The one-day workshop welcomed intermediate students from several prominent institutions, including St. Anthony Higher Secondary School, St. Mary Higher Secondary School, St. Edmund's Higher Secondary School, and Brookside Higher Secondary School. Students engaged with expert presentations from leading scientists at the North Eastern Space Application Centre (NESAC) during the technical sessions.



Financial Adviser Thanglemlian is welcomed by Director (S&T) Tanung Jamoh



Dr. S. P. Agarwal, Director of NESAC, inaugurates National Space Day by lighting

### Keynote Addresses



Planning Adviser Som Kamei delivers his address on the eve of National Space Day



Director (S&T) Tanung Jamoh welcomes the participants

Shri Som Kamei, Planning Advisor at NEC, delivered a keynote address celebrating the historic achievement of the Chandrayaan-3 Vikram lander. He emphasized India's ongoing contributions to lunar exploration and acknowledged the Indian Space Research Organisation's (ISRO) efforts to advance knowledge and innovation in space science.



Dr. S. P. Agarwal, Director of NESAC, delivers his keynote address

Dr. S. P. Agarwal, Director of NESAC, inaugurated the event by discussing the theme for National Space Day 2024, "Touching Lives while Touching the Moon: India's Space Saga." He provided insights into the history and development of India's space program, praising the accomplishments of Chandrayaan-3, including its successful soft landing and the deployment of its rover. Dr. Agarwal highlighted how these achievements will support future interplanetary missions and enhance lunar exploration through scientific experiments.



Dr. Sanabam Sujen Singh, Extension Officer during his presentation



## Event Overview

The workshop featured various presentations from NESAC scientists:

Dr. K.K. Sharma, Group Head of NESAC, addressed the societal benefits of the Indian Space Program.

Dr. D. Chutia discussed the application of geospatial technology for effective governance in the North Eastern Region (NER).

Sh. Victor Saikhom explored the potential of Unmanned Aerial Vehicles (UAVs) for development.

Dr. Sanabam Sujen Singh, E.O., NEC, highlighted collaborative development efforts with NESAC in the NER, commending ISRO for its achievements with Chandrayaan-3.

The event culminated with Shri Tanung Jamoh, Director (S&T), delivering the vote of thanks. Participants also had the opportunity to view three documentaries produced by ISRO, showcasing the rich history and achievements of the Indian Space Program.



*A local college student during an interactive session*



*A view of the participants during National Space Day*

## Inaugural Ceremony :

The workshop was inaugurated with a ceremonial lamp lighting, conducted by Dr. S. P. Agarwal, Shri K.K. Sharma, Shri Som Kamei, Shri Thanglemliam, and Shri Tanung Jamoh, marking a significant start to the day's proceedings.



*Students from various educational institutes participating in National Space Day*

## Conclusion

The first National Space Day at NEC served as a platform to inspire young minds about the significance of space exploration and India's growing role in this field. The event fostered a deeper understanding of the impact of space technology on societal development, encouraging future generations to engage with and contribute to the domain of space science.



*Young minds from various local educational institutions participating in National Space Day*



## NEC Celebrates 78th Independence Day with Pride and Reflection

The North Eastern Council (NEC) commemorated the 78th Independence Day on 15th August, 2024 at its Secretariat campus in Shillong, celebrating the occasion with traditional fervor and a deep sense of pride. The event featured a flag hoisting ceremony led by Secretary Sh. Angshuman Dey, accompanied by senior officers and staff.

In his address to the attendees, Secretary Dey congratulated citizens on this significant day, emphasizing the importance of remembering the sacrifices made by the martyrs who fought for India's freedom. He paid tribute to the unsung heroes of the independence struggle and acknowledged the contributions of the older generations who lived through British rule.

Reflecting on the transformative changes India has experienced since gaining independence, Dey noted advancements in technology and infrastructure while recognizing the challenges posed by events such as the recent COVID-19 pandemic. He expressed pride in the collaboration between the NEC and North Eastern states in tackling these issues, highlighting efforts in vaccine distribution and oxygen supply.

Addressing ongoing challenges, Dey acknowledged that disputes and differences are part of a growing society. He encouraged resilience and preparedness for future challenges, particularly those related to climate change. He reaffirmed the NEC's commitment to developing projects that address natural disasters and promote sustainable growth.

In closing, Dey honored notable freedom fighters from the North East, including Rani Gaidinliu, U Tirot Singh, Maniram Dewan, Piyoli Phukan, and Kanaklata Barua, whose sacrifices have contributed significantly to the nation's progress. He reiterated the vision of a developed India by 2047, stressing that a developed North East is essential to achieving this goal.

The event concluded with a renewed commitment from all present to uphold the values of freedom and to work towards a stronger, more resilient nation. Senior officers and officials were in attendance, reflecting the unity and pride of the NEC in celebrating this historic day.



*Secretary NEC Angshuman Dey delivers his address on the eve of the 78th Independence Day at the NEC Campus.*



*NEC senior officers pose under the tricolor after the Independence Day function.*



*Director (Administration) L.S. Gangte welcomes the participants of the 78th National Day function.*



## NEC Holds a Two-Day Workshop on MDoNER Portal

A two-day workshop on capacity building focused on the portals of the Ministry of Development of North Eastern Region (MDoNER) was held at the North Eastern Council (NEC) Secretariat from September 12 and 13 September 2024. The workshop aimed to sensitize the staff of various NE State Governments including North Eastern Council Secretariat (NECS) about the IT systems developed by MDoNER.

The workshop was attended by senior officers from MDoNER, the National Informatics Centre (NIC), and various stakeholders from the Planning Departments of state governments, FTSUs, NICS, NEDFi, NERCORMS, BISAG-N, NEC, and MDoNER. This diverse participation underscored the collaborative efforts towards leveraging technology for development in the North Eastern region.



Planning Adviser Som Kamei, Financial Adviser Thanglemlian, and Dr. Suchita, the Statistical Adviser, are lighting the ceremonial lamp



Secretary of MDoNER, Chanchal Kumar, addressing the workshop during the inaugural session.



Dr. Suchita, Statistical Adviser at MDoNER, during her address at the workshop.



Planning Adviser Som Kamei, Financial Adviser Thanglemlian, and Dr. Suchita, Statistical Adviser, during the inaugural session.

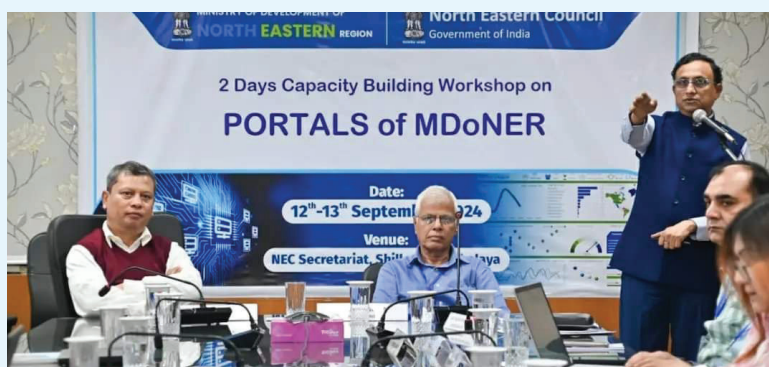
### The primary objectives of the workshop included:

- Capacity building regarding the Poorvottar Sampark Setu Portal, Poorvottar Vikas Setu Portal, and Analytics Dashboard, along with the SAMBHAV initiative, which is currently under development.
- Optimizing the use of these IT systems to enhance their capabilities based on field-level experiences.
- Encouraging state governments to utilize the tools provided by MDoNER for improved project management.

The workshop commenced with an inaugural session that highlighted the significance of utilizing technology to streamline project development in the North Eastern Region. The Secretary of MDoNER emphasized the necessity of adequate data collection through the portals to accelerate project development and urged state governments to adopt these tools.

The second day of the workshop maintained its momentum with a focused session on the 'Sambhav' initiative, a key program launched by Hon'ble Prime Minister Shri Narendra Modi in 2022. A resource person presented an overview of the initiative, which aims to achieve comprehensive development by saturating model blocks and villages through the convergence of 12 Central Ministries and 20 government schemes, supported by a range of Key Performance Indicators (KPIs).

The two-day workshop was a significant step in enhancing the capacities of stakeholders involved in project development in the North East. Hands-on training sessions provided participants with deeper insights and understanding for the effective use of the tools available in the dashboards. The NIC, MDoNER IT team, and BISAG-N served as resource persons, presenting PPTs throughout the workshop. By fostering collaboration and optimizing technological tools, MDoNER is committed to driving growth and development across the region, ensuring that the benefits of government schemes effectively reach their intended beneficiaries.



Officials of MDoNER sensitizing the participants during the 2 days capacity Building Workshop on portals of MDoNER.



Participants are actively engaged during the capacity-building workshop.



Officials taking part in the 2 days capacity Building Workshop on portals of MDoNER.



## Minister of State for Development of North East Region and Education, Dr. Sukanta Majumdar inaugurates the Centre for Brahmaputra Studies at Gauhati University

On September 20, 2024, Dr. Sukanta Majumdar, the Hon'ble Minister of State for Development of North Eastern Region (DoNER) and Education, inaugurated the Centre for Brahmaputra Studies at Gauhati University. This initiative is set to play a crucial role in promoting sustainable development and research concerning the vital Brahmaputra River, spanning over 2,900 kilometers, is not just a geographical feature; it is the very heart of this region, deeply embedded in its environment, culture, and the livelihoods of millions.

During his visit, Dr. Majumdar articulated that the Centre embodies the government's vision for holistic and sustainable development in the North East, driven by innovation. The Centre aims to be a hub for multidisciplinary research, policy-making, and knowledge-sharing. Vision and Objectives of the Centre are

- The Centre for Brahmaputra Studies will be a "one-stop destination" for all research, policy, and knowledge concerning the river.
- It will serve as a critical resource for policymakers, academicians, and society at large.
- The Centre's primary mission is to provide insights and solutions that guide the sustainable development of the region and ensure the well-being of the people who rely on the Brahmaputra.



Dr. Sukanta Majumdar, MoS for DoNER after inaugurating the Centre for Brahmaputra Studies at Gauhati University



Dr. Majumdar was presented with the memento during the event by Vice-Chancellor, Gauhati University, Prof. Nanigopal Mahanta

### Some key objectives include:

- Conducting multidisciplinary research on the river's flow networks and environmental dynamics.
- Studying the relationship between the land, river, and the people who depend on it.
- Establishing a comprehensive data repository that will become an invaluable resource for future research and policymaking.
- Collaborating with national and international organizations to develop policies that address challenges like floods, erosion, and hydrological changes.

### Capacity Building and Innovation:

- The Centre will also focus on capacity building by organizing training programs, workshops, and short-term courses to equip students, researchers, and policymakers with the knowledge needed to tackle the challenges surrounding the Brahmaputra.
- In addition, the Centre will foster public awareness about the importance of the Brahmaputra and set up an innovation hub to develop solutions for key challenges like water management, energy, and environmental sustainability.

### International Collaboration:

- This Centre will include contributions from some of the most renowned international scholars, bringing in global best practices to find solutions for the North Eastern Region's unique challenges.
- This exchange of knowledge will place Gauhati University on the global map, enhancing its standing as a leading research institution.



Supported by the North Eastern Council (NEC) with a funding allocation of ₹28 crores, the Centre is poised to gain international recognition as a vital institution addressing the complex challenges posed by the Brahmaputra River.

The inauguration event was attended by prominent figures including Prof. Nani Gopal Mahanta, Vice Chancellor of Gauhati University, Shri Angshuman Dey, Joint Secretary of the Ministry of DoNER, and Ms. Sherry Lalthangzo, Economic Adviser at NEC, alongside faculty members, students, and other distinguished guests.



Angshuman Dey, JS, MoS during his address

In his keynote address, Dr. Majumdar praised Gauhati University for its leadership in establishing the Centre and highlighted the university's achievements, including an A+ NAAC grade and top rankings among North Eastern institutions. He reiterated the significance of the Brahmaputra as a natural resource, detailing challenges such as flooding and erosion that the Centre aims to address through comprehensive research and sustainable initiatives.

Dr. Majumdar emphasized the importance of establishing a data repository to enhance public awareness regarding the river's significance and the need for international collaboration to tackle unique regional challenges. He acknowledged the financial backing from NEC, which facilitated the Centre's establishment.

Concluding his address, Dr. Majumdar reaffirmed the government's commitment to the holistic development of the North East and urged Gauhati University to expedite the recruitment of key personnel to ensure the Centre becomes fully operational as soon as possible.



Dr. Majumdar, along with other dignitaries, during the event



Dr. Majumdar, along with other dignitaries, attended the inauguration of the Centre for Brahmaputra Studies at Gauhati University

Dr. Hemanta Kumar Nath, Registrar of Gauhati University, set a positive tone with the welcome address. Prof. Shikhar Kumar Sharma, Director of the Centre, shared insights into the Centre's vision, emphasizing its interdisciplinary approach to understanding the Brahmaputra and tackling challenges like river basin management, biodiversity, and climate change.

Shri Angshuman Dey underlined the importance of the Brahmaputra in the cultural and economic landscape of the North East, expressing confidence that the Centre would facilitate transformative development through dedicated research.



Ms. Sherry Lalthangzo, Economic Advisor, is being greeted during the event

The Centre occupies an impressive 8,000 square meters, equipped with state-of-the-art research facilities, laboratories, and administrative spaces, reflecting a strong commitment to interdisciplinary research on the Brahmaputra's ecological, socio-economic, and cultural aspects.

Prof. Nani Gopal Mahanta extended gratitude to the Ministry of DoNER and NEC for their support, assuring attendees that the Centre for Brahmaputra Studies is destined to become a leading global research hub, making significant contributions to the region's development.

This inauguration signifies not only a commitment to academic excellence but also a proactive approach to addressing the environmental and socio-economic challenges faced by the North Eastern Region, fostering a sustainable future for its communities.



Earlier Minister of State for Education and Development of the North East Region, Dr. Sukanta Majumdar Inaugurated Central Animal and In Vitro Drug Testing Facilities at National Institute of Pharmaceutical Education and Research (NIPER), Guwahati, the first national pharma institute in Northeast India. Sponsored by the North Eastern Council under the aegis of Ministry of DoNER, these facilities were funded under the Science & Technology Intervention in North Eastern Region (STINER) programme.

“This project aligns with the visionary leadership of Hon'ble PM Shri Narendra Modi Ji, transforming Northeast India into a beacon of development and innovation,” Dr. Majumdar stated. The facilities, with an investment of ₹20 crore, will advance research on herbal medicines from indigenous plants.



*Dr. Majumdar is making observations using the microscope at NIPER*

#### **Key Objectives of the Facility:**

Establish a fully equipped Animal House for drug discovery.

Evaluate the efficacy and safety of traditional medicines.

Create a breeding facility for Specific Pathogen Free (SPF) animals.

Conduct skill development programs for students.



*Dr. Majumdar is being informed about a model at NIPER*



*Dr. Majumdar is gathering information at NIPER*



## एकता की भाषा है राजभाषा हिंदी

मानव जाति अपने सृजन से ही स्वयं को अभिव्यक्त करने के तरह-तरह के माध्यम खोजती रही है। आपसी संकेतों के सहारे एक-दूसरे को समझने के ये प्रयास जब अभिव्यक्ति के सर्वोच्च शिखर पर जब पहुँचे तो भाषा का विकास संभव हुआ। भाषा लोगों को आपस में जोड़ने का सबसे सरल और ज़रूरी माध्यम है।

भाषा वह साधन है, जिसके द्वारा मनुष्य बोलकर, सुनकर, लिखकर और पढ़कर अपने मन के भावों या विचारों का आदान-प्रदान करता है। दूसरे शब्दों में- जिसके द्वारा हम अपने भावों को लिखित अथवा कथित रूप से दूसरों को समझा सकें और दूसरों के भावों को समझ सकें, उसे भाषा कहते हैं। सार्थक शब्दों के समूह या संकेत को हम भाषा कहते हैं।

राजभाषा हिन्दी एकता, भावना और प्रेम की भाषा है। राजभाषा हिन्दी ने सभी जन आंदोलनों में महत्वपूर्ण भूमिका निभाई है। भाषा किसी भी देश की धार्मिक, सामाजिक, सांस्कृतिक तथा दार्शनिक परिस्थिति को जानने का सशक्त माध्यम होती है। भारत में हिन्दी समस्त जनमानस की संवेदनाओं को प्रकट करने का सरल माध्यम है। देश में हिंदी दिवस हर साल 14 सितंबर को मनाया जाता है।

प्रश्न उठता है कि हिंदी दिवस हर साल 14 सितंबर को ही क्यों मनाया जाता है? दरअसल इसी दिन संविधान सभा ने वर्ष 1949 में हिंदी को राजभाषा के रूप में अपनाया था। वर्ष 1953 में राष्ट्रभाषा प्रचार समिति वर्धा ने 14 सितंबर को हिंदी दिवस के रूप में मनाए जाने का प्रस्ताव दिया, तब से ये दिन हिंदी दिवस के रूप में मनाया जाने लगा।

एक भाषा के रूप में अगर हिंदी भाषा की विकास यात्रा की चर्चा करें तो यह एक लंबी और सतत प्रक्रिया है। एक भाषा के विकास में उस समाज और संस्कृति की महत्वपूर्ण भूमिका होती है, जहाँ पर ये बोली जाती है। हिंदी भाषा के विकास में भी समाज और संस्कृति की महत्वपूर्ण भूमिका रही है; खासकर उत्तर भारतीय राज्यों की भूमिका। संस्कृत भारत की प्राचीनतम भाषा है और इसी भाषा के विभिन्न काल खंडों में अलग-अलग स्वरूपों में हुए वियोजन से हिंदी का विकास हुआ है।

संस्कृत भाषा से पालि, पालि से प्राकृत, प्राकृत से अपभ्रंश, अपभ्रंश से अवहट्ट, अवहट्ट से पुरानी हिंदी और पुरानी हिंदी से उस आधुनिक हिंदी का विकास हुआ, जिसे आज हम बोलते हैं। हालांकि इसे लेकर मतभेद है कि अपभ्रंश से हिंदी का विकास हुआ है या पुरानी हिंदी से। मगर वर्तमान भाषा विज्ञानी इसे अपभ्रंश से ही विकसित हुआ मानते हैं।

अगर हिंदी भाषा के विकास के कालखंड की बात करें तो इसे तीन कालों में विभक्त किया जा सकता है-पहला कालखंड 1100 ईस्वी-1350 ईस्वी का माना जाता है, इसे प्राचीन हिंदी का काल कहा जाता है। दूसरा कालखंड मध्य काल (1350 ईस्वी-1850 ईस्वी) कहा जाता है। इस काल में हिंदी भाषा की बोलियों अवधी और ब्रज में विपुल साहित्य रचा गया। तीसरा कालखंड 1850 ईस्वी से अब तक माना जाता है और इसे आधुनिक काल की संज्ञा दी जाती है। इस काल में हिंदी भाषा का स्वरूप बेहद तेजी से बदला है।

दरअसल इस काल में हिंदी जन-जन की भाषा बन गई। ये वो दौर था, जब आज़ादी की लड़ाई लड़ी जा रही थी और इस दौरान हिंदी का संपर्क भाषा के रूप में प्रचलन खूब बढ़ा। यह हिंदी भाषा का ही असर था कि उत्तर भारत ही नहीं दक्षिण भारत से भी आने वाले आजादी के नायकों ने इसे राष्ट्रभाषा के रूप में स्वीकार किये जाने की पुरज़ोर वकालत की।

यदि राष्ट्रभाषा और राजभाषा के अंतर की बात की जाए तो इनमें दो प्रमुख अंतर हैं। एक अंतर इन्हें बोलने वालों की संख्या से है और दूसरा अंतर इनके प्रयोग का है। राष्ट्रभाषा जहाँ जनसाधारण की भाषा होती है और लोग इससे भावात्मक और सांस्कृतिक रूप से जुड़े होते हैं तो वहीं राजभाषा का सीमित प्रयोग होता है। राजभाषा का प्रयोग अक्सर सरकारी कार्यालयों और सरकारी कार्मिकों द्वारा किया जाता है। कुछ देशों, जैसे ब्रिटेन की इंग्लिश, जर्मनी की जर्मन और पाकिस्तान की उर्दू की राष्ट्रभाषा और राजभाषा एक ही हैं। मगर बहुभाषी देशों के साथ यह समस्या है। यहाँ राष्ट्रभाषा और राजभाषा अलग-अलग होती है।

राष्ट्रभाषा किसी देश को एक करने के लिहाज से बेहद महत्वपूर्ण होती है। यही कारण है कि महात्मा गांधी ने वर्ष 1917 में गुजरात के भरुच में हुए गुजरात शैक्षिक सम्मेलन में हिंदी भाषा को राष्ट्रभाषा बनाए जाने की वकालत की थी-“भारतीय भाषाओं में केवल हिंदी ही एक ऐसी भाषा है जिसे राष्ट्रभाषा के रूप में अपनाया जा सकता है क्योंकि यह अधिकांश भारतीयों द्वारा बोली जाती है; यह समस्त भारत में आर्थिक, धार्मिक और राजनीतिक सम्पर्क माध्यम के रूप में प्रयोग के लिए सक्षम है तथा इसे सारे देश के लिए सीखना आवश्यक है।”

आज़ादी के बाद हिन्दी और अंग्रेज़ी को राजभाषा के रूप में स्वीकार किया गया। शुरुआत में यह प्रावधान 15 वर्षों के लिए ही किया गया था। संसद को यह शक्ति दी गई थी कि अगर वह चाहे तो देश की ज़रूरत को मद्देनज़र रखते हुए अंग्रेज़ी भाषा के प्रयोग की अवधि को बढ़ा सकती है। वर्ष 1963 में राजभाषा अधिनियम पारित किया गया। वर्ष 1967 में इसे संशोधित किया गया। सरकार ने सभी पक्षों की माँग को ध्यान में रखते हुए त्रिभाषा फार्मूला बनाया। इसके अंतर्गत पहली भाषा मातृभाषा होगी जिसमें प्रारंभिक शिक्षा दी जाएगी। दूसरी भाषा गैर हिन्दी भाषियों के लिए हिंदी और हिंदी भाषियों के लिए आठवीं अनुसूची में शामिल कोई भी भाषा होगी। तीसरी भाषा अंतर्राष्ट्रीय भाषा यानी अंग्रेज़ी होगी ताकि शिक्षित भारतीय शेष विश्व से भी आसानी से जुड़ सकें।

इसी कड़ी को आगे बढ़ाते हुए सन् 1976 में राजभाषा अधिनियम लाया गया और इसके अंतर्गत राजभाषा विभाग की स्थापना की गई। यह विभाग ही हिंदी के प्रचार-प्रसार से संबंधित विभिन्न समारोहों जैसे हिंदी दिवस, हिंदी पखवाड़ा और हिंदी सप्ताह का आयोजन करता है। इसी के तत्वाधान में 10 जनवरी को विश्व हिंदी दिवस भी मनाया जाता है।

अगर हिंदी भाषा की संवैधानिक स्थिति की बात की जाए तो यह राजभाषा के रूप में संविधान के भाग 5, भाग 6, भाग 17 में समाविष्ट है। भाग 17 में राजभाषा शीर्षक के अंतर्गत 4 अध्याय है। इसमें संघ शासन, प्रादेशिक शासन, उच्चतम और उच्च न्यायालयों में इस्तेमाल की जाने वाली भाषा के संबंध में विशेष निर्देश दिए गए हैं। भाग 5 के अनुच्छेद 120 में बताया गया है कि संसदीय कामकाज की भाषा हिंदी और अंग्रेज़ी होगी। यदि किन्हीं सदस्यों को इन्हें बोलने में परेशानी आती है तो वो अध्यक्ष की अनुमति लेकर अपनी भाषा में बात कह सकते हैं। भाग 6 के अंतर्गत अनुच्छेद 210 में राज्य विधानमंडल के लिए भी ऐसे प्रावधान हैं।



अगर हिंदी भाषा की वैश्विक स्थिति की बात की जाए तो यह विश्व के 150 से अधिक देशों में फैले दो करोड़ भारतीयों द्वारा बोली जाती है। इसके अलावा 40 देशों के 600 से अधिक विश्वविद्यालयों और स्कूलों में हिंदी पढ़ाई जाती है। एक सर्वेक्षण के मुताबिक विश्व की सबसे अधिक बोली जाने वाली भाषा मंदारिन है तो दूसरा स्थान हिंदी भाषा का है। इसके अलावा हिन्दी भारत और फिजी की राजभाषा है। ब्रिटिश भारत काल के दौरान बहुत से श्रमिकों को भारत से बाहर ले जाया गया था। इनमें से अधिकांश देशों में हिंदी भाषा आज एक क्षेत्रीय भाषा है; ये देश है- मॉरीशस, सूरीनाम, त्रिनिनाद, गुयाना आदि। हिन्दी के महत्व को रेखांकित करते हुए मॉरीशस में विश्व हिंदी सचिवालय की स्थापना की गई है। हालांकि हिंदी को अभी भी संयुक्त राष्ट्र की आधिकारिक भाषा का दर्जा नहीं मिल सका है।

अगर हिंदी भाषा की एक भाषा के तौर पर सामयिक स्थिति का विश्लेषण किया जाए तो इसके समक्ष अनेक चुनौतियाँ हैं। सबसे बड़ी चुनौती तो इसे 'राष्ट्रभाषा की स्वीकार्यता' का न मिल पाना है। इसके अलावा एक उच्च शिक्षित अभिजात्य वर्ग ऐसा भी है जो हिंदी बोलने में शर्म और हिचकिचाहट महसूस करता है। हिंदी भारत की सार्वभौमिक संवाद भाषा भी नहीं है। वर्ष 2011 की जनगणना के अनुसार भारत की 41 फ़ीसदी आबादी की ही मातृभाषा हिंदी है। इसके अलावा लगभग 75 प्रतिशत भारतीयों की दूसरी भाषा हिंदी है जो इसे बोल और समझ सकते हैं।

हिंदी भाषा के सामने एक प्रमुख चुनौती यह है कि यह अब तक रोज़गार की भाषा नहीं बन पाई है। आज तमाम मल्टीनेशनल कंपनियों के दैनिक कामकाज से लेकर कार्य संचालन की भाषा अंग्रेज़ी है। इसके अलावा तमाम क्षेत्रीय राजनीतिक और सामाजिक संगठन भी अपने निहित स्वार्थों के लिए हिंदी का विरोध करते हैं। अभी भी भारत में उच्च शिक्षा और तकनीकी शिक्षा का माध्यम ज्यादातर अंग्रेज़ी ही रहता है। हिंदी भाषा की हालत आज ऐसी है कि इसके संबंध में जागरूकता सृजन के लिए विभिन्न सेमिनारों, समारोहों और कार्यक्रमों का सहारा लेना पड़ता है।

हालांकि इंटरनेट के बढ़ते इस्तेमाल ने हिंदी भाषा के भविष्य के संबंध में भी नई राहें दिखाई हैं। गूगल के अनुसार भारत में अंग्रेज़ी भाषा में जहाँ विषयवस्तु निर्माण की रफ़्तार 19 फ़ीसदी है, वहीं हिंदी के लिए ये आंकड़ा 94 प्रतिशत है। इसलिए हिंदी को नई सूचना-प्रौद्योगिकी की जरूरतों के मुताबिक ढाला जाए तो ये इस भाषा के विकास में बेहद उपयोगी सिद्ध हो सकता है। इसके लिए सरकारी और गैर सरकारी संगठनों के स्तर पर तो प्रयास किए ही जाने चाहिए, निजी स्तर पर भी लोगों को इसे खूब प्रोत्साहित किया जाना चाहिए। इसके अतिरिक्त हिंदी भाषियों को भी गैर हिंदी भाषियों को खुले दिल से स्वीकार करना होगा। उनकी भाषा-संस्कृति को समझना होगा तभी वो हिंदी को खुले मन से स्वीकार करने को तैयार होंगे।

-अजय पाराशर,  
निदेशक (सूचना एवं जन संपर्क)

## पूर्वोत्तर परिषद् में उत्साह के साथ मनाया गया हिंदी पखवाड़ा

उत्तर पूर्वी परिषद् सचिवालय, शिलांग में हर वर्ष की भांति इस साल भी 18 सितंबर से 30 सितंबर की अवधि के दौरान हिंदी दिवस और हिन्दी पखवाड़ा गरिमायम माहौल में बेहद उत्साह एवं सुरुचिपूर्ण ढंग से आयोजित किए गए।

हिंदी दिवस समारोह के शुभारंभ अवसर पर आयोजित समारोह में निदेशक (मूल्यांकन तथा निरीक्षण) एवं कार्यकारी राजभाषा अधिकारी श्री एन.जी. यीरामाई ने बतौर मुख्य अतिथि अपने सम्बोधन में सभी उपस्थित अधिकारियों एवं कर्मियों से अपने रोज़मर्रा के जीवन में अधिक से अधिक हिन्दी भाषा के प्रयोग का आग्रह किया। उन्होंने कहा कि हिन्दी हमारे देश की राजभाषा है और इसे आमजन की भाषा बनाने के लिए सभी भेदभावों से ऊपर उठ कर हमें संयुक्त प्रयास करने चाहिए। उन्होंने हिन्दी की बढ़ती लोकप्रियता को इंगित करते हुए कहा कि आज इंटरनेट पर हिन्दी एक प्रमुख भाषा के रूप में स्थापित हो रही है।



हिन्दी पखवाड़ा के शुभारंभ समारोह में प्रतिभागियों को सम्बोधित करते हुए सं.नि. एन.जी. यीरामाया



हिन्दी पखवाड़ा के दौरान आयोजित एक प्रतियोगिता में भाग लेते हुए एनईसी कर्मी



हिन्दी पखवाड़ा के शुभारंभ समारोह के दौरान प्रतिभागी



हिन्दी पखवाड़ा के दौरान आयोजित विभिन्न प्रतियोगिताओं में भाग लेते हुए एनईसी कर्मी



उन्होंने कहा कि हमारे देश की राजभाषा हिन्दी एकता, भावना और प्रेम की भाषा है। हिन्दी ने सभी जन आंदोलनों, विशेषकर स्वतन्त्रता आन्दोलन में महत्वपूर्ण भूमिका निभाई है। भाषा किसी भी देश की विभिन्न परिस्थितियों जैसे धार्मिक, सामाजिक, सांस्कृतिक तथा दार्शनिक परिस्थितियों को जानने का सशक्त माध्यम होती है। भारत में हिन्दी समस्त जनमानस की संवेदनाओं को प्रकट करने का सरल माध्यम है। देश में हर साल 14 सितंबर को हिंदी दिवस मनाया जाता है।



हिन्दी पखवाड़ा के दौरान आयोजित हिन्दी संगीत प्रतियोगिता के निणायक मंडल के सदस्य



हिन्दी पखवाड़ा के दौरान आयोजित हिन्दी संगीत प्रतियोगिता में भाग लेती एक एनईसी कर्मी



हिन्दी पखवाड़ा के दौरान आयोजित हिन्दी संगीत प्रतियोगिता में भाग लेते एक एनईसी कर्मी



हिन्दी पखवाड़ा के दौरान आयोजित भाषण प्रतियोगिता में भाग लेते हुए एक एनईसी कर्मी

हिन्दी पखवाड़ा के समापन समारोह में बतौर मुख्य अतिथि अपने संबोधन में योजना सलाहकार के श्री सोम कामई ने हिंदी के महत्व एवं प्रसार पर प्रकाश डालते हुए सभी अधिक से अधिक बोलचाल तथा राजकीय कार्यों में हिंदी के प्रयोग पर बल दिया। उन्होंने कहा कि भाषा वह माध्यम है, जिसके द्वारा मनुष्य बोलकर, सुनकर, लिखकर और पढ़कर अपने मन के भावों या विचारों का आदान-प्रदान करता है। दूसरे शब्दों में कहा जाए तो भाषा वह साधन है जिसके द्वारा हम अपने भावों को लिखित अथवा कथित रूप से दूसरों को समझा सकते हैं और दूसरों के भावों को समझ सकते हैं। सार्थक शब्दों के समूह या संकेत को हम भाषा कहते हैं।

श्री सोम कामई ने हिन्दी दिवस के इतिहास पर प्रकाश डालते हुए कहा कि प्रश्न उठता है कि हम हर साल 14 सितंबर को ही हिंदी दिवस क्यों मनाते हैं? उन्होंने बताया कि वास्तव में इसी दिन संविधान सभा ने वर्ष 1949 में हिंदी को राजभाषा के रूप में अपनाया था। सन् 1953 में राष्ट्रभाषा प्रचार समिति वर्धा ने हर साल 14 सितंबर को हिंदी दिवस के रूप में मनाए जाने का प्रस्ताव दिया। तब से ये दिन हिंदी दिवस के रूप में मनाया जाता है।



हिन्दी पखवाड़ा के दौरान आयोजित एक प्रतियोगिता में भाग लेते हुए एक प्रतिभागी



हिन्दी पखवाड़ा के दौरान आयोजित एक प्रतियोगिता की प्रतिभागी अर्पिता दत्ता



हिन्दी कार्यशाला में सम्मिलित प्रतिभागी



हिन्दी पखवाड़ा के दौरान आयोजित कार्यशाला को सम्बोधित करते हुए सूचना और जन सम्पर्क निदेशक और राजभाषा अधिकारी अजय पाराशर



हिन्दी पखवाड़ा के दौरान आयोजित एक कार्यक्रम में प्रतिभागियों के साथ हिन्दी अधिकारी अशोक ठाकुर



हिंदी समापन समारोह में निदेशक (सूचना एवं जन सम्पर्क) तथा राजभाषा अधिकारी श्री अजय पाराशर ने विभिन्न प्रतिभागियों के विजेताओं का स्वागत करते हुए उन्हें सफल हिंदी दिवस तथा हिन्दी पखवाड़ा के आयोजन पर बधाई एवं शुभकामनाएं दी।

उन्होंने उम्मीद व्यक्त की कि सभी उपस्थित कर्मी और अधिकारी अपने जीवन में हिंदी का अधिकाधिक प्रयोग करते हुए अपने विचारों को उन्नत करने के साथ देश की एकता और अखण्डता को सुदृढ़ करने का प्रयास करेंगे।

हिंदी पखवाड़ा के समापन समारोह में आयोजित सांस्कृतिक कार्यक्रम में हिंदी गीतों पर नृत्य प्रस्तुत किए गए।

हिन्दी पखवाड़ा के दौरान आयोजित विभिन्न प्रतियोगिताओं का आयोजन किया गया। इन प्रतियोगिताओं में अहिंदी भाषी तथा हिंदी भाषी कर्मियों और अधिकारियों ने बढ़-चढ़ कर भाग लिया। इन प्रतियोगिताओं में हिंदी अंताक्षरी, हिंदी भाषण, हिंदी सामान्य ज्ञान, हिंदी निबंध, हिंदी टिप्पण एवं प्रारूपण प्रतियोगिताएं शामिल हैं। बागवानी सलाहकार मंगसताबम डबोयमा तथा निदेशक (सूचना एवं जन सम्पर्क) तथा राजभाषा अधिकारी श्री अजय पाराशर ने विभिन्न प्रतिभागियों के विजेताओं को प्रशस्ति-पत्र तथा नक़द ईनाम देकर सम्मानित किया।

इस अवसर पर अन्यो के अतिरिक्त अवर सचिव कुमारी श्रुतिमाला राजबोंगशी तथा अन्य अधिकारियों ने भाग लिया।

विभिन्न प्रतियोगिताओं के विजेताओं के नाम इस प्रकार है :



हिन्दी पखवाड़ा के समापन समारोह में बागवानी सलाहकार मंगसताबम डबोयमा को सम्मानित करते हुए सूचना और जन सम्पर्क निदेशक और राजभाषा अधिकारी अजय पाराशर



हिन्दी पखवाड़ा के समापन समारोह में सम्बोधित करते हुए योजना सलाहकार सोम कामई



हिन्दी पखवाड़ा के समापन समारोह में विजेताओं को सम्मानित करते हुए योजना सलाहकार सोम कामई



हिन्दी पखवाड़ा के समापन समारोह में विजेताओं को सम्मानित करते हुए बागवानी सलाहकार मंगसताबम डबोयमा



हिन्दी पखवाड़ा के समापन समारोह के प्रतिभागी

1. हिंदी अंत्याक्षरी प्रतियोगिता की दोनों प्रतिभागी टीमों को विजेता घोषित किया गया।
2. हिंदी डिक्टेशन प्रतियोगिता (अहिंदी भाषी) : (1) श्री चंदन जेना : प्रथम, (2) श्री एन कृष्ण सिंह : द्वितीय, और (3) श्री डब्लू डबोनावि सिंह : तृतीय, श्रीमति अनामिका लामा, मिस आरती खारमुजात तथा बेकिर ताशी।
3. हिंदी आशुभाषण प्रतियोगिता : (अहिंदी भाषी) : (1) श्री प्रशांत सोहतुन : प्रथम, (2) श्री राणा वर्मा : द्वितीय, और (3) मिस बिनता विश्वास : तृतीय। (हिंदी भाषी) : (1) श्री सुधांशु कुमार : प्रथम, (2) श्री चंदन कु. पंडित : द्वितीय, और (3) श्री आर्यन सिंह : तृतीय।
4. हिंदी सामान्य ज्ञान प्रतियोगिता : (हिंदी भाषी) : (1) श्री आर्यन सिंह : प्रथम, (2) श्री मनीष सिंह तथा श्री पुनित चिकारा – द्वितीय और (3) श्री अजय कुमार।
5. हिंदी टाइपिंग प्रतियोगिता : श्री रजनीश कुमार सिंह : प्रथम, (2) श्री अजय कुमार : द्वितीय और (3) श्री सुधांशु कुमार : तृतीय।
6. हिंदी निबंध प्रतियोगिता : (हिंदी भाषी) : (1) श्री एजाज़ अहमद – प्रथम, (2) श्री उदय कुमार : द्वितीय, और (3) श्री मति पूजा कुमारी तथा श्री आकाश यादव – तृतीय। (अहिंदी भाषी) : (1) मिस पी पाउमई : प्रथम, (2) श्री रवि कुमार : द्वितीय, (3) मिस अनिशा वालंग, श्रीमति संगीता देवी तथा श्रीमति रिवा लिंदोह : तृतीय।
7. हिंदी टिप्पण एवं प्रारूपण प्रतियोगिता : हिंदी भाषी : (1) मिस योगिता : प्रथम, (2) श्री अरुण कुमार दिवेदी- द्वितीय और (3) श्री वीर बहादुर राम : तृतीय। (अहिंदीभाषी) : (1) श्रीमति नियांगजात : प्रथम, (2) श्रीमति बेकिर ताशी : द्वितीय, और (3) श्री चंदन जेना – तृतीय।
8. हिंदी संगीत – (1) मिस नेहा कुशवाहा : प्रथम (2) मिस नेहा लिंदोह : द्वितीय (3) श्री बेगजोंगवादी : तृतीय।
9. सांत्वना पुरस्कार : 12 प्रतिभागी।



## NEC Enthusiastically Observes Swachhata Hi Seva Campaign 2024

The Swachhata Hi Seva Campaign 2024 was observed at the NEC Secretariat in Shillong from September 14 to October 1, 2024. The campaign began with the administration of the Swachhata Pledge on September 17, 2024, led by Shri Som Kamei, Planning Adviser, NEC. All officers and staff of NEC participated in the pledge-taking ceremony.

To enhance awareness of cleanliness, the NEC Secretariat displayed banners featuring swachhata-related messages on September 17, 2024.



Financial Advisor Thanglemlian administering the oath for the Swachhata Hi Seva Campaign 2024 to NEC staff.



NEC officials during the oath-taking ceremony for the Swachhata Hi Seva Campaign 2024.



NEC staff posing for a group photograph after the oath-taking ceremony.



NEC officials participating in the plantation drive

In alignment with the three pillars (i) Swachhata Ki Bhagidari, (ii) Sampurna Swachhata through Shramdaan, including Swachhata Lakshit Ekayi and (iii) Safai Mitra Suraksha Shivirs of the Swachhata Hi Seva Campaign 2024, a series of activities were organized by the NEC Secretariat, Shillong.

### (i) Swachhata Ki Bhagidari

A variety of activities promoting public participation were conducted under this theme:

- A significant Plantation Drive was held on September 18, 2024, aimed at increasing plant cover and improving air quality around the NEC Secretariat Complex in Nongrim Hills, Shillong. This event, themed “Ek Ped Maa Ke Naam,” was organized in collaboration with the Dorbar Shnong, Nongrim Hills, and saw enthusiastic participation from NEC officers, staff, and local residents.
- To inspire a collective commitment to cleanliness and environmental responsibility, a Walkathon-cum-Swachhata Rally was organized on September 20, 2024. This event engaged NEC officers, staff, and their families.
- Various competitions were held during the campaign, including a Poster-making Competition on September 23, 2024, themed “Swabhav Swachhata, Sanskar Swachhata.” Additionally, a Waste-To-Art Design Competition took place on the same day, encouraging participants to create innovative art from recycled materials, promoting the Reduce-Reuse-Recycle tenet. These competitions witnessed active participation from NEC officers and staff, with judges selecting the top three winners. Further details are provided in the annexures.



SE M. Kalita planting a tree during the 'Ek Ped Maa Ke Naam' campaign.



NEC staff participating in a Walkathon-cum-Swachhata Rally in Shillong.



NEC staff posing for a group photograph during the Walkathon-cum-Swachhata Rally in Shillong.



## (ii) Sampoorna Swachhata through Shramdaan, including Swachhata Lakshit Ekayi

In this category, a Swachhata Lakshit Ekayi (Cleanliness Target Unit) was identified, and a major cleanliness drive was conducted on September 28, 2024. This initiative aimed to clear accumulated garbage from neglected areas, enhancing both health and aesthetics. The drive was organized in collaboration with the Dorbar Shnong, Golf Link, Shillong, and involved NEC officers, staff, and local residents. A substantial amount of plastic and organic waste was cleared with assistance from the local sanitary body.



NEC officials busy during the poster-making competition.



NEC officials participating in the poster-making competition.



Director (Adm.) M. Gangte & Under Secretary Shrutimala Rajbongshi examining a penstand made by a participant during the Waste to Art Design Competition.



NEC staff engaged in cleanliness efforts during the Transformation of Difficult and Dirty Spots (Swachhata Lakshit Ekayi).

## (iii) Safai Mitra Suraksha Shivirs

To promote the health of sanitary workers at NEC and local sanitation staff, a health camp was organized on September 27, 2024, in collaboration with the Director of Health Services, Health and Family Welfare Department, Government of Meghalaya. The event was well-attended by the target groups and NEC's permanent staff.

In recognition of their invaluable contributions, sanitation workers were honored by NEC as 'Sanitary Warriors' for their dedication to maintaining a clean workspace.

A prize-distribution ceremony was held on October 1, 2024, to award the winners of various competitions during the campaign. The top three winners in each competition received certificates and cash prizes, marking the conclusion of the major activities for the campaign. Officers and staff also committed to continuing swachhata-related initiatives.

Furthermore, on October 2, 2024, a large shramdaan campaign was conducted, with officers and staff cleaning areas within and around the NEC Secretariat complex. This event, organized in collaboration with the Dorbar Shnong, Nongrim Hills, saw active participation from local residents. Activities included cleaning clogged drains, uprooting weeds, and properly segregating waste before disposal.



NEC officials involved in the Transformation of Difficult and Dirty Spots (Swachhata Lakshit Ekayi).



NEC officials with bags of trash collected during the Transformation of Difficult and Dirty Spots.



NEC officials posing for a group photograph after the Transformation of Difficult and Dirty Spots.



A view of the Health Camp for sanitation workers and outsourced staff of NEC, including the felicitation of sanitation workers.



NEC officers and doctors at the Health Camp organized for sanitation workers and outsourced staff of NEC.



## Spotlight on the North East Entrepreneurship Development Programme (NEEDP)

The North East Entrepreneurship Development Programme (NEEDP), initiated by the Indian Institute of Management Calcutta Innovation Park (IIMCIP), is making significant strides in fostering entrepreneurship across the eight states of Northeast India. Launched on September 2, 2022, and was set to conclude at the end of 2023, the program had an approved budget of ₹14.90 crore and aimed to empower local entrepreneurs through a structured incubation approach.

### Empowering Entrepreneurs: The Selection Process

The program kicked off with the North East Entrepreneurship Challenge, designed to select promising enterprises from all eight North Eastern states. Through a transparent and systematic selection process, 270 entrepreneurs were identified and are currently undergoing incubation. This unique initiative aims to equip these entrepreneurs with essential skills and knowledge for their business journeys.



Participants during a session, "Funding Opportunities in North East India"



A view of panel discussion on "How to build a successful startup"



A group photograph of the participants in one of the training programmes.



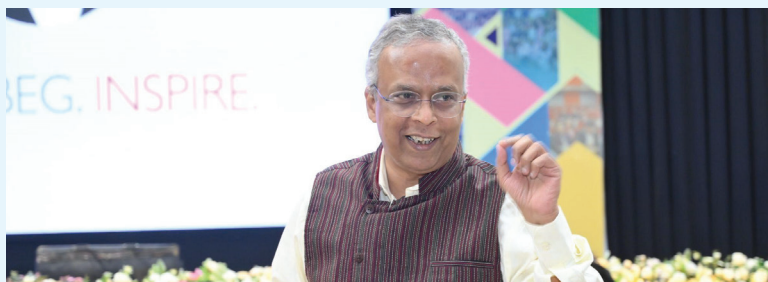
Former Director (I&T), NEC Ms. R. Lalrodingi interacts with the participants during a Workshop on Business Viability Framework and Construction of Business Model Canvas



Participants pose for a photograph during North East Entrepreneurship Development Programme.

### Tailored Mentorship and Training

During the incubation phase, participants benefit from comprehensive training sessions covering key business areas such as product development, marketing, operations management, finance, and fundraising. Each entrepreneur is paired with a mentor—an expert from their specific domain—drawing from a vast pool of professionals, including founders, C-suite executives, investors, and academicians. This one-on-one mentorship approach is crucial for guiding entrepreneurs through the complexities of building and scaling their businesses.



One of the resource persons interacting with the participants during a session



Ms. Sherry Lalhangzo, Economic Adviser, interacts with one of the entrepreneurs during the North East Entrepreneurs Development Programme.



One of the resource persons during an interaction programme with one of the entrepreneurs



## Growing Impact and Success Stories

The NEEDP program has witnessed positive outcomes. Key highlights include

**Extensive Outreach:** The program has reached over 1.8 million individuals through social media, generating significant interest with over 2,200 applications received.

**Diverse Partner Network:** A robust network of partners has been established, involving various organizations and institutions in the Northeast, fostering collaboration and support.

**Cohort Formation:** For the first time, a large Pan Northeast cohort of 270 enterprises has been formed, facilitating a sense of community and shared learning.

**Funding Success:** Rapid funding has been secured for a substantial number of entrepreneurs in a remarkably short time.

**Networking Opportunities:** The program has successfully cultivated collaboration among the cohort, enhancing their collective potential.

**Innovative IT Tools:** IIMCIP has utilized proprietary IT tools, including an application collection portal and a knowledge management platform, to streamline operations and support entrepreneurs.

**State Support:** All eight state governments have shown robust support for startup initiatives, aligning with the program's objectives

**Engaging Events:** 8 boot camps, 1 entrepreneur's summit and 2 exhibitions have been organized, attracting over 2,500 attendees and providing invaluable networking opportunities.

**Mentor Network:** A strong network of over 55 mentors has been forged, featuring leading experts from various sectors.

**Revenue Growth:** 101 enterprises witnessed more than 50% revenue growth in FY23-24 as compared to FY22-23 and 27 enterprises have started to generate their first revenues under the program's support.

## Looking Ahead

The NEEDP program is more than just an initiative; it's a movement towards building a vibrant entrepreneurial ecosystem in Northeast India. By providing training, mentorship, and a collaborative network, the program is paving the way for a new generation of entrepreneurs ready to thrive in the competitive business landscape.

As the final phase of the program unfolds, the positive momentum and success stories emerging from the NEEDP serve as a testament to the potential of the region's entrepreneurs, fueling hope for a robust economic future.



One of the resource persons during an interaction programme with one of the entrepreneurs



Former Secretary K. Moses Chalai, NEC, inaugurates the program by lighting a ceremonial lamp.



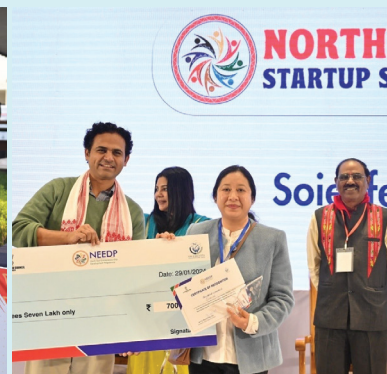
Former Secretary K. Moses Chalai, NEC, and Planning Adviser Som Kamei are engaged in purchasing items from an entrepreneur during the NEED Programme.



Former Secretary K. Moses Chalai, NEC, visits the stalls of various entrepreneurs during the NEED Programme.



A Divyang entrepreneurs during the North East Startup Summit



One of the entrepreneurs is presented with a cheque during the North East Startup Summit.



A group photograph of the participants and entrepreneurs during a NEED Programme at IIMCIP, Calcutta.





An IPR Project: The Don Bosco Community Information Centre Museum in Shillong, Meghalaya



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