

## **Guidelines for selecting proposals under head for Promotion of North Eastern Region [para 2.6 (viii) of NEC General Guidelines 2020]**

### **1. Proposals eligible for funding:**

Proposals that promote the comparative strengths 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** identified 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.

### **3. Eligibility norms**

- i. Ministries of GoI
- ii. PSUs of MDoNER
- iii. Central universities and colleges there-under (as listed in MoHRD)
- iv. NE State universities / deemed universities (as listed in MoHRD)
- v. Government Institutions of National importance (e.g. IITs/IIMs/BARC).
- vi. 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

### **4 Submission of proposals**

- (i) Proposals will be submitted in prescribed format (ANNEXURES I, II & III).
- (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).

## **5. Administration of Promotion Activities**

**5.1** All proposals shall be examined by the concerned division before they are placed before the Screening Committee. The Screening Committee shall have the following members:

i)	Planning Adviser	Chairman
ii)	Economic Adviser (E&M)	Member
iii)	Representative of Financial Adviser	Member
iv)	All Sectoral Heads in the NEC	Members
v)	Director (IPR) NEC	Member Secretary

Representative(s) of the organizations that seek financial assistance or are concerned with the subject may be invited to these meetings.

**5.2** The Committee shall decide the quantum of financial assistance, timing and duration of the programme and other parameters concerning the proposal and recommend accordingly for sanction. No sanction shall issue without the recommendation of the Committee.

**5.3** For clearer scrutiny and vetting of proposals, the following steps will be kept, in view:

- i. The Organisation should follow the General Financial Rule 2017 and its subsequent amendments/instructions/orders etc. issued time to time by the Government of India while disbursement of funds released as Grants-in-Aid.
- ii. TA/DA Accommodation for non-officials (artisans/farmers) participating in events at our invitation: Ordinarily, the lowest class entitled for Central Government employees (for farmers/artisans). However, for Shilp Gurus or any persons who have been awarded/recognized for their works and extraordinary circumstances/exceptions prior permission from competent authority will be obtained on case to case basis.
- iii. Local Conveyance: FR /SR of GOI will be applicable. For group participants, bus / van will be hired. Approval of competent authority may be sought with justification for exceptions if any.
- iv. Stalls / exhibition space: Rent shall be paid at not more than ITPO rates (i.e. ITPO basic space rates). Approval of competent authority may be sought with justification for exceptions if any.
- v. All Bills/Vouchers should be GST paid.
- vi. The concerned authorised and registered CA must certify (countersigned by the HoD) that the A&P Guidelines have been

followed. Consolidated and duly certified/stamped bill statements only need to be attached and not each and every bill in original. However, Ministry / NEC may asked for original bills in special circumstances.

vii. All payments will be paid through EAT Module of PFMS.

#### **5.4 Release of Advertisements/ Campaigns etc.**

- i. Release of advertisements in print/electronic media and other media related issues would be governed by the provisions of the extant rules, issued by Directorate of Advocacy and Visual Publicity, Ministry of Information & Broadcasting, Government of India and in no case should be contravened.
- ii. An outcome report specifying the targets of the project / programme and achievements in financial and physical prospective should be submitted after each event.

**5.5** Projects recommended by the Committee shall be put up for concurrence of Financial Adviser before obtaining the approval of the Secretary NEC.

#### **6.Financial Parameters**

6.1 Ceilings of financial assistance: The amount of financial assistance for various programmes would be normally as under:

<b>Sl. No</b>	<b>Programme</b>	<b>Financial Ceiling</b>
1.	Workshop	Rs 10 lakh
2.	Business Summit/ Road shows	
3.	Convention	
4.	Seminar/ Symposium	
5.	Evaluations/ Impact Studies/ Assessments/ Other Advocacy related works relevant to NER	Rs 20 lakh

6.2 In the case of theme based Media Campaigns (e.g. Swachhta Abhiyan, etc.), release of funds would be subject to the Terms and Conditions of the specific campaign, subject to DAVP Guidelines.

6.3. Release of second and subsequent installments shall depend upon review of the progress/ acceptable quality of the project by the concerned division.

**[http://necouncil.gov.in/sites/default/files/NEC%20General%20Guidelines\\_2020.pdf](http://necouncil.gov.in/sites/default/files/NEC%20General%20Guidelines_2020.pdf)**