



Destination North East Festival

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Why in News

The **Ministry of Development of North-East Region (DoNER)** has launched the logo and song for festival “**Destination North East-2020**”.

Key Points

- **About the Festival:**

- **Aim:** To bring the rest of India closer to **North East (NE)** India.
- **Four-Day Event:** It holds a special presentation of art and craft, textiles, ethnic products, tourism promotion etc. of the eight northeastern states.
- **Organisations Involved:**
 - **Ministry of Development of North-East Region:** It is responsible for the matters relating to the planning, execution and monitoring of development schemes and projects in the NE Region.
 - **North Eastern Council (NEC):** It is the **nodal agency** for the economic and social development of the NE Region which consists of the **eight States** of **Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim** and **Tripura**. It was **constituted in 1971 by an Act of Parliament**.
 - **NERCORMP: North Eastern Region Community Resource Management Project (NERCORMP)** is a livelihood and rural development project aimed to **transform the lives of the poor and marginalized tribal families** in NE India. It is a **joint developmental initiative** of the NEC, Ministry of DoNER and **International Fund for Agricultural Development (IFAD)**.

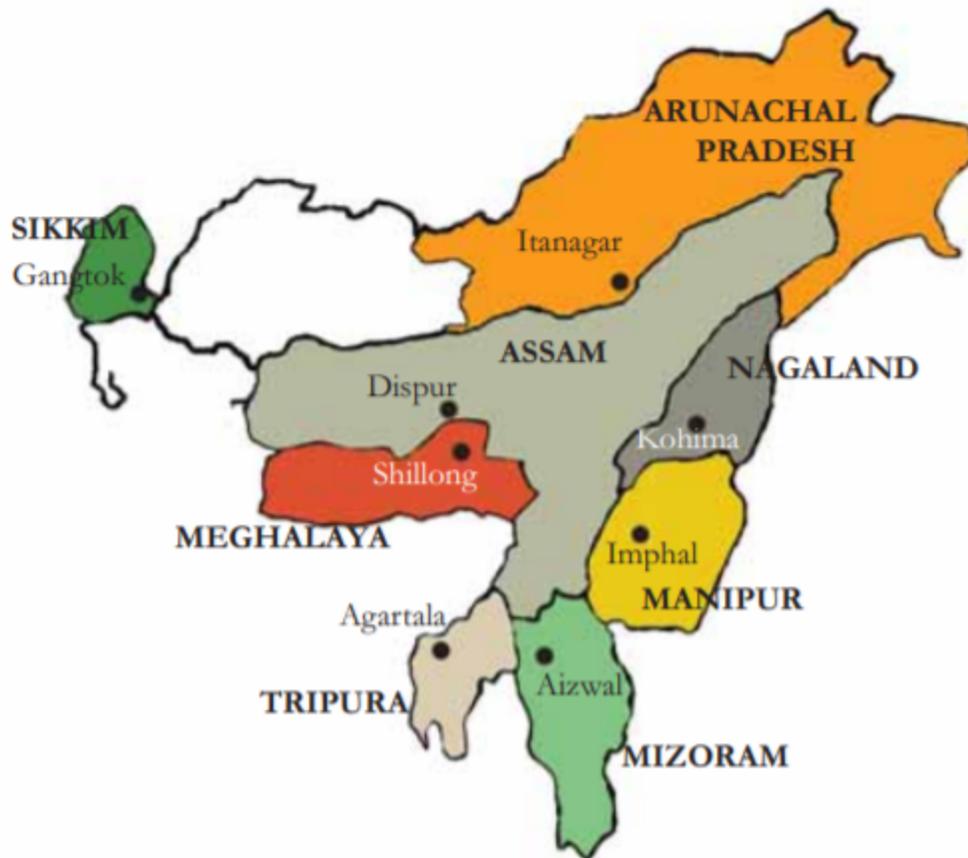
IFAD is an **international financial institution** and a **specialized agency of the United Nations** dedicated to eradicating poverty and hunger in rural areas of developing countries. It is **headquartered in Rome, Italy**.

- **2020 Focus:** The Emerging Delightful Destinations.

- **2020 Venue:** Virtually from 27th to 30th September 2020.

The previous editions of the festival were held in Varanasi, Delhi and Chandigarh.

Importance of NE Region



- **Strategic Location:** The NER is strategically located with access to the traditional domestic market of eastern India, along with proximity to the major states in the east and adjacent countries such as Bangladesh and Myanmar.
- **Links with Southeast Asia:** With **ASEAN engagement** becoming a central pillar of India's foreign policy direction, NE states play an important role as the physical bridge between India and Southeast Asia.
- **Significant for India's Act East Policy:** The **Act East Policy** places the northeastern states on the territorial frontier of India's eastward engagement.
- **Economic Significance:** The NER has immense natural resources, accounting for around 34% of the country's water resources and almost 40% of India's hydropower potential.

Sikkim is India's first **organic state**.

- **Tourism Potential:** Northeast of India is home to many wildlife sanctuaries like **Kaziranga National Park** famous for the **one horned rhinoceros**, Manas National Park, Nameri, Orang, Dibru Saikhowa in Assam, Namdhapha in Arunachal Pradesh, Balpakram in Meghalaya, Keibul Lamjao in Manipur, Intanki in Nagaland, Khangchendzonga in Sikkim.
- **Cultural Significance:** Tribes in NER have their own culture. Popular festivals include **Hornbill Festival of Nagaland**, Pang Lhabsol of Sikkim, etc.

Government Initiatives for NE Region

- **North Eastern Region Vision 2020** document provides an overarching framework for the development of the NE Region to bring it at par with other developed regions under which different Ministries, including the Ministry of DoNER have undertaken various initiatives.
- **Digital North East Vision 2022** emphasises leveraging digital technologies to transform lives of people of the north east and enhance the ease of living.
- **Infrastructure Related Initiatives:**
 - Under **Bharatmala Pariyojana (BMP)**, roads stretches aggregating to about 5,301 km in NER have been approved for improvement.
 - The North East has been kept as a **priority area under RCS-UDAN**. **Regional Connectivity Scheme (RCS-UDAN)** has been launched to provide connectivity to unserved and underserved Airports within the country and to promote regional connectivity by making the airfare affordable through Viability Gap Funding (VGF).
- **For Promoting Tourism:** Under **Swadesh Darshan Scheme** of Ministry of Tourism, projects worth Rs.1400.03 crore have been sanctioned for the North East Region in the last five years.
- **Mission Purvodaya:**
 - **Purvodaya** in the **steel sector** is aimed at driving accelerated development of Eastern India through the establishment of an integrated steel hub.
 - It is expected that out of the 300 MT capacity by 2030-31, over 200 MT can come from this region alone, driven by Industry 4.0.
 - The Integrated Steel Hub, encompassing **Odisha, Jharkhand, Chhattisgarh, West Bengal and Northern Andhra Pradesh**, would serve as a torchbearer for socio-economic growth of Eastern India.
- **The National Bamboo Mission** has a special significance for the Northeast.

Source: PIB