

Advertisement and publicity

Keeping in view the peculiar problems of the North East, viz. militancy, infiltration, and perceived feeling of alienation, Ministry of Home Affairs implements a Plan scheme of Advertisement and Publicity in North Eastern States with a view to highlight the activities being undertaken by the Government for peace in the region and also with a view to convey that "Peace pays". Keeping in view these objectives a monthly North East Newsletter highlighting the Government Schemes and other developmental activities in the North East is published by NE Division in English, Assamese, Manipuri and Bengali languages. Under this scheme, various other initiatives are also taken including the visits of youths of NE States to rest of India and vice versa under the aegis of NYKS, journalist visits to NE States, broadcast of radio jingles etc.