

## **ADVERTISEMENT AND PUBLICITY IN NORTH EASTERN REGION**

Keeping in view the peculiar problems of the North East, viz. militancy, infiltration, and perceived feeling of alienation, Ministry of Home Affairs implements a 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". Under this scheme, various initiatives are undertaken including the visits of youths of NE States to rest of India and vice-versa under the aegis of Nehru Yuvak Kendra Sangathan (NYKS), journalist visits to NE States, telecasting of various programmes on Doordarshan and AIR, financial assistance to various organizations for organizing functions on NE themes etc. During the last seven years and current FY, the following expenditure has been made under the scheme –

<b>No.</b>	<b>Years</b>	<b>Expenditure (in crore)</b>
1.	2012-13	6.00
2.	2013-14	2.00
3.	2014-15	3.00
4.	2015-16	2.91
5.	2016-17	1.97
6.	2017-18	2.90
7.	2018-19	2.76
8.	2019-20 (upto 31.12.2019)	2.52

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