

**CENTRALLY SPONSORED SCHEME OF ADVERTISEMENT AND PUBLICITY IN  
NORTH EAST STATES  
An Evaluation Report**

*by*

V.N. Alok  
Saket Bihari

*With inputs from:*

Pradeep Kumar Panda  
Anubhav Gupta  
Vikas Bhardwaj  
Madhulika Jatoliya  
Rohan Jacob

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## **Executive Summary**

The Advertisement and Publicity Scheme in North East (NE) States was introduced in the year 2012-13 under the aegis of the Ministry of Home Affairs (MHA), Government of India (GoI). The objectives of the scheme are to promote peace and counter the perceived feelings of alienation, insurgency, infiltration and militancy in the NE States.

Under this scheme, various initiatives are taken including the visits of youth of NE States to other States and Union Territories and vice versa by the *Nehru Yuva Kendra Sangathan* (NYKS), through journalist visits to NE States, television and radio broadcasts, etc. In addition, Monthly North East Newsletters are published by NE Division of the MHA. The newsletter highlights the Government Schemes and other developmental activities in the NE States in various languages, *i.e.* Assamese, Bengali, English and Manipuri.

The operators and agencies under this scheme aim to conduct various programs in NE States. This intends to help the populace of NE States to connect with the rest of India. Organizations like *Doordarshan* (DD) and All India Radio (AIR) broadcast live programs, episodes and radio jingles spreading information about the country which in turn helps in reducing insurgency/militancy in the areas. The scheme has been designed to help the youth in participating various cultural and youth exchange programs with an objective to reduce the feeling of alienation in the NE. This helps in harbouring peace, tolerance among communities. These objectives help in enhancing the knowledge base about different cultures of India. The role of information, education and communication (IEC) enhances the accessibility for individuals to various resources. Under this scheme, various skill development programs and vocational courses training are also conducted.

The approach adopted for the evaluation study has been positivist. The study, with the analytical frame of reference, has taken into account mixed approaches to suitably take the feedback of stakeholders. In the process, both quantitative and qualitative information have been garnered. The study has relied upon both primary and secondary data. The secondary information includes budget estimates, revised estimates, and actuals from the MHA, GoI site. The documents of the MHA, website review, and standing finance committee (SFC) on this scheme have also been used. Further, the scheme has wide scope hence covers whole populace of the region. Therefore, the field study team of IIPA collected responses of the beneficiaries through field visits at several places in the NE States and NCR of Delhi. The implementing agencies of the scheme provided the list of beneficiaries.

Against the backdrop, the objectives of the evaluation study are:

1. To examine the structure and efficiency of ‘Advertisement and Publicity Scheme’ in North East States,
2. To assess the performance of ‘Advertisement and Publicity Scheme’ in North East States,
3. To identify the key bottlenecks and challenges faced during implementation of ‘Advertisement and Publicity Scheme’ in North East States,
4. To identify shortcoming(s) in the design of existing scheme of ‘Advertisement and Publicity’ in North East States,
5. To find out as to what extent the ‘Advertisement and Publicity Scheme’ in North East States has highlighted the activities being undertaken by the Government,
6. To recommend necessary restructuring to be carried out in the scheme to achieve desired objectives.

The IIPA study team has found after a detailed study that the implementation of the scheme on ‘Advertisement and Publicity in NE States’ is falling short of meeting desired objectives. Awareness about the scheme is hardly found among the state governments and public in the field. Thus, the scheme has largely been ineffective in the promotion of peace and harmony, its overarching objectives. **As such, the IIPA study team recommends that MHA may consider discontinuing the scheme from its ambit. However, the Ministry of Information and Broadcasting may consider the contour of this scheme in its broad framework.**