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**PROMOTIONAL AND DEVELOPMENT ACTIVITIES BY**  
**SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA**  
**(SIDBI) IN NORTH EASTERN REGION**

**SIDBI's Financial Assistance in the NER**

SIDBI's sanction and disbursement in the seven states of North Eastern Region (NER) viz. Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura including Sikkim during the period 1990-2003 aggregated to Rs. 376 crore and Rs. 319 crore respectively.

**SIDBI's Developmental support in the NER**

SIDBI, as a development bank, has laid due emphasis right from the beginning on developmental activities. Some of the major developmental programmes initiated by SIDBI in NER are as under:

**Rural Industries Programme (RIP)**

In Assam, RIP is being implemented through Indian Institute of Entrepreneurship, Guwahati in the districts of Nagaon and Barpeta. In Tripura, the programme is being implemented in west Tripura District with Tripura Industrial Development Corporation (TIDC) as the implementing agency. In addition to the existing RIP locations, during the last two years the Bank sanctioned assistance to the following agencies for taking up RIP in two districts each as indicated below: -

S.No.	Name of the Agency	New RIP Locations
1.	Indian Institute of Entrepreneurship (IIE), Guwahati	West Garo Hills, Meghalaya Imphal, Manipur
2.	North Eastern Industrial & Technical Consultancy Organisation Limited (NEITCO), Guwahati	East Siang, Arunachal Pradesh Aizwal, Mizoram
3.	North Eastern Industrial Consultants Ltd. (NECON), Agartala	Kohima, Nagaland North Tripura, Tripura

In addition, RIP is being implemented in East and South Districts of Sikkim by Sikkim Consultancy Centre (SICON).

So far, 86 units have been promoted under the programme in the region and another 100 units are in the pipeline. Society for Promotion of Entrepreneurship and Economic Development (SPEED), Guwahati has been entrusted with the role of Regional Development Centre (RDC) for the entire North Eastern Region (NER) for monitoring the progress under the developmental schemes such as Mahila Vikas Nidhi (MVN), Rural Industries Development Programme (RIP) and National Programme for Rural Industrialization (NPRI). Besides monitoring, RDC assignment includes identification of implementing agencies in the region, short listing of new venture ideas, promotion and transfer of project ideas based on appropriate rural technologies, developing marketing linkages etc. In addition, RDC is required to prepare a strategic plan for rural industrialization of Meghalaya, keeping in view important local factors for developmental activities in a more organized manner.

## **Management Development Programmes**

For management development of SSI units in the North Eastern Region. Towards this end, the Indian Institute of Entrepreneurship (IIE) at Guwahati provides training to trainers and managers and also consultancy services in the region. SIDBI has also initiated the Small Industries Management Programme (SIMAP) for providing trained manpower to SSI units and Skill-cum-Technology Up-gradation Programme (STUP) for owners, managers, supervisors and technical staff of the SSI units.

## **Technology Upgradation Programme**

With the objective of improving the product quality and productivity by introducing new processes and technology, SIDBI has identified industry clusters, which are basically artisan units. In the Brass & Bell Metal Cluster at Hajo in Assam, a Training-Cum-Production Centre (TPC) has been set up. In the Blacksmith units at Myllem in Meghalaya,, a common facility center equipped with improved blacksmith equipment has been set up. In the cluster of Shoe Making units at Nongstain, Meghalaya 30 artisans were provided an intensive training for two months. A common facility centre equipped with various types of sewing machines and finishing machines has been set up. In recent initiatives for technology upgradation, a programme has been launched for cluster of Terracotta Pottery units in Dhubri district of Assam.

## **National Programme for Rural Industrialisation (NPRI)**

The Bank has identified Muga silk cluster in District Dhemaji, Assam for coverage under NPRI. Sarbu Gram Vikas Sangh, Machkhowa, Dhemaji has been identified as the implementing agency and assistance has been sanctioned for cluster development, which is expected to benefit 3000 growers and weavers.

## **Mahila Vikas Nidhi**

SIDBI has been extending assistance to the accredited NGOs out of a special development fund for women called 'Mahila Vikas Nidhi' (MVN) for setting up of Training-cum-Production Centres (TPCs), training programmes, marketing and other industrial activities. The basic objective of MVN is to improve the economic status of women. SIDBI's assistance in NER has helped 40 NGOs to set up TPCs in the areas of readymade garments, fruit processing, bamboo & cane products, mushroom cultivation, etc. A Training-cum-Production Centre (TPC) for juice extraction has been set up at Thoubal, Manipur. The Bank has extended assistance to the Assam Apex Weavers & Artisans Co-operative Federation Ltd. (ARTFED) for imparting training and setting up common facilities centre and work shed for 400 women handloom weavers in four clusters in Assam.

## **Entrepreneurship Development Programmes (EDPs)**

SIDBI's strategy for entrepreneurship development involves support to specially designed programmes covering the target groups viz. rural, women, SC/ST, ex-servicemen and entrepreneurs wishing to take up the marketing of SSI products. So far about 196 EDPs have been conducted benefiting about 5000 potential entrepreneurs. Three entrepreneurial orientation programmes for college and university teachers in North Eastern Region were organized. The programmes disseminated information on opportunities of self-employment to large number of Graduate and Post-Graduate students through setting up of 'Entrepreneur Guidance Cells' in colleges / universities.

## **Marketing Interventions**

The bank has undertaken several initiatives for marketing of products from North Eastern Region by holding two Expositions on handicrafts from NER and conducting two workshops on marketing concepts. Besides this, one workshop on NER products was conducted at the Dilli Haat. In addition, eleven exhibitions-cum-sale of products manufactured in the NER were also supported by the Bank and a fashion show for development of Assam Handloom organized at American embassy, New Delhi which evoked good response.

To provide focused attention to marketing needs of small scale and cottage industries of North-East, the Bank has been supporting a variety of initiatives; Enterprise Development Expo 2003 by North-East Chamber of Commerce and Industry, Handloom & Handicraft Expo at Sivasagar by North-East Women Association and Assam Apex Weavers and Artisans Co-operative including buyer-seller meets for North-East products at Bangalore and Shillong.

## **Project Profiles for NER**

The Bank has brought out a compendium of 75 profiles on tiny and small-scale sector projects especially suitable for NER. 382 entrepreneurs have identified projects and about 154 have already set up their units with an investment of Rs. 594 lakh which have resulted in employment generation for about 798 persons.

## **North Eastern Development Finance Corporation Ltd. (NEDF)**

SIDBI has contributed a sum of Rs. 10 crore towards the paid-up capital of the NEDF which aims at catalyzing the economic development of the region by extending assistance for the efficient formation of fixed assets through identification, financing and nurturing of eco-friendly and commercially viable industrial and infrastructure projects in the Region.

## **Evaluation of P&D activities**

With a view to evaluating the effectiveness of various developmental initiatives of the Bank in the North Eastern Region in terms of achievement of the goals viz. employment generation, income generation, growth of economic activities, entrepreneurship promotion, etc., SIDBI had commissioned a study through North Eastern Institute of Bank Management (NEIBM), Guwahati. Accordingly to the report: -

- ❖ Capacity building interventions for VOs / NGOs particularly in maintenance of accounts, basic housekeeping, leadership, Micro enterprise development, networking and follow-up support, Project planning and counseling and other areas of managerial skill preferably within the framework of P&D projects needs be undertaken;
- ❖ There should be some effective arrangements for ensuring better credit support of EDP trained persons and the possibility of selectively financing deserving projects from EDP trained aspiring entrepreneurs either directly on an experimental basis or through select DEP organizations / NGOs.

**AWARD FOR TOTAL LITERACY CAMPAIGN**  
**(Source : Ministry of Human Resource Development )**

On the occasion of International Literacy Day, under the Total Literacy Campaign (TLC), launched by the Ministry of Human Resource Development (Deptt. of School Education & Literacy), Changlang district of Arunachal Pradesh was awarded the Satyen Maitra Literacy Award for the year 2006-07 for commendable work and honest efforts for total literacy. Hon'ble Vice-President of India gave the award to the district on the occasion of International Literacy Day on 8<sup>th</sup> September, 2006.

The district stood out as the learners have shown great deal of keenness to learn. Further, Village Headman (Gaon Boras) was assigned monitoring and supervision, which ensured completion of TLC in time. Learners in many villages used to give a handful of rice or other grains in return for the volunteer teachers service. Sometimes, it was even voluntary labour for cultivation, harvest etc. by the learners to their teachers. The TLC programme resulted in awakening the people in great deal and the number of enrolled children in school increased since last year. On the initiative of Voluntary teachers village approach roads were made by collective voluntary labour and more than 400 SHGs have been formed after TLC.

**BAMBOO, CHANGING LIVES OF PEOPLE OF TRIPURA**

Prosperity comes when you utilize your resources and build upon it. This is what Tripura and other North-Eastern States seem to be doing. Bamboo is being utilized in a big way to develop the regional economy and bring a qualitative change in the lives of the rural folks. The recently held bamboo festival attracted wide attention.

2. The week-long festival was inaugurated by Union Minister of Commerce and Industries Sh. Jairam Ramesh. Hundreds of entrepreneurs from different parts of the North-East participated in the fair with great zeal and enthusiasm. Foreign delegates from South America, Europe and Philippines also took a keen interest in the products. The cynosure of all eyes was an electric generator set, which produced electricity with bamboo pieces, which held people in awe, as bamboo pieces were put into a furnace and power was generated.

“Well there is certainly a greater scope for investment in this area in particular. And this is an area we see how we can assist but certainly there is a tremendous potential at the moment. That is what is being recognized in the national bamboo mission”, said R. Phillipe of the United Nations Industrial Development Organization who was pretty amazed by the quality and also the reasonable prices of the local handicrafts. “I have not seen such beautiful things in India, I have not spent much time in India. According to him, the things made from local materials are extremely beautiful. It's difficult to see them”, said Andre, a visitor.

**ASSAM GAS CRACKER PROJECT**  
**(Source : Ministry of Petroleum & Natural Gas)**

Government has approved implementation of Assam Gas Cracker Project at a project cost of Rs.5460.61 crore. Provision of Rs.908.91 crore has been made for feedstock subsidy from OIL and ONGC. GAIL is the main promoter of the project with equity participation of 70%. OIL, NRL and Assam Industrial Development Corporation (Government of Assam) will hold 10% equity each in the project.

Action has already been initiated for various pre-project activities. Government has decided that the JVC should be formed; accordingly, Joint Venture Agreement (JVA) has

been signed by all the four promoters on 18.10.2006. Joint Venture Company has been incorporated on 08.01.2007. The company has been named as 'Brahmaputra Cracker and Polymer Limited'.

To address the issue of subsidy for the feedstock suppliers, the Ministry has taken the matter with the Public Investment Board (PIB).

## **ASSAM ADMINISTRATIVE STAFF COLLEGE AND SIX NE STATES**

### **Training Programme for improved Public Service Delivery at District Level**

In order to improve the public service delivery and project implementation skills of officials at district level, the Assam Administrative Staff College is implementing a project "sensitization of cutting edge functionaries for Good Governance and Office Management" sponsored by the Ministry DONER Government of India with the active participation of Six North Eastern states – Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoran and Nagaland from the current year.

The Project is aimed at to impart necessary skills, knowledge and attitudes relevant to the personnel of district Administration as per job profiles for good governance and better service delivery; as per National Training Policy of Training for All.

The following outcomes are expected: -

- Skilled and knowledgeable Government functionaries
- Sense of ownership to organization and work with enhanced morale.
- Sensitized to the needs of citizen.
- Computer operating skills and knowledge of ICT potential among functionaries.
- Improved Service Delivery
- Improved management of internal processes
- Strengthened governance capabilities among functionaries
- A culture of regular training in District Administration

### **Stake Holders of Project:**

1. State Governments of NE Region- Training Departments, state ATIs and Districts Deputy Commissioners and District Head of Offices
2. Government of India – DONER Ministry
3. Assam Administrative Staff College, Guwahati
4. District Cutting Edge level Functionaries.

### **Target group:**

All functionaries of District Administration viz., Grad IV, III, II and I. In the current year i.e., 2006-07 the project is Limited to Grade IV training.

### **Project period :**

Total Grade IV Project: June 2006 to March 2007.  
Grade IV Training : November / December 2006 to March 2007

## Project District, Number of Grade IV employees & Number of Trainings

S. No	State	Project District	Number of Gr IV employees	Number of Trainings planned
1.	Assam	Kamrup	2000	67
2.	Arunachal Pradesh	Papumpare	1367	46
3.	Manipur	Imphal	1229	41
4.	Meghalaya	Ri Bhoi	827	28
5.	Mizoram	Aizwal	1387	46
6.	Nagaland	Kohima	1000	33
Total			7810	261

### **Management structure**

- a. NE Project Director – Director of training, Assam Administrative Staff College
- b. State Coordinator- Respective Director of State ATI
- c. District Project Coordinator (Deputy Commissioner)

### **Project Components:**

- a. Manpower survey of Districts, analysis and processing.
- b. Grouping – District wise, category wise and job profile wise.
- c. Training Needs analysis.
- d. Module Development and Training Schedule
- e. Trainers selection and Training of Trainers
- f. Venue and Teaching & Learning Equipment
- g. Decentralized Training at 6 Districts of NE Region.
- h. Time Line
- i. Cost estimate
- j. Fund utilization and Accounting
- k. Monitoring
- l. Risk and Risk Management
- m. Sustainability
- n. Evaluation

### **Implementation:**

Implementation of project started with the manpower assessment of various functionaries of District Administration in selected districts of NE States. Considering the resource availability and planning – training needs of Grade IV was undertaken in a number of district establishments and developed a training module and the same was approved by the consultative meeting of NE state Administrative Training Institutes and Project District representatives. To make the Grade IV training effective, Assam Administrative Staff College conducted Training Needs Analysis (TNA) by interacting with grade IV staff, office superintendents and their superiors; and developed modules based on the identified needs.

Strategy adopted for training is decentralization of training at District level and institutionalization of District Training Centers (DTC) in project districts. Under the strategy Assam Administrative Staff College imparted training for 143 trainers for 5 day from all project districts to further impart training to District Grade IV employees. The respective State ATI are responsible for customizing the training module as per state rules and make

available required reading material in local language to all the trainees. Infrastructure support @ 1.5 lakhs per District training Centre is proposed in the project. All the project districts are expected to operationalize 3 such centres in each during the period.

The Grade IV Training has already been started in project districts of five states viz., Assam (since 14/11/2006), Arunachal Pradesh (since 4/12/06), Manipur (since 29/11/06), Meghalaya (since 4/12/06) and Mizoram (since 4/12/06); while Nagaland planned from 18<sup>th</sup> December 2006. Trainings of Grade III, II and I are planned in next and subsequent years. The duration of Grade IV training is 3 days.

As on 8<sup>th</sup> December 2006, 746 number of Grade IV employees were imparted training and the feedback is very positive. It is expected that by March 2007 all project districts are expected to complete the training of 7810 numbers of Grade IV employees.

### **Content of Grade IV Training:**

- (i) Good Governance and the role of Grade IV.
- (ii) Service Conditions viz., Conduct Rules, Leave Rules, Pension Rules and use of Right to Information act;
- (iii) Personality Development viz., team building, health and hygiene, managing personal life, motivation etc; and
- (iv) Multi skill abilities like operation of photocopier, telephone etiquette, Basic computers, first aid during accidents / disaster etc.

All the trainees are given a training completion certificate and group photograph.

### **Financial Statement:**

The estimate project : Rs. 1.05 crores.

- I. Fund release by Ministry of DONER, Government of India to Assam Administrative Staff College Rs. 50.00 lakhs.
- II. Fund release / expenditure by Assam Administrative Staff College (in Lakhs)

#### **1. DONER Project Cell Expenditure**

<ul style="list-style-type: none"> <li>▪ Consultative Workshops of NE states including DONER Representative</li> <li>▪ Training Needs Analysis</li> <li>▪ Module Development</li> <li>▪ Training of Trainers etc.</li> </ul>	Rs. 10,92,461.00
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#### **2. State wise releases for Grade IV Training:**

State	For State ATI	For Project District	Amount released to	
Assam		9.40	District	
Arunachal Pradesh	1.00	4.0	State ATI + District	
Manipur	1.00	4.50	State ATI	
Meghalaya	1.00	4.00	State ATI	
Mizoram	1.00	4.50	State ATI	

Nagaland	1.00	3.50	State ATI	
Total	5.00	29.90	State ATI	Rs.34,90,000.00
Total expenditure cum sub releases				Rs.45,82,461.00

Dr. M.Ariz Ahammed IAS Director of Training, Assam Administrative Staff College and Sri. L.N. Thakur Project Coordinator were of opinion that the project made a very good beginning and the response of Grade IV is very warm and exhilarating. Accordingly to them, the Assam Administrative Staff College is committed for “training for all” and wants to expand the initiative to all other districts overtime with the partnership and sponsorship of Government of India and NE state Governments.

For information in this regard please contact the following: -

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**FINANCIAL ASSISTANCE TO NE STATES FOR SPORTS INFRASTRUCTURE  
(Source : Ministry of Youth Affairs and Sports )**

Ministry of Youth Affairs and Sports in December, 2006 released Rs. 8.36 lakhs for by synthetic playing surfaces and Rs. 269.51 lakhs for creation of other Sports infrastructure in North East States.

**KV PARADISE THE TAJ MAHAL OF MIZORAM**

It is said that love is a genesis of some awe-inspiring work. And one such inspiration is the KV paradise of Mizoram. A monument built by Chhawnthuama in the memory of his beloved wife. The monument has already become popular among the mizos and is called the Taj Mahal of Mizoram.

Chhawnthuama Aka Shahjah does not belong to the great Mughal dynasty, nor is he the husband of Mumtaj but he has the heart of the Mughal King Shahajahan. When his wife, Rosangpui died suddenly few years ago he was completely devastated. In order to keep the memory of the wife alive he struck on the idea of building a monument.

The K V paradise built at the cost of one crore rupees, lavish in its construction, the two storied monument is about 100ft high and stands on a marble plinth that rests on a granite platform. There is a museum on the first floor, which houses the clothes, shoes and other personal belongings of late Rosangpuii, including the dress she wore when the disaster struck. K Chhawnthuama left no stone unturned to create one of the most spectacular buildings in Mizoram. The building is called as a veritable Taj Mahal of love. (ANI).

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## **NE CRAFT & CULTURAL FESTIVAL IN DILLI HAAT**

A two-week long North East Craft and Culture festival began in the capital's Dilli Haat on the 16<sup>th</sup> of January. Displaying and selling crafts from all the states of the NE, this festival is one of the many efforts to promote and popularize the crafts and craftspeople of the NE, as also to uphold the region's rich culture.

Efforts like this have ensured that people from other parts of the country get to know of the varied cane and bamboo crafts, handloom, decorative, ornaments, terracotta items and other crafts from each state of the NE, as also get a taste of NE cuisine, and various songs and dances of the region. The craftspeople of the region too get a chance of direct sale to a wider market.

### **NEWS NOTES**

#### **Republic Day Celebrations**

Republic Day was celebrated with usual fanfare in all the North-Eastern States and a large number of people attended the ceremonies organized by the Govt. In Assam, the Governor, Lt. Gen.(Retd.) Ajai Singh, made references to the various developmental activities undertaken by the State Govts. and paid homage to the Mahatma Gandhi and all those who sacrificed immensely for the country's freedom and referred to the traditional simplicity and non-violence nature of the people in Assam. However, a reference was made to the senseless killing by misguided youths who have resorted to the path of violence... to achieve their selfish gain and disturb the path of progress and prosperity.

#### **All is well that ends well**

Assam hosted 33<sup>rd</sup> National Games in Guwahati and proved the doubting Thomases wrong in a manner that would make NE States proud. There was speculation whether the games would be held at all with the banned separatists outfits carrying out attacks on non-Assamese people through out the States but the games went better than most of the observers, including the Indian Olympic Association, had expected before hand. There were thousands of keen sports lovers from far and wide. The infrastructure was of the highest standards and the organizers left no stone unturned to make the players and other visitors comfortable.

On the medal tally, services came back with a bang to outstrip run away leaders of Manipur who almost stalled at the finish line. Amongst the medal winners in North-Eastern States, Manipur stood second and Assam third while Sikkim, Nagaland and Mizoram also scored Gold whereas Meghalaya and Arunachal figured in the bottom tally.

### **LETTERS TO EDITOR**

May kindly send the NE Newsletter in English so that we can be able to know more about our region in they way of planning, programme and other activities in the NE States.

**Dr. Keshav Kumar Jha**  
**Lecturer in –Zoology**  
**J.N. (Govt.) Collage Pasighat**  
**Arunachal Pradesh**

You are requested to forward a copy of NE News letter for the month of November and December, 2006 at HQ 59 Mtn Bde, Pin 908059, C/o 99 APO.

**(Abhinaya Rai)**  
**Lt. Col, GSO 1 (Ops),**  
**For Offg. Cdr**