



NORTHEAST *Festival* 2024

**DELHI'S BIGGEST FESTIVAL & THE BIGGEST
PLATFORM OF INDIA'S NORTH EAST**

DATE: 15TH, 16TH & 17TH NOVEMBER, 2024

**VENUE: MAJOR DHYAN CHAND NATIONAL STADIUM,
INDIA GATE, NEW DELHI**



ORGANISED BY

TREND MMS

NORTH EAST FESTIVAL

A journey of a decade of showcasing the best of North East India!

North East Festival – Connecting People, Celebrating Life celebrates India's North East, to create awareness about the region and to promote its culture, entrepreneurship, tourism potentials and a platform to showcase the talents. North East Festival was started in November, 2013 at IGNCA, Janpath New Delhi have been organized for nine consecutive editions. Last two years, due to Covid the Festival was organized in Guwahati with more focus on digital content. Over the years North East Festival has become a brand in itself, it attracts maximum footfalls for any such festival in Delhi. It has become a meeting point for the youths of the North East and the rest of India. It has helped in building bridges and educating people about the North East. North East Festival got extensive coverage in national media and have helped in creating a positive perception about North East India.

Over the years, the North East Festival has tried to showcase the integral strength of Northeast in terms of diverse culture, people, language, food habits etc. Northeast India is said to be the hub of talents, this part of the country is abundantly blessed with musical talents. Top musical bands of Northeast India have enthralled Delhi audience over the years. North East Festival has been hosting the best Fashion shows which has created a new market for the textile products of the region. The grand North East Festival Fashion Show has evolved as the launching pad for designers and models of the region which has helped them get the right exposure to kickstart their careers North East Festival has been organizing one of best food exhibitions. Every year around 80 stalls showcase the delectable cuisines of Northeast India. Later, we started emphasizing the trade, business, tourism potential of the region. Large exhibitions showcasing best of crafts, handloom, agro -horti, and food processing products is organized every year where many entrepreneurs got business linkage. Parallely, a series of discussion sessions like B2B, Meet on Trade, Tourism etc. are held every year. Tourism is one the main component of North East Festival and people coming there gets ample knowledge of the exotic locations of the Northeast and the colorful festivals. North East Festival has become global, more inclusive, and the most colorful occasion to celebrate in the National Capital.

Over the years North East Festival has played a major role in reducing the racial attacks on Northeastern to an extent which was very common during 2013, 2014 and 2015. Tourist flow to Northeast has increased specially from Northern India. Over the years various policy makers of the country, Chief Ministers, Union Ministers, Secretaries addressed North East Festival and many aspects for the development of the region were discussed.

HON'BLE UNION MINISTERS AND STATE CHIEF MINISTERS AT NORTH EAST FESTIVAL



BUREAUCRATS, ICONS AND CELEBRITIES AT NORTH EAST FESTIVAL



What makes North East Festival unique!

North East India's Tourism, Trade & Investment, Art, Culture, Music etc. are all observed under the umbrella of North East Festival in Delhi. It is first of its kind that gives an experience of the entire North East India to the people in a nutshell. It is considered as one of the biggest platforms for the budding artists, weavers, artisans and entrepreneurs of North East India which has benefitted them in getting wide exposure. Right from the North East's rich handlooms & handicrafts to its exotic cuisines, B2B seminars on the important issues of North East India to showcasing tourism & investment potentials, art exhibitions to folk performances, mega musical concert to high quality fashion shows North East Festival has it all. This diversity makes North East Festival stand out in its own unique way.

Over the years North East Festival has created a positive perception about the northeastern regions. The entire concept of NEF is to bind the northeastern regions with the rest of India, which will help in exchanging resources in various fields and this will lead in keeping good relations with the rest of the states. Putting forward our rich culture and heritage will help everyone understand our potential and caliber; of how we can contribute towards the betterment of our country. Educating people in bits and pieces about NER through this festival will encourage many to come and visit North East as tourists that will definitely help to improve the tourism sector. This will definitely drop the crime rates against the Northeastern people which will encourage more people to go and pursue their higher education or livelihood in the other states and vice versa. On a good note, we will be able to lead a life in peace and solidarity.

MEDIA COVERAGE

INDIAN EXPRESS | Page 15 | 20th November 2019

A glimpse of northeastern food, culture

By Ananya Ghosh

Restaurant owners in Delhi are looking for a new way to attract customers. One way is to offer a taste of the Northeast. A new wave of Northeast Indian restaurants is opening in Delhi, offering a glimpse of the region's food and culture.

The restaurants are offering a variety of dishes, including traditional Northeast Indian food, as well as fusion dishes. Some of the dishes include:
 - **Assam:** Assam's famous tea, as well as traditional Assamese food like Muga, Jira, and Chaah.
 - **Manipur:** Manipuri food, which is known for its use of turmeric and ginger.
 - **Nagaland:** Nagaland's traditional food, which is often made with pork and bamboo.
 - **Mizoram:** Mizoram's traditional food, which is often made with pork and bamboo.
 - **Tripura:** Tripura's traditional food, which is often made with pork and bamboo.

The restaurants are also offering a glimpse of the region's culture. Some of the things you can see include:
 - **Traditional dance performances:** Many of the restaurants have a stage where traditional Northeast Indian dance performances are held.
 - **Traditional music:** Some of the restaurants have a live band that plays traditional Northeast Indian music.
 - **Traditional crafts:** Some of the restaurants have a display of traditional Northeast Indian crafts, such as handloomed textiles and bamboo products.

Indian Express | Page 25 | 20th November 2019

North-East festival gives big business boost

By Ananya Ghosh

The North-East Festival, which is being held in Delhi, is giving a big business boost to the region. The festival is attracting a large number of tourists, who are spending money on food, clothing, and other goods.

The festival is also giving a big business boost to the region's tourism industry. Many of the tourists are staying in hotels in the region, which is helping to boost the local economy.

The festival is also giving a big business boost to the region's handicraft industry. Many of the tourists are buying handicrafts, which is helping to boost the local economy.

The festival is also giving a big business boost to the region's food industry. Many of the tourists are eating at restaurants in the region, which is helping to boost the local economy.

Indian Express | Page 25 | 20th November 2019

SHOWCASING CULTURAL diversification of NE states

By Ananya Ghosh

A North-East India is home to over 220 ethnic languages spoken by over 200 million people. The annual North-East Festival (NEF) will showcase the cultural diversification and ethnic diversity of the region through workshops, seminars, and performances.

The annual festival, which is being held in Delhi, is showcasing the cultural diversification and ethnic diversity of the region. The festival is attracting a large number of tourists, who are spending money on food, clothing, and other goods.

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यात्रा के संभावनाओं और पैकेजों के बारे में की पुष्टि

By Ananya Ghosh

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mp | Page 25 | 20th November 2019

Weekend Break

Tourism to be key focus of North-East Festival

By Ananya Ghosh

Tourism is expected to be a key focus of the North-East Festival in Delhi. The festival is attracting a large number of tourists, who are spending money on food, clothing, and other goods.

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Delhi Tin | Page 25 | 20th November 2019

Delhiites enthralled at knowing 'less than kids' at Delhi Police's North East quiz

By Ananya Ghosh

Delhiites were enthralled at knowing 'less than kids' at Delhi Police's North East quiz. The quiz was held in Delhi and was a great success.

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TOURISTS & CROWD AT NORTH EAST FESTIVAL



STATE PAVILLIONS & STALLS



B2B MEET & SEMINARS



MAKE IN NORTH EAST EXHIBITION



ART & PHOTOGRAPHY EXHIBITION



TRADITIONAL SPORTS AT NORTH EAST FESTIVAL





MUSIC AT NORTH EAST FESTIVAL

PAPON



ZUBEEN GARG



IKKA



TETSEO SISTERS



Taba Chake



TABACHALKE



WHEN CHAI MET TOAST



GURU REWBEN MASHANGVA

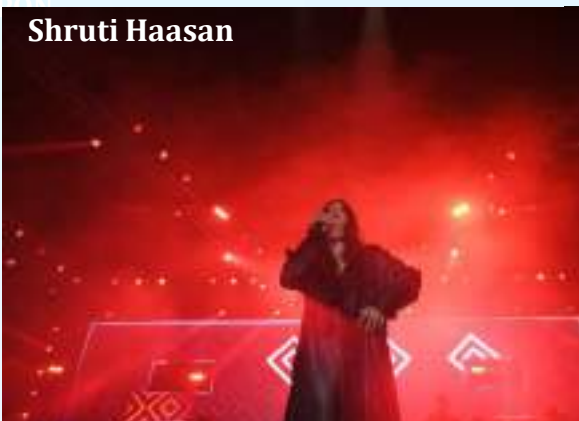


BIPUL CHETTRI

MUSIC AT NORTH EAST FESTIVAL

PAPON

Shruti Haasan



Wangden Sherpa



IKKA

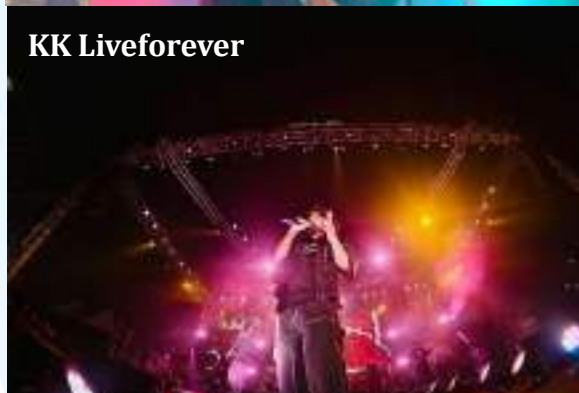
Anoushka Maskey



GATC



KK Liveforever



Shady Mellow



TABA

Raman Lama



Sai Tara



12th Edition | North East Festival 2024

The 12th edition of North East Festival will be organized at Major Dhyan Chand National Stadium, India Gate, New Delhi, Delhi's most popular festival venue during 15th, 16th & 17th November, 2024. This year North East Festival will showcase the vibrant North East Region. The region has changed, from the days of insurgency, bandh culture to a very prosperous region of aspiring and creative people. After 2014, under the leadership of Prime Minister Narendra Modi, North East India has seen substantial positive changes. The Gopinath Bordoloi International Airport in Guwahati lies on the 10th busiest Airports in the country. Now, Itanagar, Agartala, Dimapur, Aizwal, Imphal etc. have direct connectivity across India. Smaller airplanes are connecting nook and far the region from Rupshi to Tezu, Pasighat etc. The road connectivity as well as railway connectivity have improved substantially. The law-and-order situation have been very good with most of the insurgent groups coming for peace talks. North East India is now full of positive vibes, tourism have been the biggest beneficiary. Plenty of new investments are coming, the region is now gateway to the entire South East Asia. Political stability, strong regional governments have helped in creating a positive atmosphere in the region.

This year's North East Festival specially focuses on 'Make in North East Exhibition' highlighting entrepreneurship and positive aspects for trade and business, market linkage, technological adaptation, cultivating the new opportunities for self-sustainability etc. The festival also focuses on startups in India, exhibition, and business linkages in the field of trade and tourism, fashion, culture, creativity, awareness on promoting ethnic identity of different communities and many more.

North East Festival has now become an integral part of the festive atmosphere of the capital city Delhi. North East Festival has been serving as the common platform to celebrate the integrity and diversity of the communities of the Indian Subcontinent, discovering the new possibilities of economic sustainability, strengthening the infrastructure, invading the new horizon of the flow of knowledge and technology.

North East Festival is the biggest brand of North East India outside. We plan to take North East Festival to various parts of country to send a message of a vibrant North East India. North East Festival, Delhi is the flagship brand of North East and we want to showcase this Vibrant North East India, full of positivity, Govt. initiatives and progress.

The main components of North East Festival will be

- A) Exhibition of Tourism Destinations:** The State specific exhibition will showcase tourism and investment potentials of various North Eastern states. An Exhibition of tourism destinations of North East India will be held showcasing the exotic locations, how to reach the location, information on hotels and other relevant information.

An exhibition of a resurgent North East India, showcasing the connectivity through Air and road connectivity, Railway connectivity. Recent progress in Waterways etc. The festival will also showcase the various Govt initiatives. Delhiites will get a feel of a very progressive region full of activities. It will be a big boost for tourists' confidence and also a pride for North East people.

- B) MSME Exhibition:** Large exhibition of products, MSME and Startups. Around 200 entrepreneurs will present varieties of MSME products with focus on crafts, agri horti, food processing, Startup entrepreneurs etc. Delhiites and tourists will get wide varieties of products never found in Delhi.
- C) Display of Folk Dances of Northeast India:** North East India is famous for its cultural diversity. North East Festival showcases the best of North East's cultural resources in Delhi. This year, four days programme is organized throughout the day to attract crowds. An exhibition of cultural diversity of North East will be showcased, around 300 folk artistes will present the best of artforms of the region.
- D) Multi Cuisine Food Court:** This year North East Festival food court will be bigger than previous years. The 4 days festival will feature the multi cuisine food court showcasing the variety of delicacies of the country and specially cuisines North East India. Many major restaurants of Delhi have emerged from North East Festival and this year, we plan to bring varieties of food, including traditional liquors of North East at one place.
- E) NEF Fashion Weekend:** NEF Fashion Weekend, is the most famous fashion platform of North East India. Many designers and models of the region have emerged from NEF Fashion weekend. This year also, we plan to bring top designers of North East, celebrity showstoppers, models to showcase amongst buyers, exclusive boutiques etc.
- F) B2B Meet & Seminars:** North East Festival is a platform for B2C exhibition wherein we will have large exhibition of products. We plan to organize a B2B Meet wherein our sellers can interact with the buyers for long term linkages. This year special B2B sessions will be organized on Textile and Agri-Horti sectors as well as Business Meet on Tourism wherein major tour operators of Delhi will interact with North East tour operators.
- G) Art Exhibition:** North East Festival will be an artistic delight and it will bring best of art forms from North East India. The artist of North east India will display the colourful canvas of various art forms of North East India traditional as well as contemporary art forms.
- H) Musical Extravaganza:** North East Festival holds the regard for hosting the best music festival of Delhi. It is famous for its musical content. Top musicians, bands, top DJs of North East will perform. A competition of the best rock bands will be organized wherein various youths of Delhi will also participate. It is considered Delhi's biggest musical festival. This year, some of India's top musicians of various genres will perform along with talented bands from North East Festival.

The region is famous for rock music and North East Festival will have a separate NEF Rock battle; a battle of bands wherein popular bands of Delhi will contest for attractive prizes. An evening of top-notch bands, rock, hip hop, folk etc. will perform.

The music festival of North East Festival with a very positive vibes top quality bands will attract large crowds and we will showcase in the LED screens the best of tourism destinations of North East.

Deliverables to the MSME Exhibition Stall Participants:

1. Stall Type: Octonorm Structure
2. Stall Size: 3mtr x 3mtr
3. Roofing: Yes
4. Electricity & Lights: Power supply with 1 no's power plug point and 2 no's of spot lights.
5. Carpeting: Yes
6. Furniture: 1 no. of table and 2 no's of chairs.
7. Stall Fascia: Yes .
8. One Dustbin for each stall.
9. Refreshment & Meal: 4 no's of 500 ml packaged drinking water everyday & Lunch and Dinner for 2 Stall Participants per day.

Additional deliverables to MSME from our side:

- i. Promotion and Marketing of the Exhibition in Delhi through Outdoor Hoardings, Social Media Campaigns and Venue Branding. Around 20 hoardings in Delhi.
- ii. Uninterrupted power supply with Venue Lights in the Exhibition Zone.
- iii. Everyday cleaning of the Exhibition Zone.
- iv. Permission and Licenses to organize the exhibition.
- v. Venue Rentals etc.

Stall Charges(each): Rs. 57,000 + Rs. 10,260 (18% GST) = Rs. 67,260 for 3 days.
(Rupees Sixty Seven Thousand and Two Hundred Sixty Only)

Cost per Square Meter (Inclusive of GST) = Rs. 7,473.33

To Book a stall Please call Jayshree : +91 86382 60211

✓ **Extensive Promotions across all platforms would be made:**

1. Dedicated social media sponsored campaign will be run across Delhi NCR and also in other metro cities like, Bengaluru, Mumbai, Chennai, Kolkata etc.
2. North East Festival is expected to create impact across country through the Live broadcast in Facebook and YouTube channel of North East Festival. More than 2 lakhs digital footfalls can be expected.
3. Around 30 Hoardings in Delhi in major locations.
4. Ads & Radio Jingles of the festival will be played in a leading FM Radio station of Delhi.
5. Newspaper Ads in a leading national newspaper.

✓ **Key Outcomes expected from North East Festival 2024:**

- Entrepreneurs of North East India needs market linkages. North East Festival this year will be a big platform for entrepreneurs to showcase and sale. Every stall is expected to generate Rs.10 crore over a period of four days for the entrepreneurs, food stalls.
- North East Festival will result in a new dawn of tourist flow.
- The Trade and Textile Meet will help in creating a positive ambience of entrepreneurship in the NER. More people will try to become entrepreneur as market linkage will encourage youths to take up entrepreneurship
- There are incidences of racial discrimination against the people of North East in Delhi and other metro cities. This festival will help Delhiites to understand more about North Eastern people as they will see their products as well as unique culture
- North East Festival will help in getting more investment, tourism in the NER.
- New restaurants, new outlets will emerge out of North East Festival exhibition as entrepreneurs will get courage to set up new ventures.
- Performers, designers, models will get national focus as North East Festival will be watched by millions.
- North East Festival will get wide publicity in national media. Many youtubers and vloggers attends the festival which creates awareness and it will help in creating a positive perception about North East.
- Many Youths will attend the festival and is the meeting point which makes it a national integration project.
- People of NER will feel confident, pride being part of this festival. The festival will help in building bridges and national integration process.

Background of Trend MMS

Background of Trend MMS

Trend MMS is a not-for-profit Socio-Cultural Trust. It is the largest event organization of the North East India, one of the biggest in India. Trend MMS have experience in organizing large Exhibitions across India and abroad, Business Meets on Trade and Tourism, it organizes some of the largest musical festival of India. Trend MMS, has been working in the field of brand building, business linkages and have a very strong creative team capable of running successful digital campaigns. Trend MMS have a team of very skilled professionals and have been delivering some of the most successful initiatives consistently.

Some of its initiatives are;

1. 11th Edition of North East Festival organized at Jawaharlal Nehru Stadium, New Delhi on 22nd to 24th December 2023
2. North East India Festival 2019 & 2022, Bangkok, Thailand and NEIF 2023 in Vietnam is an initiative to strengthen the ties with the South East Asian countries for direct business to business linkage and to create a mechanism of cultural exchanges with South East Asia.
3. North East Festival Delhi on 2013, 2014, 2015, 2016, 2017, 2018 & 2019 is considered as one of the biggest cultural festivals of North East India outside Northeast. The 8th - 2020 and 9th * 2021 edition were organized in hybrid mode with limited number of guests due to Covid-19 situation. The 10th edition of North East Festival was organized on December, 2022 and it has experienced a huge footfall last year. In the last, North-East Festival has helped in building bridges between Northeast and the rest of the nation and promoted North East's culture, music, handloom & handicraft, and food in the national capital.
4. Rongali in Guwahati, Assam on 2015, 2016, 2017, 2018 ,2019, 2022, 2023 & 2024. Rongali is a celebration of Assam showcasing its wonderful diversity of people, culture living in harmony and showcasing the tourism destination of Assam and North East. Rongali is also celebration of life and celebration of musical culture of the North East
5. Colours of North East at Mumbai, The Taj Mahal Palace on 2014, 2015 & 2016. It was organized to create awareness about North East culture in Mumbai amongst top businesspersons and Bollywood personalities
6. Sankaradeva Movement in Delhi, Bengaluru, Mumbai. SSM is an attempt to promote the legacies of Mahapurush Sankaradeva who was responsible for creating the social fabric of Assam. It got widespread attention across the country.

Photographs of North East Festival 2023

Inauguration Ceremony



Last Edition of North East Festival – 2023:

The 11th edition of North East Festival was recently organised during 22nd -24th December, 2023 at Gate No 14, Jawaharlal Nehru Stadium, New Delhi. It was a presentation of Ministry of Tourism, Govt of India. The three-day event, showcased the best of North East India's culture, tourism potential, crafts, agro horti products, fashion, food and many more. Large crowds, attended the festival, mostly Delhiites. It has become the major tourism festival of Delhi. The festival got unprecedented publicity in the national media and helped in creation a positive mindset for the region. Due to its spectacular diversity of content, colour, It has become a real tourism attraction for entire Delhi.

North East Festival was attended by large no. of tourists, including foreign tourists. B2B Meet on tourism which was organised on first day was attended by Ministry of Tourism, Govt of India, major tour operators of Delhi including President and office bearers of ADTOI, IOTA, ATOAI, Govts of various NE State, land North East based tour operators.

North East Festival showcased the spectacular culture of NE, various folk artistes of the NE showcased the dance forms, the festival has become a treat for the Musical enthusiasts with a stellar artist lineup that featured the popular artists like Papon, Zubeen Garg, Shruti Haasan, Delhi's famous DJ Ravator, Famous Nepali singer Wangden Sherpa, India's to rock band GATC, other popular NE rock bands, and more. The festival's Christmas vibes have added more gaiety to the festive atmosphere. The festival also included open mic session, art exhibition and art master class by the ace artist and doodle art champion Santanu Hazarika, spectacular fashion shows by well-known designers of NE. With more than 150 stalls & food stalls that offered unique and exotic products, a multi-cuisine food court featured North Eastern and Himalayan delicacies, the North East Festival 2023 have turned into a one-stop destination for the best of everything.

It also has become the largest platform for market creation, tourism promotion and showcasing the products, entrepreneurship, creative capabilities of North Eastern people. The festival created large scale awareness for North East, became Delhi's most attractive Festival. North East Festival have created large awareness about the NE, it will help in better understanding, reducing racial issues. North East Festival has become biggest platform NE's artistes, entrepreneurs, designers etc.

