



MYRIAD COLOURS OF NORTH EAST WILL COME ALIVE AT THE NORTH EAST FESTIVAL 2016

- 4th edition, which promises to be bigger, to be held at IGNCA from 4th to 6th November 2016
- 3-day festival to promote the resplendent culture all the Northeastern states – including food, fashion, handicrafts, music, dance, tourism, creative performances and much more
- Discussion sessions with all the stakeholders on key issues affecting the region to be also held during the event
- Debut of the 'North East Rock Battle' amongst the colleges and bands of Delhi
- A huge exhibition of products from North East called 'Make in North East Exhibition' by around 100 entrepreneurs from the region

New Delhi | October 26 2016: The fourth edition of the North East Festival - Connecting People, Celebrating Life - is set to enthrall the people of the capital and is set to be organized from 4th to 6th November 2016 at the Indira Gandhi National Centre for the Arts, New Delhi. The North East Festival aims to showcase to the people of Delhi the rich cultural heritage of the North Eastern part of the country and integrate the Northeast with the rest of India. Over the last three years, lakhs of people have attended the North East Festival, which has gone on to become one of the biggest festivals of Delhi.

With support from various State Govts of NER, Culture Ministry Govt of India, North East Festival is organized by very well known not for profit Socio Cultural Trust Trend MMS in association with IGNCA.

Just before the festival begins, a rock competition titled 'North East Festival Rock Battle' is being organized on 28th and 29th October, 2016 at Dilli Haat amongst the colleges and bands of Delhi, wherein 60 bands will perform. The winning band stands a chance of winning a trip to Dubai, with the second and third placed getting a trip to a domestic destination courtesy Spicejet.

The 3-day festivities will have fun and frolic galore will showcase the entire Northeast India in all its finest glory and colourful hues via art, crafts and culture, songs, dance and movies, food, sports and fashion and much more.

Headlining the North East Festival 2016 would be the musical festival comprising icons of North East Region such as Papon, Zubeen Garg, rapper Borkung Hrangkhal, DJ Zaeden, rock bands Traffic Jam, Fourth Element, Mo & The Shooting Stars, Reverse Tragedy and many more.

Special attraction would be Raas Leela of Manipur, around 20 folk dance forms, along with the famous Ram Vijay Ankia Bhaona, a form of dance drama created by 15th Century Scholar Saint Sankaradeva of Assam will be presented by Sangeet Natak Akademi.

Fashion shows comprising of the best North East handlooms would be showcased by around 20 talented young designers and models of the North East region. For food lovers, an exotic collection of delectable cuisines from the North East with around 30 food stalls will be on offer.

North East is also famous for its traditional sports. North East Festival would display the traditional sports of North East with around 14 sports which would be part of the festival. Live art, a photography exhibition showcasing the vivid wildlife and natural beauty of the region, an art workshop with 20 talented young artistes of North East, plenty of interactive games, Quiz competition, live music by public at random – the gala North East Festival will have it all!

A large exhibition of products from North East called “Make in North East Exhibition”, including handloom & handicraft, agro and food products would be on display with around 100 entrepreneurs participating from all across the North East region, who would present their products.

North East Festival is an effective platform for raising the critical issues affecting the North East. **Mr. Shyamkanu Mahanta, Chief Organiser, North East Festival said,** *“This year we will be holding a seminar dedicated to flood and erosion that affects the region, which would see experts from IITs across the country who would congregate and discuss about the Brahmaputra to find a permanent solution to flood and erosion issues along with stakeholders of NER. The seminar would be presented by Water Resources Department, Govt. of Assam and would see participation from various multilaterals and the Central Government. Assam Tourism would be presenting a*

seminar on 'Awesome Assam' with tour operators across the country. There would be discussion on sports, B2B Meets on tourism and many more."

Mr. Mahanta also informed that one of the core objectives for this edition will be to promote tourism in the region and plenty of tour operators and tourists are slated to attend the North East Festival. He added that it would also be a platform to promote business for North East entrepreneurs, apart from building bridges with Delhi.

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