

Unlocking North East India's Growth potential

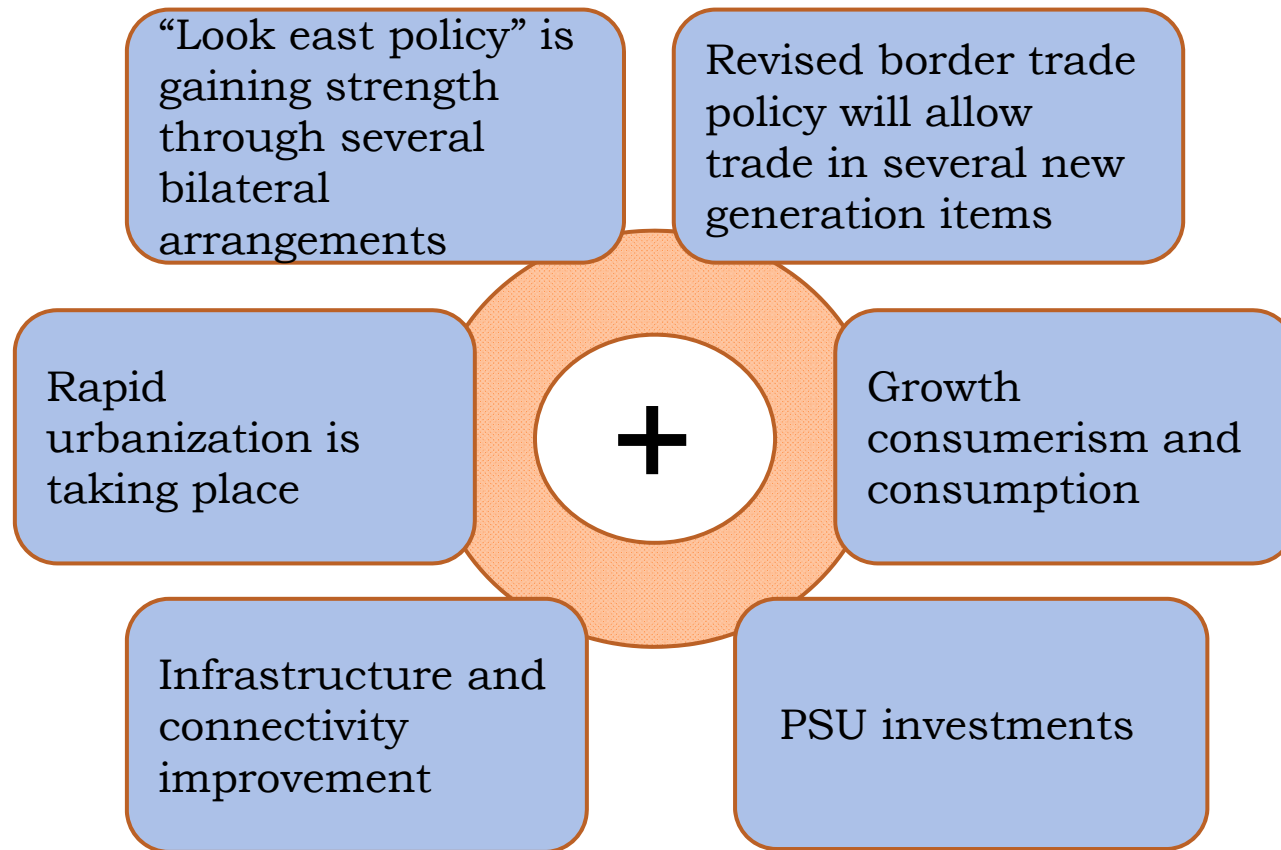
“Finding strength from within!”



The North Eastern Region (NER) , ‘ a rainbow country
....extraordinarily diverse and colorful , mysterious when seen
through parted clouds’ .



Platform for growth- *Positive changes in the region, yet credible awareness is lacking.*



**Need to
potentialise
these
opportunities**



Realizing potential

A value chain/ Ecosystem approach

Infrastructure leverages

- 9000km highway / road network
- 4000km navigable waterways 10MmT per annum cargo transport
- Major projects like Kaladaan, East-West Corridor, SARDP, etc
- Extensive GOI funding and support through 5yr plans and specific NER policies

Geographic leverages

- 4500km international borders
- 4 neighbouring countries
- 52% forest cover
- Extensive network of perennial rivers
- Highest rainfall in the country

Natural Reserves

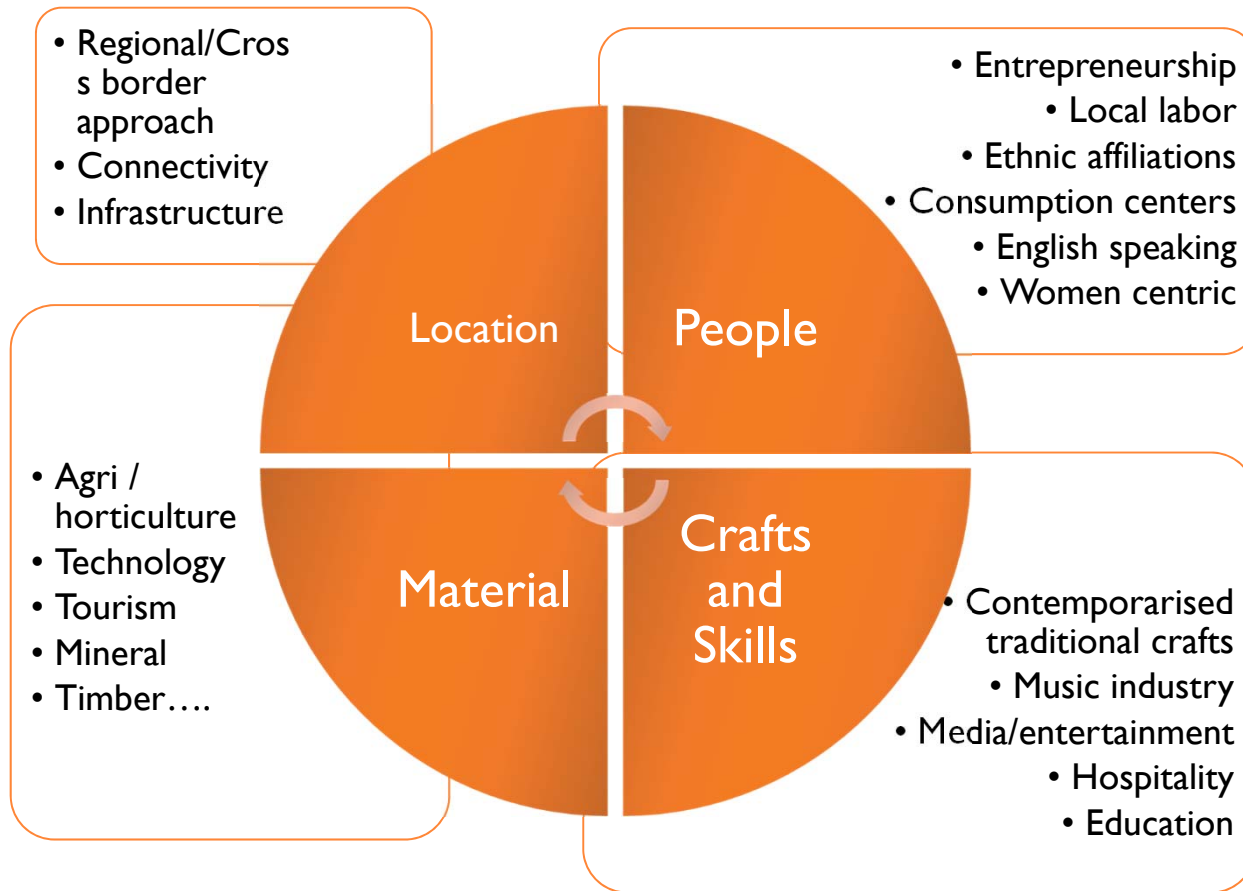
- 60% of national hydropower potential
- 50% of national oil and gas reserves
- Highest grade coal reserves in the country
- Extensive mineral deposits like dolomite, gypsum, limestone

Urbanization

- 15 cities with more than 100k population
- 2 cities with more than 500k
- Several institutes of higher education - IIT, MIT, etc
- Fastest growing consumer goods market

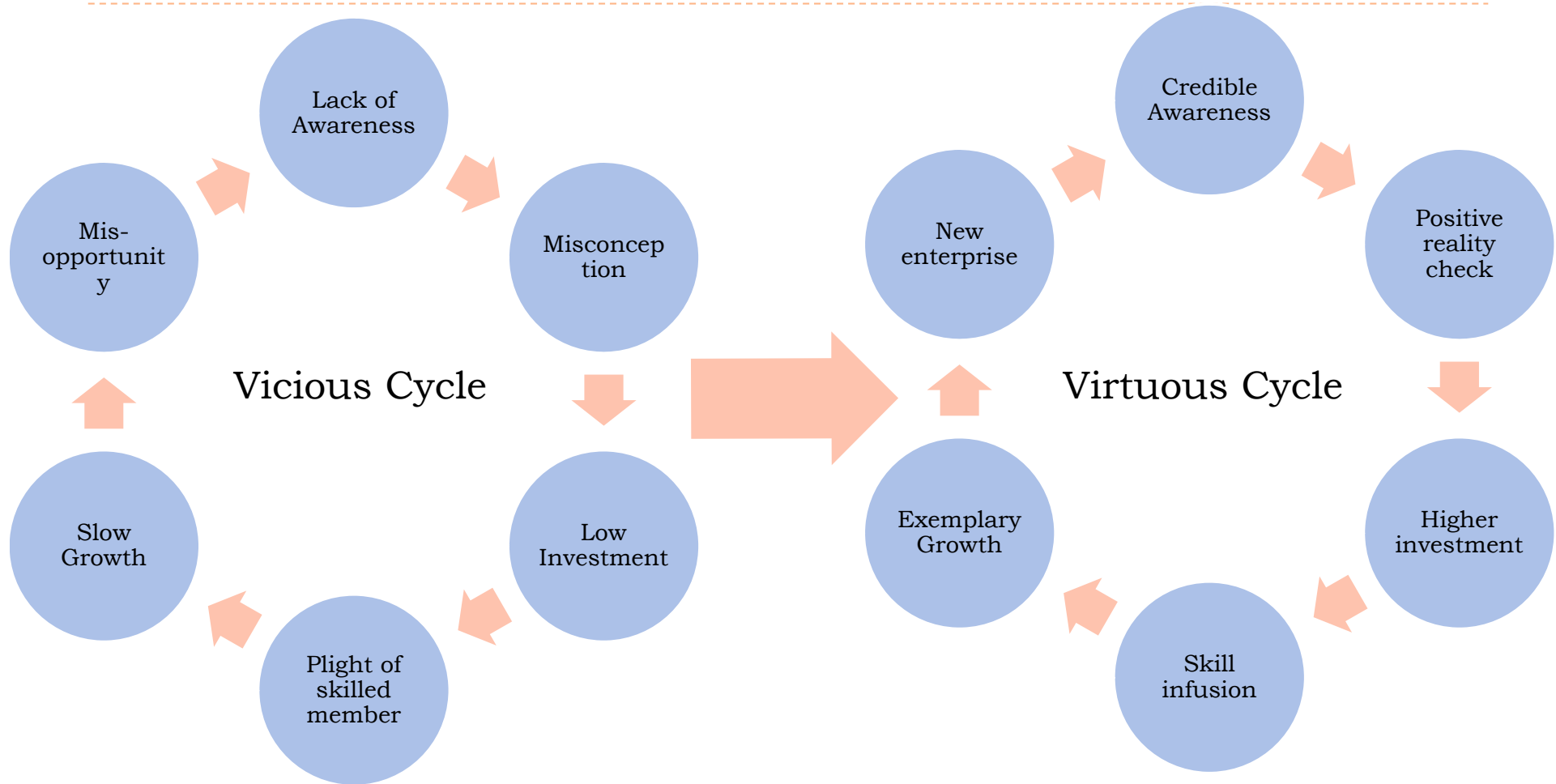
Shift the Centre of gravity to the Centre of Northeast- not a corner of India: A Geocentric approach

Indigenous approach: *Right fitted to the inherent growth levers*



▶ **Accelerated investment areas**

The Need- move from the Vicious cycle to the Virtuous cycle



A Sustained GDP achiever

How?

Branding
“North East”



Forging New
Partnerships

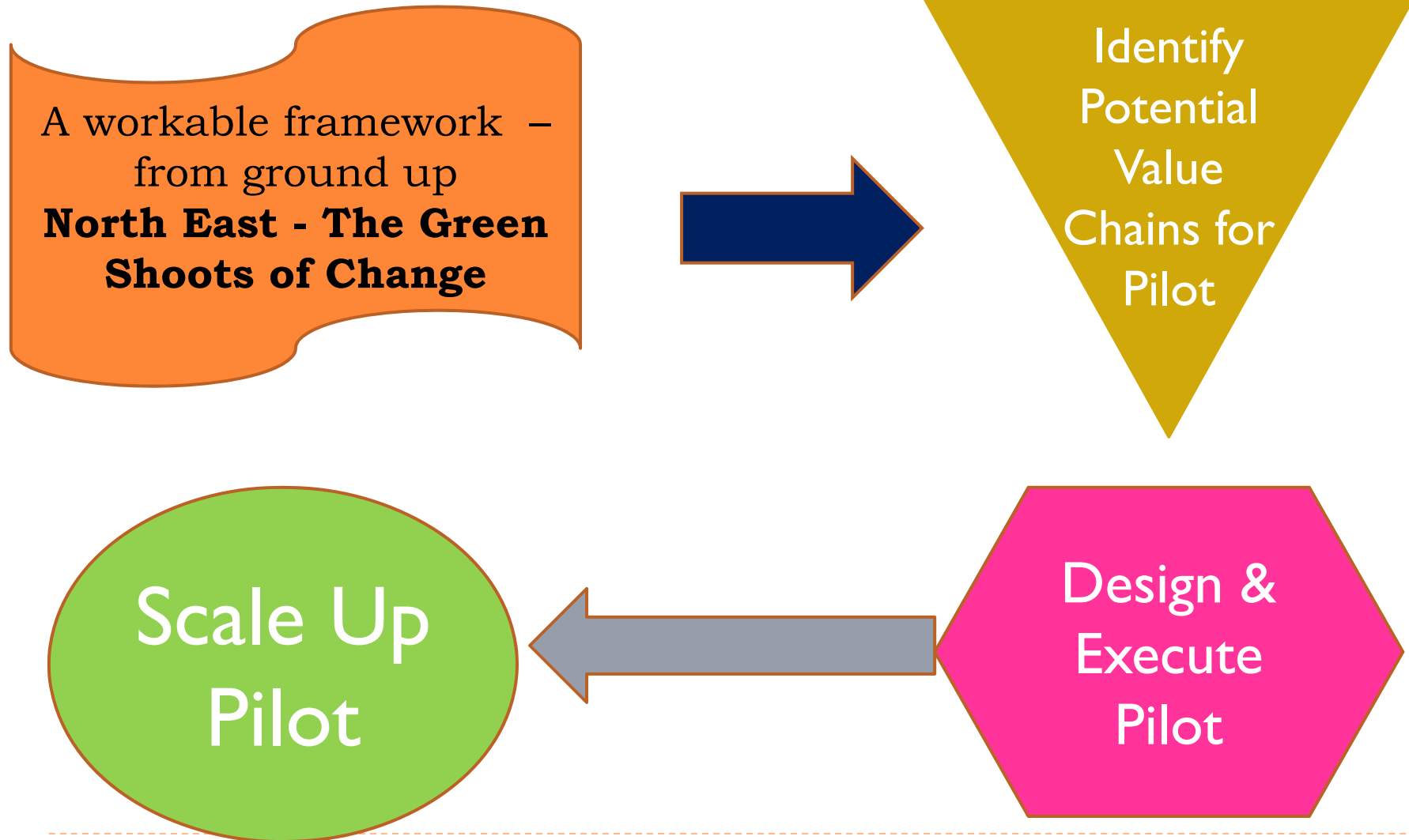
..... Building Resilience for a
Sustainable Tomorrow

Brand “North-East”

Key Elements of Brand

- ▶ “Credible Awareness” of the fundamental changes in North East.
- ▶ Recognize that North East is a “ New Centre of Gravity”
- ▶ Build a growth model which builds on “yesterdays skills , with investments of today for markets of Tomorrow”
- ▶ Recognize that local Entrepreneurship will grow and external investments will then flow.

Forging Partnerships – start small



Thank you.

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