

Special Edition | June-July 2018 | Issue 7

# Media Talk Back

**NORTHEAST GATEWAY TO ASEAN**  
**EMPOWERING THE REGION**  
**EMPOWERING THE COUNTRY**



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Transforming the skill landscape





Released 6th Edition of MESC Magazine

Union Minister of State for Skill Development and Entrepreneurship, Shri. Anant Kumar Hedge releasing the 6th edition of Media TalkBack magazine based on Women Empowerment.



Legendary director, producer, actor, music director and screenwriter Shri. Subhash Ghai being elected as the Chairman of MESC.

### MESSAGE FROM THE CHAIRMAN



**Shri. Subhash Ghai**

Chairman (MESC)  
Renowned Indian Film Director,  
Producer & Screenwriter



"MESC is new revolution & evolution to the whole education system of india with full emphasis for skill based education than only memory based education in the past. It's one of the finest initiative by govt of india. and I'm proud to be associated with MESC with a serious responsibility to develop a new generation skilled man in every field. Specially in our sector of Media & entertainment to explore & think beyond obvious in every art & craft we are in ". I'm humbled & thankful to everyone who entrusted me this great responsibility of taking it in right direction for next generation and I am sure we have a good team to achieve our targets soon.



### MESSAGE FROM THE EDITOR IN CHIEF



**Monica Nayyar Patnaik**

Managing Director, Sambad Group,  
Founding Governing Member, MESC



I extend my thanks and regards for supporting and contributing the information and insights required during the creation of our 7<sup>th</sup> monthly magazine highlighting about Media & Entertainment Industry. I'm sure the subscribers will get a much better understanding of the industry, the focus today and plans for tomorrow. For budding aspirants, this magazine shall provide the direction to accomplish success in their careers. I congratulate, MESC for this initiative and request all stakeholders to come forward and support the 'Skill India' mission by contributing not just to the magazine but also to uplift the entire skilling ecosystem. Jai Hind!



# NORTHEAST INDIA

The Unexplored Paradise

Usually described as the unexplored paradise of the country, the Northeast is the easternmost region of India representing both a geographic and political administrative division of the country. The

region is known for its diversity which is apparent from the language to the culture and traditions of the states. All tribes in the Northeast India have their own folk dances associated with their religion and festivals. The tribal heritage in the region is rich with the practice of

hunting, land cultivation and indigenous crafts. The rich culture is vibrant and visible with the traditional attires of each community.

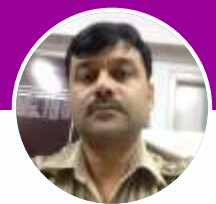
The Seven Sister States is a popular term for the contiguous states of Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland and Tripura prior to inclusion of the state of Sikkim into the North Eastern Region of India. The sobriquet 'Land of the Seven Sisters' was coined to coincide with the inauguration of the new states in January 1972 by Jyoti Prasad Saikia, a journalist in Tripura, in the course of a radio talk show. He later compiled a book on the interdependence and commonness of the Seven Sister States, and named it the Land of Seven Sisters. It has been primarily because of this publication that the nickname has caught on.

The region shares more than 4,500 kilometers (2,800 mi) of international border with Tibet Autonomous Region, China in the north, Myanmar in the east, Bangladesh in the southwest and Bhutan to the northwest. It comprises an area of 262,230 square kilometers (101,250 sq mi), almost 8 percent of that of India, and is one of the largest salient (panhandle) in the world.

**At ASDM we are keen to promote trades that lend themselves naturally to the inherent talents and abilities of our youth**

**Anand Prakash Tiwari**

MD, Assam Skill Development Mission



**NE is a fertile land with rich flora and fauna, a green diversity and a ready pool of human resources. If honest attempts are made, NE will be one of the best revenue resource zones for India**

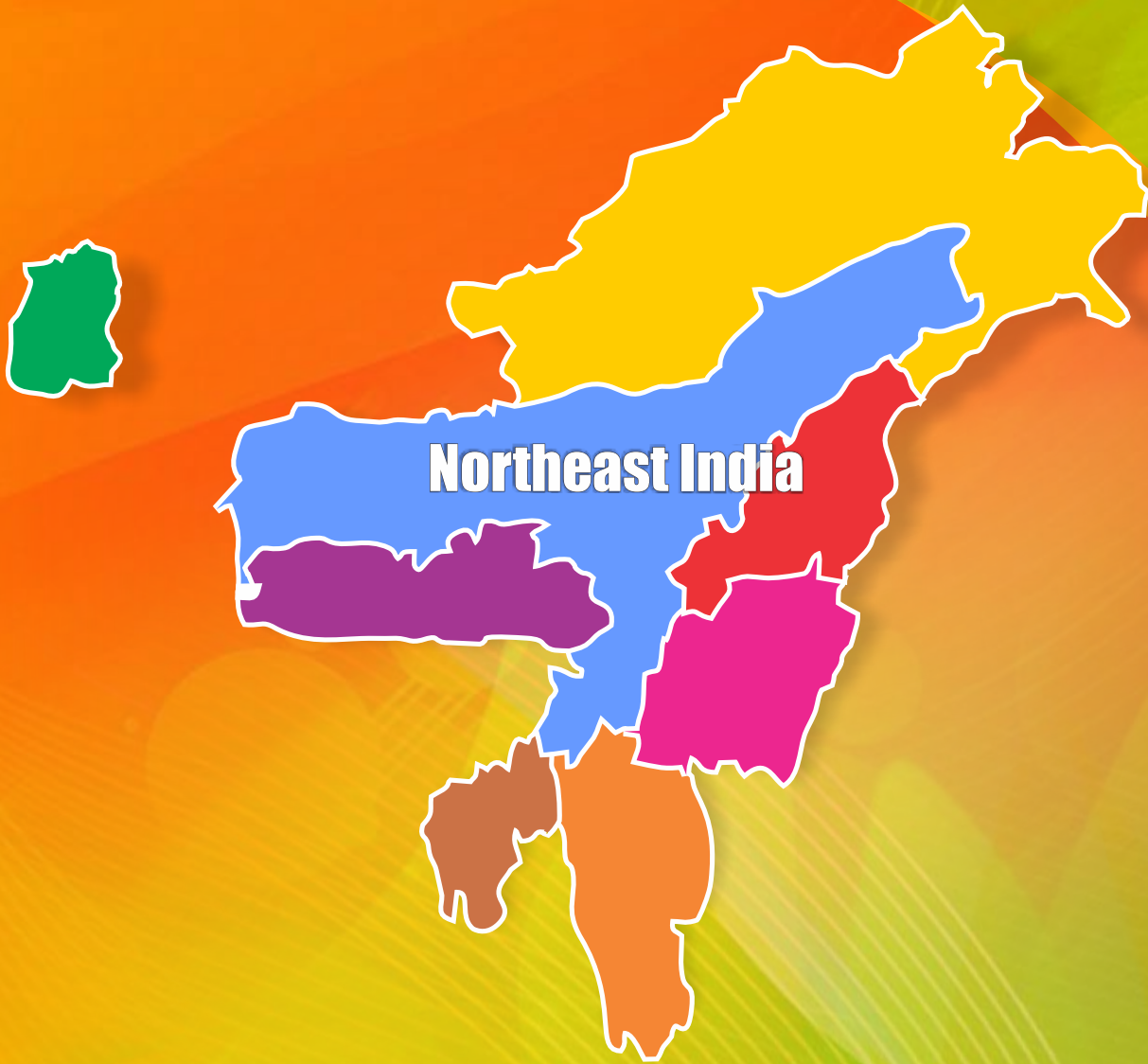
**Narendu Bhattacharya**

Consultant, Tripura University





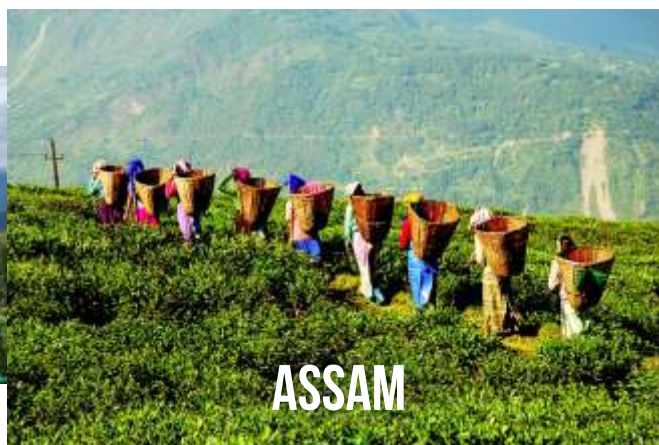
# Northeast India







MANIPUR



ASSAM



ARUNACHAL

## Here is an introduction of the states and hopefully you will get to understand a little more about the Northeastern region:

### 1. Arunachal Pradesh

Arunachal Pradesh is one of the 29 states of India holding the most north-eastern position among the other states in the north-east region of India. Arunachal Pradesh borders the states of Assam and Nagaland to the south, and shares international borders with Bhutan in the west, Myanmar in the east and China in the north. Itanagar is the capital of the state. Arunachal Pradesh, which translates to "land of the dawn-lit mountains", is also known as the Orchid State of India or the Paradise of the Botanists. Geographically, it is the largest among the North-east Indian states. As in other parts of Northeast India, the people native to the state trace their origins from the Tibeto-Burman people.



India is dotted with innumerable historical monuments and archeological remains, which bear testimony to its rich cultural heritage.

The state finds its mention in the literature of Kalika Purana and the great Hindu Epic Mahabharata. It is believed to be the Prabhu Mountains of the Puranas. According to a Hindu mythological legend, Arunachal Pradesh was the place where sage Parshuram washed away his sin, sage Vyasa meditated, King Bhishmaka founded his kingdom and Lord Krishna married his consort Rukmini. Ruled by many powerful dynasties and kingdoms, Arunachal Pradesh

### 2. Assam

Dominated by the mighty Brahmaputra River, the state of Assam is the gateway to the northeastern part of India. This beautiful land finds its reference in the great Hindu epic Mahabharata as "Pragiyotisha" and "Kamarupa" in the first millennium. Endowed with lush greenery, Assam is also renowned for Assam tea, silk, petroleum resources and rich flora and fauna.



Assam has enjoyed a reputation for unspoiled natural beauty, substantial biodiversity, tea plantations, and friendly people. The Brahmaputra, the lifeline of the valley which shares its name, floods the nearby land with fertile silt every year to ensure a rich harvest. It is bound on either side by marshy land covered with thick jungle grass, interspersed with patches of rice fields and terraced tea gardens. There is little to interrupt the vast panorama except the occasional lone hillock. Only in the south of the valley is the even horizon broken by the hills of Karbi Anglong. Further south are the North Cachar Hills. Located here, amid orchards is Assam's only hill station, Haflong. The southern part of Assam is the Barak Valley, this region hosts untouched natural beauty. Green is the dominant colour of the state, with an impressive 35% forest cover and thousands of hectares under tea cultivation. Assam has five national parks including the World Heritage Sites of Kaziranga and Manas, and 20 Wildlife and Bird Sanctuaries. The great Indian one-horned rhinoceros is one of Assam's most noteworthy fauna. Over the centuries, people of various ethnic, religious and linguistic backgrounds have been attracted by the fertile river valleys of Assam, and adopted them as their home.



### 3. Manipur

Manipur, located in a lush green corner of North East India, is an oval shaped valley surrounded by nine ranges of bluish green hills intertwined with cascading rapids, carpets of flowers and lazy lakes. A little paradise on Earth with her rich cultural heritage and sublime natural beauty, Manipur promises to be a favourite new Tourism Destination. The people and tribes of Manipur include Meiteis, Nagas, KukiChinMizo groups, Gorkhas, MeiteiPangals and many other colourful communities who have coexisted in complete harmony for centuries. These are people whose folklore, myths and legends, dances, indigenous games and martial arts, exotic handlooms, handicrafts and fine arts are invested with the mystique of nature.



Manipur is a mosaic of ancient traditions and rich cultural patterns. In the field of arts and culture, the State is best represented by its classical and folk dance forms. RaasLeelas depict the Leelas of Lord Krishna as a child with Gopies of Brindavan and express their yearning for communion with the Lord. The Raas Dance is perfectly lyrical and has extremely graceful movements. The spring festival, the "LaiHaraoba" held in April – May is symbolized by a traditional stylized and ritualistic dance performed for peace and prosperity. The tribal folk dances are an expression of nature, creativity and aestheticism of the tribal way of life. One can be charmed by the colourful costumes, dances and unique rituals in festivals such as LuiNgaiNi (seed sowing festival of the Nagas of Manipur) and Kut, the largest festival of KukiChinMizo communities.

### 4. Meghalaya

Endowed with incredible natural beauty, Meghalaya is one of the most beautiful states in Northeast India. The state is bounded to the south and the west by the People's Republic of Bangladesh and the north and the east by India's Assam state. The capital is Shillong, known as the "Scotland of the East". Meghalaya was previously part of Assam, but on 21 January 1972, the districts of Khasi, Garo and Jaintia hills became the new state of Meghalaya. English is the official language of Meghalaya. The other principal languages spoken include Khasi, Pnar and Garo. Unlike many Indian states, Meghalaya has historically followed a matrilineal system where the lineage and inheritance are traced through women; the youngest daughter inherits all wealth and she also takes care of her parents.



About 70% of the state is forested, of which 9,496 km is dense primary subtropical forest. The Meghalayan forests are considered to be among the richest botanical habitats of Asia. These forests receive abundant rainfall and support a vast variety of floral and faunal biodiversity.

### 5. Mizoram

Mizoram is one of the states of Northeast India, with Aizawl as its capital. The name is derived from Mi (people), Zo (hill) and Ram (land), and thus Mizoram implies "land of the hill people". In the northeast, it is the southern-most landlocked state sharing borders with three of the seven sister states, namely Tripura, Assam, Manipur. The state also shares a 722 kilometer border with the neighbouring countries of Bangladesh and Myanmar.



About 95% of current Mizoram population is of diverse tribal origins who settled in the state, mostly from Southeast Asia, over waves of migration starting about 16th century but mainly in 18th century. It is also a highly literate agrarian economy. This is the highest concentration of tribal people among all states of India, and they are currently protected under Indian constitution as Scheduled Tribe.



## 6. Nagaland

Nagaland is a state in the far north-eastern part of India. It borders the state of Assam to the west, Arunachal Pradesh and part of Assam to the north, Myanmar to the east and Manipur to the south. The state capital is Kohima, and the largest city is Dimapur. The state is inhabited by 16 major tribes - Ao, Angami, Chang, Konyak, Lotha, Sumi, Chakhesang, Khiamniungan, Kachari, Phom, Rengma, Sangtam, Yimchungrü, Kuki, Zeliang and Pochury as well as a number of sub-tribes. Each tribe is unique in character with its own distinct customs, language and dress. Two threads common to all, is language and religion - English is in predominant use and Nagaland is one of the three states in India where the population is predominantly Christian.



Nagaland became the 16th state of the Indian Union on 1<sup>st</sup> December 1963. Agriculture is the most important economic activity and the principal crops include rice, corn, millets, pulses, tobacco, oilseeds, sugarcane, potatoes, and fibres. Other significant economic activity includes forestry, tourism, insurance, real estate, and miscellaneous cottage industries.

## 7. Sikkim



Sikkim is a landlocked Indian state located in the Himalayan Mountains. It is situated in an ecological hotspot of the lower Himalayas, one of only three among the ecoregions of India. The state is bordered by Nepal to the west, China's Tibet Autonomous Region to the north and east, and Bhutan to the east. The Indian state of West Bengal lies to the south. Assembly of Sikkim abolished monarchy and resolved to be a constituent unit of India. A referendum was held on these issues and majority of the voters voted yes. On May 15<sup>th</sup>, 1975 the President of India ratified a constitutional amendment that made Sikkim the 22nd state of India.

## 8. Tripura

Tripura is the third-smallest state in the country and is bordered by Bangladesh (East Bengal) to the north, south, and west, and the Indian states of Assam and Mizoram to the east. The Kokborok speaking Tripuri people are the major group among 19 tribes and many subtribes. The Bengali people form the ethno-linguistic majority in Tripura. The area of modern Tripura was ruled for several centuries by the Tripuri dynasty. It was the independent princely state of the Tripuri Kingdom under the protectorate of the British Empire which was known as Hill Tippera while the area annexed and ruled directly by British India was known as Tippera District (present Comilla District).



Forests cover more than half of the state, in which bamboo and cane tracts are common. Tripura has the highest number of primate species found in any Indian state. Due to its geographical isolation, economic progress in the state is hindered. Poverty and unemployment continue to plague Tripura, which has a limited infrastructure. Most residents are involved in agriculture and allied activities, although the service sector is the largest contributor to the state's gross domestic product.





## Contemporary Media and Entertainment Scene in the Northeast Region

### CINEMA OF THE NORTHEAST

With over 77-years of history in cinema, the Northeast emerged internationally feted filmmakers like Jahnuba Barua and Aribam Syam Sharma, and blessed the nation with cinema personalities like Pramathesh Chandra Barua, S.D. Burman, Salil Chowdhury, Bhupen Hazarika, Danny Denzongpa and Seema Biswas.

As early as 1935, Jyotiprasad Agarwala, an iconic playwright in Assam, produced the first film in North East India. "Joymoti", released in 1935 initiated the film movement of Assam and also the whole region. Northeast India, as we now know it, took shape over the years – with the states of Meghalaya, Nagaland and Mizoram carved out of Assam, and Sikkim getting incorporated first into India and then made a part of the "North East" region as an administrative decision – filmmaking efforts also kicked off gradually in the other states.

Since then, movie-making has created quite a significant stir in the region, especially in the states – Assam and Manipur, both of which have a regular filmmaking tradition. Filmmakers from the other northeastern states have also bagged international film awards, mostly for documentaries.

Lately, overcoming the many constraints, young filmmakers are weaving celluloid dreams to tell stories relevant to the region. Naga film director Tiakumzuk Aier, who bagged an international award for his maiden venture, "Nana-A tale of us" stands testimony to the emergence of a new breed of filmmakers in the region. The film is a Nagamese language drama film set at the backdrop of corruption-ridden society and the need for Clean Election in Nagaland. This 1-hour 40-minute film became the most expensive Naga film to be produced with a budget of Rs 25 lakh. Upon its release on July 18, 2017, the film achieved critical and commercial success in the state. It made a grand international debut at the 2nd Edinburgh Festival of Indian Films and Documentaries (EDIFD), Scotland's biggest showcase of the best in new and classic Indian Cinema. Director Tiakumzuk Aier won the prestigious Golden Calton award for Best Director. According to film critic Dr. Piyush, "Nana is one of the finest films to come out of India in 2017."

ty-music & direction  
INGTI-UDAY SHANKAR DUTTA  
IP DOIMARY,  
HARMA TAMULI  
SEN GARG  
VER



**"Talent is just one of the several ingredients to success and relying solely on talent can lead to taking the other ingredients for granted"**



**Shillong Chamber Choir**

**"We thrive on art and culture; everyone is an artist in North East"**



**Lin Laishram**

Indian Model and Actor





Priyanka Chopra also produced a movie called “Pahuna – The Little Visitors”, which became the first Sikkimese feature film for the Indian market, completely shot in Sikkim with a local cast of unknown actors, written and performed entirely in Nepali. Directed by first-time filmmaker Paakhi A Tyrewala, the children's film received a standing ovation at Toronto International Film Festival 2017.

Other than the above mentioned films, a few other films have also got released outside the region, such as Jahnu Barua's “Baandhon”, Rajni Basumatary's “Raag” and Kenny Basumatary's laugh riot of a martial arts comedy “Local Kung Fu” (all Assamese), via the now-defunct PVR Director's Rare initiative. The second installment of Local Kung Fu got a commercial release in a few metro cities earlier this year, while Zubeen Garg's “Mission China” also got a good few days' run in the metro, thanks to the increasing Assamese population in Delhi, Mumbai, Bengaluru and Pune. With the emergence of popular video-on-demand platforms like Netflix and Amazon Prime, which are picking up good content for a global audience, a window of opportunity sure exists for the filmmakers from the region who want to tell their own stories.

In Manipur, where Aribam Sharma made outstanding films like “Imagi Ningthem” and “Ishanou” (screened in the Un Certain Regard section of the 1991 Cannes Film Festival), younger filmmakers are making an effort to tell stories that capture the turmoil of present-day society as well as folk tales and stories from literature. The most prominent among them, and perhaps the most important young cinematic voice in the entire Northeast now, is Haobam Paban Kumar, who, after a string of internationally-acclaimed documentaries, recently made his debut fiction film “Loktak Leirembree (Lady of the Lake)” which has been celebrated on the festival circuit, from Busan to Berlin.



Some remarkable young talents are emerging from states like Mizoram (such as self-taught filmmaker Mapuia Chawnghtu, who made the highly-stylised Khawnlung Run, or The Raid of Khawnlung, on a minuscule budget of only Rs 12 lakh) and Arunachal Pradesh (where a young SangeDorjeThongdok made Crossing Bridges, the first feature film in the Sherdukpen dialect, which was acquired by Insomnia Films of France). In Meghalaya, Pradip Kurbah made the dramatic Khasi language film "Ri", which sought to create a debate around the sense of alienation among the youth of the region and how some of them get sucked into a world of violence. Kurbah

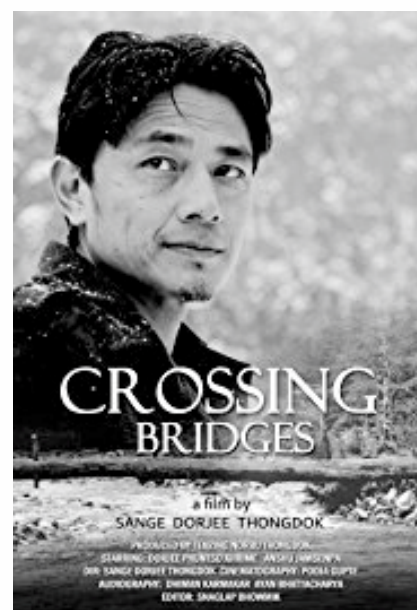


followed it up with the much-appreciated drama Onataah, whose Hindi, Marathi and Malayalam remake rights have been sold — a feat for Northeastern cinema that has only once been achieved previously (by Abdul Majid's Assamese film Chameli Memsaab, that was remade in Bengali and Hindi). In Sikkim, the smallest of the Northeastern states, several young filmmakers have emerged, such as Karma Takapa whose Ralang Road got its world premiere at this year's Karlovy Vary, and Prashant Rasaily, whose Acharya and Katha got good reviews in several festivals. In Tripura, Joseph Pulinthanath, a Keralite priest settled in the state, has made a couple of acclaimed films in the tribal Kokborok language, most notably Yawng.



Over the years, the region has produced several filmmakers who have earned high praise nationally and internationally through their socially-responsible cinema. They include JahnuBarua and the late Dr Bhabendra Nath Saikia of Assam, and Aribam Syam Sharma of Manipur, as also the multifaceted genius Dr Bhupen Hazarika. This, even as those like PC Barua, Danny Denzongpa, Seema Biswas, SD and RD Burman and Salil Choudhury have made a place in 'mainland' cinema of different eras, including AdilHussain and ReemaKagti in more recent times.

In a region where the usage of the term "film industry" is for the want of a more appropriate term, the reality is that only Assam and Manipur have a regular filmmaking tradition. Video films in local languages for local consumption have been made in other states quite regularly in recent years, though cinematically, they have hardly any merit simply because of the lack of opportunities while easy availability of digital cameras has enabled lot of young filmmakers from the region to make interesting short films and documentaries which are not only famous in their perspective states but also worldwide.





## PRINT MEDIA IN THE NORTHEAST

Throughout the past decades, Northeast has seen tremendous development in the media and entertainment sector. Media is considered to play a vital role in the day to day life of the people living in the region. As the literacy rate in the seven sister states in India kept on spiraling after independence, freedom of expression found its voice in the births of newspapers in English as well as local languages. Although north-east stayed in the throes of cataclysmic changes, the newspapers played a crucial role in expressing feelings and opinions of people. Some of the leading newspapers in the region are as follows –



### "The Sentinel" & "AjirAsom" of Assam

The English daily, The Sentinel, has the top rank in Assam among all the local newspapers. The newspaper has recognition for its high caliber language and intellectual ideas. With its five editions published from Silchar, Itanagar, Dibrugarh, and Shillong, it has very high circulation in the seven sister states. The newspaper was edited for a long time by eminent scribe, Dharendra Nath Bezbaruah. With its sister publication, AjirAsom, its other publication in Assamese language, it also enjoys high reputation as well as circulation in Assam and other states of north-east. With combined circulation of more than 1,20,000 number of newspapers, it is the largest group in north-east of India.



### The Sangai Express of Manipur

The Sangai Express is the most popular news agency of Manipur, it is also the largest circulated daily in the state. The Sangai Express publishes news of Manipur in English and Manipuri languages. The Manipuri Edition of The Sangai Express publishes Manipuri News in the Bengali Script. A portion of Meitei Mayek News is included in this edition. The Manipuri Edition of the newspaper has a popular comic named "KandranggiMang" which is quite popular among the readers.



### DainikSambad of Tripura

Among a few newspapers in Tripura, "DainikSambad" which is published in Bengali has the highest circulation in the state. No other newspaper offers any competition to this daily as it has remained the number one choice of masses in the state for years.



### The Shillong Times of Meghalaya

It is North-East India's oldest English-language daily newspaper, which started as a tabloid-sized weekly on August 10, 1945, on a treadle machine in Shillong. The Shillong Times switched to modern computer typesetting and offset printing technique on August 15, 1991, and the first issue in broadsheet format came into being. A second edition from the town of Tura in the Garo Hills of Meghalaya was launched on November 9, 1992. Besides the Tura edition, Shillong Times Private Limited also publishes the only Garo language daily SalantiniJanera. The publication is headed by Patricia Mukhim as its editor, who succeeded Manas Chaudhuri in 2008. Chaudhuri had been editor of the paper since 1978.



### Nagaland Post of Nagaland

Launched on December 3, 1990, Nagaland Post is the first and highest circulated newspaper of the state Nagaland. It is the first newspaper in Nagaland to be published in color and also the first newspaper of the region to be published in multi-color. The newspaper is the second highest circulated English newsdaily in the region. It is the only newspaper in the state with authentic ABC certification. As the pioneer newsdaily, Nagaland Post has set the benchmark for ethical and responsible journalism which is why; it enjoys unparalleled reputation among its readers throughout the state's eleven districts. The newspaper is also widely circulated in neighboring states like Assam, Arunachal Pradesh, Manipur and Meghalaya.

## Influence of mass media among the Northeastern community



Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Mass media is a significant force in modern culture, all around the world. Sociologists refer to this as a mediated culture where media reflects and creates the culture. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few. These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Media have a tremendous potential for good though often underutilized. They provide chances for people to witness events as they happen. They have great democratic potential and can extend knowledge to all people, providing a global perspective. They provide diversion as well as entertainment, information and education. The mass

media keep people in track with the world around them. They open a new horizon of the world and life which make them self-dependent and industrious to lead prosperous lives.

Much good have come to the Northeast as a result of exposure to the media in the North East region. Information is power and one cannot live without it if we are to be a part of the global society today. The people of North East India who were earlier isolated from the rest of the world could now receive news and information through the media. Not only do they receive other people's stories, they can now make their stories known to others through the media. For instance, the media in the region also plays a big role in bridging the gap between the Government of India and the locals.

One cannot deny the influence of the mass media on the people of Northeast India. The evidence is particularly seen in the manner and pace in which the tribal and non-tribal people there have embraced modern and western ways of dressing, outlook and lifestyles. The mass media have allured both the young and old and entangle particularly the young. The younger generation are the keenest recipient of the media especially T.V and other entertainment media.

When one talks about media in the northeast, social media also plays a major role in bring the people of the region towards the limelight. It waved its magic wand to completely capture the hearts and souls of masses. The states in north-east are no exception like the rest of the world as the effect of new media captured the imagination of every generation by leaps and bounds. With its growing reach, social media has not stayed away from donning different roles for various communities in north-east.

Mass media have made profound impact on societies and their culture. It ceases the boundaries of different societies among the individuals and creates 'Globalization.' The globalization is a decent case to delineate the friendship of media, since people can witness what is happening in different nations or how they dress up and what their way of life is. Subsequently, they typically mirror what others do.



Furthermore, media are a storehouse of information. It educates individuals about day to day occasions or new revelations. This data some of the time is utilized to change individuals' sentiment. For instance, in the race of president, the devotee of candidates publicize in media such as, TV or the web for them, and ingest consideration regarding choose any individual that they need.

However, mass media can have both positive and negative impact on the lives and on the minds of the people. It depends on the mindset of the people, as to which side they look for.

Still, the coming of the new media technologies especially the Internet has made many things possible today provided we know how to use them positively. Thus, it can be concluded mass media have a powerful influence in shaping a persons' lives.



# MUSIC, FESTIVAL AND DANCE IN THE REGION

## Northeast



Someone once rightly said, "Music is an outburst of the soul." The northeast of India may be known for its gorgeous landscapes and local delicacies but something that a lot of people miss out on is that the region has a lot of good music in its soul. From the soulful blues to rock-and-roll, the music scene in the region has always been vibrant and extravagant throughout the years. The diversity that is relevant in the music scene is worth mentioning from Folk and Tribal music, Rock and Roll, Hard Rock, Blues and Jazz to hip-hop, it is no doubt that the Northeast of India stands out in terms of the music.

With the trend of music festivals booming like never before and Shillong being named as the "Rock capital of India", it is no doubt that the North East is home to some of the biggest music festivals in the country. For example: The Zero music festival which is held in Arunachal Pradesh. The festival has been well supported by the Arunachal state government and also features in its annual calendar of cultural activities. Bands from all over the country feature in this yearly gathering of some of the best indie performers. Every September, since 2011, a sundry mix of music enthusiasts have been thronging the remote valley of Ziro in Arunachal Pradesh along with the Apatani tribesmen to produce an extended weekend that showcases the best of independent music in India. Ziro Festival of Music, is, undoubtedly one of the most sought after outdoor music festivals in India. Other music festivals that take place in the region include, "The Hornbill music festival in Nagaland, "Shine A Light- Voice of The Silent hills" in Meghalaya, "Brahmaputra Beach Festival" in Assam, and many more.

The Northeast has been the bedrock of music. It is well known that the region, with its multiplicity of tribes and cultures, is an anthropologist's delight. It is also, in fact, an ethno-musicians' paradise. This is a place where music, whether devotional, work-related (folk) or purely recreational, plays a very important part in the day-to-day lives of the people. The general musical form of the North East India bears the characteristics of the entire region and the racial admixture of the different types of people, settled in this region has greatly contributed to the folk music. Each group of the North East along with its subgroups has its own musical traditions.



Unfortunately, musicians in the region don't get enough exposure. They've got the culture, and there's a lot of music being inculcated in the community but they just don't have the space to perform. Comparatively though, Shillong and Dimapur are still better off, venue-wise. Arunachal Pradesh apparently has almost no viable platform for smaller artists to play in, which is pretty harsh considering the kind of profound talent it exports. A lack of promotions is also a big drawback to the local artists. Starting out without funds, connects and thereby losing out on opportunities to be celebrated and recognized is a major hindrance to the artists. Music from the Northeast doesn't reach a larger audience like it should aside from a selected few.



Much like the British who first realized that hostility is not the best way to take on the indigenous people of the Naga Hills, it may be a cue for the rest of us that if music and art is the silver lining for us amidst darkness and gloom, then it must be for a reason.

Dance is the language of freedom of the soul and when it comes to folk dances, the sky is enormous as the dances are devoid of the intricate grammar akin to the traditional and classical dance forms. Folk Dances of North East India thus unambiguously pinpoint the dance that is the symbol of the natural, unprompted and the spontaneous life of the common people. Sattriya (from Assam) and Manipuri dance (from Manipur) have been listed as classical dances of India. Besides these all the states have their distinct dances which they perform during special occasions or festivals. Some of the famous dances from the region include –

### BIHU DANCE OF ASSAM



The Bihu Dance is a folk based dance of Assam which is deeply connected to the festival of Bihu. This is a joyful dance that is participated by men as well as women. The distinguishing feature of these dance are the rapid symmetrical dance steps and the coordinated movements of the hand. All dancers wear traditional and colorful Assameese clothes that add charm to the whole dance. The other dances of the region include Sattritya, Bagurumba and Bhaona.

### PUNGCHALOM OF MANIPUR



This is a famous Manipuri Dance which is said to be the soul of Sankirtana Music of Manipur. This is a unique dance that is a prelude to the famous Ras Lila Dance. This dance moves to the beat of the pung which is a kind of hand operated drum wherein the male and the female dancers move in symphony. Not just the PungChalom dance, Manipur also has the Manipuri dance (Ras Lila), KartalCholam among many more.

### ZELIANG DANCE OF NAGALAND



Zeliang is a special dance form of Nagaland which sees the participation of female dancers. Unlike the other tribes of Nagaland women of the Zeliang tribe participate in dance along with the men. The dance performance is punctuated by a fierce rhythm. The Naga dress is characterized by chunky brass and silver jewelry and other accessories made of iron. Folk dances of Nagaland are performed mainly in a synchronized manner in groups by women as well as men, based on the kind of dance. Dances are generally performed in religious and festive occasions. Mainly the Naga men perform war dances. This dance is martial and athletic in style. All the folk dances of Nagaland are performed along with war cries and songs by the dancers. There are several folk dances in Nagaland which are generally performed at the time of harvest.



### HOJAGIRI DANCE OF TRIPURA



Hojagiri is one of the most popular dance forms of Tripura and it is typically performed on the auspicious occasion of the Hojagiri Laxmi Puja which is held in the full moon night that comes during the stretch of Durga Puja that happens after the 3rd day prior to Dusshera. This beautiful dance is accompanied by ardent worship of Goddess Laxmi or Mailuma. Some of the other dances from the state include Gorla dance, Jhum dance, Lebang dance, etc.

### CHERAW DANCE OF MIZORAM



Cheraw dance is a ritual dance performed in Mizoram, India, consisting of four people holding two crossed pairs of bamboo staves. It is one of the most famous dances in Mizoram, and a center of attraction during festive occasions. The Cheraw dance is characterized by the use of bamboo staves, which are kept in cross and horizontal forms on the ground. While the male dancers move these bamboo staves in rhythmic beats, the female dancers perform by stepping in and out of the bamboo blocks. Recognized as one of the oldest dances of Mizoram, the Cheraw dance has become an integral part of almost every festival of Mizoram.

### PONUNG DANCE OF ARUNACHAL PRADESH



Folk Dance of Arunachal Pradesh can be generally classified into four different groups of dances naturally enacted for a host of purposes. As for one, there is this Festive dance performances which are mostly celebration orientated folk dances celebrated in individual occasions. Ponung dance falls in the celebratory dance category where the young women execute the dance holding each other's hands and moving in circles. The dance celebrates the crop season and mythological songs often relate the source of paddy and crops.

### LIMBOO OR SUBBA FOLK DANCE OF SIKKIM



The cultural heritage of Sikkim is expressed in its traditional folk dances. Sikkim is domiciled by many ethnic castes and tribes; each of them has its own interesting folk dances. The major inhabitants of Sikkim are divided into three communities, the Lepchas, the Bhutias and the Nepalese respectively. The folk dances and music have become an inseparable part of Sikkim Culture. Limboo or Subba is a traditional folk dance of the Sikkimese. In this dance, the dancers hang the 'Chyap-brungs', a musical instrument around their necks. The drum is beaten with a palm on one side and with a stick on the other side. The fancy trick creates two different sounds. The dance comprises of complex footwork that is tuned with the beats of Chyap-Brung.

### NONGKREM DANCE OF MEGHALAYA



The dances are associated with their festivals or seasons and hence are to be enjoyed throughout the year. The tribal dances are social, religious, agricultural, funeral and recreational. The land echoes the sound of perfect tempo, beautiful songs and traditional instruments. The dances of Meghalaya are generally held under the open sky. Nongkrem Dance is a religious festival in thanksgiving to God Almighty for good harvest, peace and prosperity of the community. It is held annually during October - November, at Smit, the capital of the KhyrimSyiemship near Shillong.



## Bollywood's Connection to the Region

### Cinematic Tourism in the Northeast

India, being one of the leading film producing countries with the filming community spread across various regions of the country, also offers a diversity of landscape and locations in the different States / Union Territories, making it an appealing destination for production of both international and domestic films. Indian cinema has been able to influence Indian Tourism both directly and indirectly. So basically the media & entertainment industry has influenced different forms of tourism and aware of the diversified Indian landscape, language, religion, cuisine, dance, music and festival. Cinematic tourism describes the effects that Cinema can have on our travel decisions as they inspire people to experience the screened places firsthand. Not only is Cinematic tourism an excellent vehicle for destination marketing, it also presents new product development opportunities, such as location tours, film museums, exhibitions and the theming of existing tourist attractions with a film connection. Film tourism is the tourism that is generated as a result of the appearance of a destination or attraction in the cinema, video or television. Falling loosely under the umbrella of cultural tourism, film tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel. The benefits of film tourism are becoming increasingly apparent.

Northeast States is one of Asia's last great natural and anthropological sanctuaries which very few have explored. From valleys and hills to cascading waterways and unending plains, the region is any film-maker's dream destination. Bollywood being the largest producer of films in the world for over half a century now, it has been the prime source of wholesome entertainment for majority of Indians so much so that most of the characters are forever etched into our memories. And it's not just the characters, every time a movie is shot somewhere the place also becomes immortalized forever. Had Steven Spielberg seen the beauty of the Northeast he would have shot one of his Jurassic Park or Indiana Jones movie here, in this region. Just last year, under the Dynamic Leadership of Hon'ble Prime Minister of India, Act East Policy, Ministry of Commerce & Industry, Govt. of India with ICSI- Int. Chamber for Service Industry organized an International Conference on Media & Entertainment Industry (M&E) for Cinematic Tourism where for the first time in post independent India the entire Northeastern region of India and ASEAN countries got together to deliberate on how to bring in more activities of Media Entertainment Industry to NER(I) and at the same to promote services exports to ASEAN Countries. Media and Entertainment Industry demands and suggestions were very pragmatic for the film segment, Television, Music and Animation Industry coming to Northeast region of India. The conference created a platform for the entire Media Entertainment Industry including Film Production Houses, Film Makers, Radio, and TV- Ad Film Animation Industry.



## Here are few Bollywood movies that were shot in this beautiful, wild and untouched region:

### Kurbaan, 1991 (Meghalaya)



Although Salman Khan was already a heartthrob since his first film, when he came to Meghalaya to shoot for Kurbaan in 1991, he stole numerous hearts. Parts of the film were shot in Kendriya Vidyalay, Upper Shillong (which is also the Alma mater of Ayesha Jhulka, the leading actress of the film). The red jeep used in the film belonged to a local store-owner who became quite a star himself then!

### Koyla, 1997 (Arunachal Pradesh)



Back in 1997, Rajesh Roshan brought none other than Shahrukh Khan and Madhuri Dixit for Koyla, to the alluring valleys of Tawang. The song "TanhaiTanhai" was shot in the Shungster Lake of Tawang. And anyone who had visited the place would know that the lake thereafter came to be popularly known as the "Madhuri Lake".

### Daman, 2001 (Assam)



Directed by KalpanaLajmi, Daman was set in the backdrop of Assam. A significant portion of the film was shot in the famous Kamakhya Temple in Guwahati. Raveena Tandon, the leading actress won the National Film Award for Best Actress for the film.

### Dansh, 2005 (Mizoram)



Dansh, released in 2005, was an adaptation of the thriller "Death and Maiden". It had Kay Kay Menon and Sonali Kulkarni in it. This spine chiller was shot in Mizoram and it also revolved around the Mizo Nationalist Front agitation.

### Saaya, 2013 (Nagaland)



A supernatural movie directed by film maker Anurag Basu. It is a remake of the Hollywood movie "Dragonfly". The movie was shot in the beautiful district of Mokokchung which is in the north eastern state of Nagaland.

### Rock On 2, 2016 (Meghalaya)



Farhan Akhtar sequel to the original hit, this movie stars Shradhha Kapoor and Arjun Rampal as well. Shot extensively in Shillong the movie has also used songs by local artistes for some of the title tracks. It is believed that the story is of a burnt out musician (Farhan Akhtar) who leaves Mumbai to find peace and rediscover his music in the hills of Shillong.

### Rangoon, 2016 (Arunachal Pradesh)



Rangoon is a 2017 Indian period war drama film, directed by award winning director Vishal Bhardwaj which stars Saif Ali Khan, Kangana Ranaut and Shahid Kapoor. It was shot in Arunachal Pradesh and is based on the INA struggle during the 2nd world war. Shot extensively in parts of Arunachal Pradesh this film released on February 2017.



# In conversation with the First Manipuri Actress in Bollywood

MANIPUR

An inspirational journey from Manipur to Mumbai

## Ms. Lin Laishram Indian Film Actress and Model



For Lin Laishram, Bollywood came calling when she was cast for a cameo role in the Shah Rukh Khan starrer, 'Om Shanti Om'. She was still in college and has not looked back since, bagging various roles in major production houses in Mumbai. Having walked the ramp for designers like Tarun Tahiliani and Shantanu-Nikhil and being featured in South Asian commercials, Lin brings with her a lot of experience in the industry. While her first break in Hindi films was with Om Shanti Om, it was 'Mary Kom' and 'Rangoon' that captured the attention of the industry. The Manipuri beauty was lauded for effectively portraying the characters.

Among one of the few actors and models from the Northeastern region in Bollywood, Lin has been a part of numerous commercials in India and abroad. She has been featured in numerous fashion and beauty advertisements in New York, Chicago and Toronto.

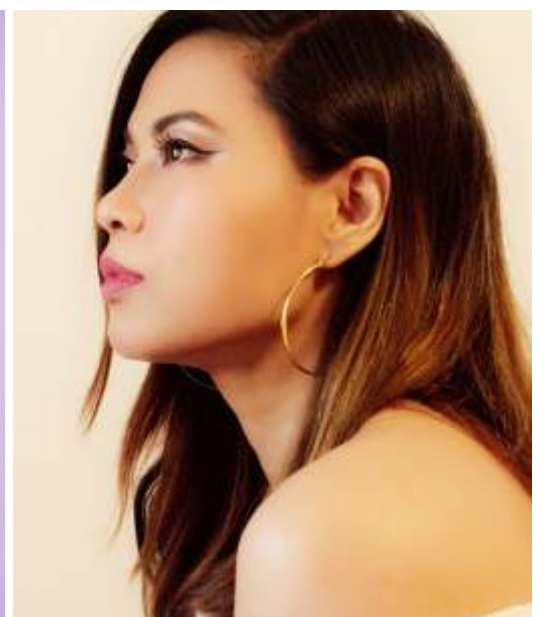
Being from the north-eastern part of the country, Lin has had her fair share of challenges. Although, she auditioned for the lead role of Mary Kom with director Omung Kumar, it was Priyanka Chopra who finally bagged the role of the world champion from Manipur.

She then bagged the role of Mary Kom's boxer friend and sparring partner. With time her perspectives have broadened, she remains quite unfazed and prefers to take things as it comes.

Acting happen out of sheer luck for Lin, her debut first performance as an actor was in a play called "Pillars of the Community" by Henrik Ibsen and although it didn't do so well it helped her make a decision to step in a world of films.

In the future, Lin will be seen in a movie to be released which will feature Assamese model and actor, Dipannita Sharma and renowned actor and model, MilindSouman. Other upcoming film projects include, Nicholas Kharkongor's film feature with Kalki Koelchin and Lin Laishram in leading roles.

Lin Laishram has become a force to be reckoned with in the entertainment industry and a role model to the many young aspirants from the Northeast who want to explore and make a mark in Bollywood.





**Q. There seems to be a lot of talented theatre artists from Northeast. What do you think could help them in making it big in the industry?**

**A.** Given a chance, artists from the region can do well. We thrive on art and culture; everyone is an artist in the North East. Be it in the area of singing, dancing, acting, martial art, etc. We have not had a proper platform to showcase our talents but I believe this will change with time and if given a chance we would excel.

**Q. I read somewhere that you started your acting career through theatre. Do you feel like it helped you develop your skills?**

**A.** Yes definitely, I loved theater, it has made me who I am today.

**Q. What do you think is the toughest challenge someone from the northeast has to face in order to make a name for themselves in the industry? What are some of the challenges you had to face?**

**A.** There are many challenges that one has to experience when they come to Bombay to fulfill their dreams. Bombay is an amazing city but not an easy one to survive in. First of all, it is very expensive, second it has a very fast paced life which is completely different from the life style we are used to in the Northeast, also our oriental features makes it very tough to find suitable projects. I grew up in Bombay and so I am immune to it by now, but there are days I feel disappointed with the Industry for not considering us Indian enough.

**Q. Coming from Manipur, a small state in the Northeast did you ever imagine that you will make it this far and become so successful in your career?**

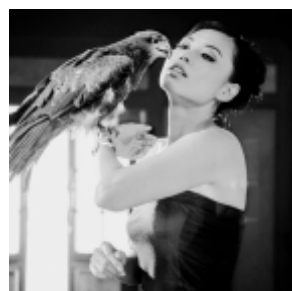
**A.** No, not at all. It is still surreal to me that I belong to the industry.

**Q. What has been your greatest achievement so far?**

**A.** I am quite an ambitious person and every time I reach a milestone I forget about it and move on and I think I am yet to achieve a lot more in life.

**Q. What is your message or advice to the people especially the ones from the Northeast who want to make it big in the media and entertainment industry?**

**A.** My message to the youth from North East would be to work hard and to believe in their dreams and never give up.







Molina Singh is a renowned dancer and actress from Manipur. She is the first performing artiste whom ICCR (Indian Council for Cultural Relation) invited to perform under outstanding non empanelled artist category. She is the recipient of numerous awards such as "yuva ratna", by the Art and culture Trust of India, New Delhi and also the prestigious "Certificate of excellence in Dance" by Rotary Club, Mumbai. She also performed first for the Horizon series followed by a special invitation by the Director General ICCR to do an improvised impromptu fusion with Thumri and Latin Spanish music. Molina has the honor to perform for The President of India twice (september 6th 2015 and april 2nd 2016) and was highly appreciated by the president for her powerful portrayal of the character MEERA.

**Q. When you were starting out did you know that you will be the proud recipient of numerous awards including "yuva ratna", by the Art and culture Trust of India, NewDelhi and also the "Certificate of excellence in Dance" by Rotary Club, Mumbai?**

**A.** We as artist, we never do something to receive awards. If anyone assumes that they will receive awards or recognition or just simply does their work for the sake of all the awards, they will never truly succeed. The audience are very clever, if they feel like something is not right or it's not touching their hearts then they will automatically reject it. When I started it was sheer passion to explore my talent. I was brought in an environment where everyone was an artist or a performer and I was introduced to dance at the age of three so stage for me is like a second home. I feel very much at home and comfortable to be on stage, performing comes naturally for me. Gradually as I pursued it as a career, I started getting recognized for my work but my parents were not really supportive since it is a very tough carrier to pursue and I didn't have any help from anyone. My parents wanted me to pursue medicine since I was also good in studies but it was never an option for me. Dance has always been my passion and I'm fortunate enough to be able to pursue it as a career and to receive so much love for it.

**Q. Coming from a small state, how has all this popularity been for you? Do you find it overwhelming sometimes?**

**A.** Honestly, I don't think I'm popular. Our craft is a visual medium. Whatever we do, you see it, get entertained by it and it gets stuck in your mind and heart. Just because one cannot see your work or what you're doing, they cannot say that I work harder than you or vice versa. Since our work is a visual line, it is more talked about and appreciated but I don't really let the praises get to my head. I've never thought about if I'm famous or not, it is just who I'm.

**Q. How was your experience representing your state Manipur at the prestigious KALA GHODA ART FESTIVAL 2015 'THEATRE RANG BOLI'.**

**A.** Long story short, I decided to write a play about the difficulties North East people has to go through living in a city like Delhi or any other city in India for that matter. We are considered as foreigners who don't really belong in the country and the many perceptions one have of us. So based on my experiences, I wrote a play called "local foreigner". The play is about a dancer who leaves her state and goes to Delhi in order to pursue her dreams and also the difficulties she had to face. The one hour play is somewhat of a satire which was very much appreciated by the audience and also performed during other events.

**Q. North east is considered to be culturally very blessed. Can you tell me something about why you choose to pursue the kathak dance forms instead of the traditional folk dance of the state?**

**A.** As an artist one cannot be confined to a certain form. As long as we don't challenge ourselves and come out of our comfort zone, we will never be successful. As a Manipuri, it is not necessary that I will prefer only things from there or related to the culture. I will for sure get inspired from other realms which will motivate me to do something more. When I was a child, my parents talked about the famous personalities from the industry and I was curious to learn more about them. I started with Manipuri dancing but later on I decided to challenge myself and learn some other dance forms. That's when I fell in love with Kathak and decided to pursue it. Later, I also started learning Odissi and was blown away by the intricacies of the dance form.



**Q. From your father to your aunt, they have all managed to make a name for themselves in the traditional folk music of Manipur. Will it be correct to say that they have inspired your path today?**

**A.** Yes, for sure they have inspired me. We talk a lot about our respective arts at home since all of us are from the same industry. But they didn't want me to pursue dancing as a career as it was difficult to earn recognition which is also true but I always thought that I would manage it.

**Q. Would you say that the culture of the north eastern states inspires some of your performances?**

**A.** Certainly it does. The women in the North East region are very brave and outgoing. The attitude to try even if I get rejected has always been in my genes, I'm a go-getter kind of a person and I think it reflects in my performance so yes, I would say that it inspires my performances.

**Q. You're the first performing artiste whom ICCR (Indian Council for Cultural Relation) invited to perform under outstanding non empanelled artist category. How has that experience been for you?**

**A.** It was an excellent experience for me. I never expected to get so much exposure and that too it all happened suddenly without any proper planning. It felt good dancing in front of so many famous world class dancers.

**Q. What do you want to say to the people wanting to try new things but are too scared to come out of their shell. Any advice?**

**A.** If you're really passionate about something you will surely go for it. If you are scared to go ahead with your plan that means you don't really want it. So I believe that if you want it bad, you should go get it and if not, you don't even have the right to dream about it.

**Q. What message would you like to convey to all the aspiring youth to follow the dreams that they have in the media and entertainment industry in the North East region?**

**A.** I think language is the barrier so I want them to learn. I believe that there are a lot of talented people but when they come out of the state, they are hesitant because they do not know the language. When I joined theatre, I made it a priority to learn proper Hindi and Urdu with good pronunciation and it really helped me. So I would say that whatever it is, please try to learn the language

## Narendu Bhattacharya Consultant - Tripura University

## TRIPURA



Narendu Bhattacharya is a consultant in Tripura University. Tripura University was launched on October 2, 1987. The state's first institution of higher education, MBB College, had commenced functioning from 1947 with affiliation from Calcutta University but in the immediate aftermath of partition, the population of the state registered a steep growth and so did the number of students aspiring for higher education.

Currently, Tripura University provides post-graduate courses in sixteen subjects while the various Departments, Directorates and Centres within it provide 38 degree courses. All twenty four general and technical colleges, within the state, are affiliated with Tripura University.

**Q. The Tripura University provides courses ranging from Economics to Tribal and Ethnic studies. How do you maintain such varieties in the subject?**

**A.** Tripura University was established on 2nd Oct, 1987 as a State University and was converted to Central University on 2nd July, 2007. For more than three decades of its journey it has build up its infrastructure and developed logistics for the successful running of 57 Academic Programs, including a few skill based Programs. In fact it is the only Central University in the State of Tripura.



**Q. Tripura is said to be the most literate state in the country with literacy rate of 94.65%. What will you say is the secret to that?**

**A.** It is amazing to know that Tripura is the only state in India where people fought against the ruler with a demand for mass education (under the banner of Jana Mukti Parishad). Before this, education was limited to the upper class only.

Another reason for such a high literacy rate is the socio-economic 'necessity'. In 1971, at the time of liberation of present day Bangladesh, a huge number of people from the then East Pakistan took shelter in Tripura as refugees. A good number of them never returned to their native country. As a result, the population increased manifold within a short span of time. 10441 sq km Tripura didn't have enough fertile land and hardly any industry. So education meant jobs, whether in Tripura or outside, and jobs meant survival. People of Tripura are very serious about formal education.

**Q. How and why did you come up with B.Voc studies?**

**A.** As the number of Government jobs in the state is limited, Tripura University for long was planning to offer some Skill Courses to the youth, so that they can earn on their own after passing out. Tripura University started Post Graduate Diploma in BCRU (Bamboo Cultivation and Resource Utilization) and Rubber Technology as early as 2010. On July 2015, Skill Ministry started functioning and UGC advised universities to include such courses in their curriculum. However much before that, in the month of March 2015, Tripura University had already started two skills based Programs, in addition to the ones already existing at the Bachelor level. These were Film and Video Production and Rubber Technology. We signed MoU with NSDC, RSDC, MESE, RRII in 2015. In fact RSDC awarded Tripura University (2017) for being the first University of India to tie up with RSDC. From 2019 Tripura University is going to launch some more Bachelor and Certificate level skill based programs like Gaming, Animation and Comics, VFX, Tourism etc. In fact we are in touch with MESE and our industry partner Prime Focus, Mumbai and others for the smooth running of the upcoming programs.





Our first batch of students from B.Voc (2015 admission) in Rubber Technology and Film and Video Production are passing out in 2018. Even before the completion of their course, all of them have been placed in different companies like J.K Tyre, Rajasthan, Puja SEAL- Pune, Royal Elastomers- Raipur and Prime Focus, Mumbai.



Image Credit: Facebook.com/Tripura Central University Department of Computer Science & Engineering

**Q. Some believe that class room Education should take a back seat and let extra-curricular activities take over. What is your opinion on that?**

**A.** Extra-curricular activities are essential for all round development of students. Especially extra- curricular activity like Yoga and Pranayam refreshes the students from day-long work and infuse them with new energy, but extra-curricular activities should never supersede classroom teaching because the preparedness of students in classroom determines the future course of their lives.

**Q. Students in the region of Northeast leave their respective state to pursue their further studies in metropolitan cities. Do you think that is because of the lack of standard education and lack of exposure and what needs to be done to improve it?**

**A.** Higher Education was a late-comer in North-East India. Compared to the metro cities (Calcutta, Madras and Bombay), where universities came up as early as 1857, the first college (Cotton College, Gauhati) in NE was established only in 1901 followed by the first University (Gauhati University) much later in 1948. Naturally the metro cities have had better educational infrastructure for all these years. Economic reasons also contribute to this disparity. Students of north east are lured by better job prospects in metro cities but this is not the only reason for mass immigration. Fraudulent institutes, from outside, with multicoloured brochures, lure away students from the north-east. By the time students realize their mistake, they have already deposited large sums of money as course fees. As the head of academic office in my University for a long period, several such cases where students weren't given the promised UGC/AICTE/MCI recognized degrees came to my notice. Even when institutions were recognized, the laboratory/workshop conditions and the faculties were much poorer than colleges of NE having tuition fees only a fraction of their big city counterparts. It is unfortunate how students continue to suffer till this very date.

However, the scenario is changing. Some quality schools/colleges are coming up in NE and student outflow margins are declining. To further minimize this number Skill Courses in every university of NE is a necessity. However, NSDC and SSCs should have a coordinated plan of working with the Universities, employing their knowledge of local people. NE is a fertile land with rich flora and fauna, a green diversity and a ready pool of human resources. If honest attempts are made, NE will be one of the best revenue resource zones for India and it will not be long before students from other parts of India will turn to NE for jobs and education.



Kenny Deori Basumatary is an indigenous Assamese actor, Writer and Film director in Assamese Cinema. He is best known for Directing as well as acting in the Assamese martial arts comedy film Local Kung Fu and Local Kung Fu 2 which was nominated for best Assamese film in the inaugural Filmfare awards for the Eastern region. He was also a part of the super hit film "Mary Kom".

**Q. How was your experience working in a movie like "Mary kom"? How did you get the role?**

**A.** Casting director Shruti Mahajan found me while searching through Facebook. She messaged and then called me, and I auditioned for the role twice. Then I met Omung, and that was pretty much it.

Working on Mary Kom was a wonderful experience because the director Omung Kumar and his wife Vanitha (the production designer) are wonderful, caring human beings. The atmosphere on set was always calm. It felt good to be able to be part of bringing Mary Kom's remarkable life story on screen.

**Q. You're also an author and have written a novel called "Chocolate Guitar Momos". What do you think are the key qualities an author should have?**

**A.** I suppose above all, a writer needs to be a reader. There's no two ways about it. My own assessment of myself as a writer has drastically gone down after reading outstanding books like Cloud Atlas, Ghostwritten, Boats on Land, just to name a few. The second must-have quality would be the willingness to truly learn something in depth. There's no writing without detailing.

**Q. What is your opinion on the present media and entertainment scenario of the Northeast region?**

**A.** We need more cinema halls. A state like Kerala has almost the same population as Assam, but they have 10 times as many cinema halls. As a result their films are self-sustaining and can be made on decent budgets.

We have great artist and musicians, but because of our own limited market sizes, it's difficult for most people to make a decent living solely from their art.

**Q. Would you say that the movie Local Kung Fu has made you more visible in terms of your status as a director? What made you direct such a movie?**

**A.** Making Local Kung Fu was the best thing I did in my life. It opened quite a few new avenues for me as a director, such as directing TV episodes for national channels. The biggest reward, of course, is that almost all the young people in Assam have seen the film multiple times and the cast gets a lot of love wherever they go.

I realized after a few years in Mumbai that in order to make films, I would either have to work as someone's assistant for several years (which I didn't want to as I'm not the kind who can tolerate tantrums), or have a rich family background, which I didn't have. The Canon DSLRs were coming out at that time, so when my mother said she would be able to spare 1 lakh rupees to make a film, I bought a Canon 550D with that money and set about making the film with friends and family.

**Q. Any advice you would like to give to the upcoming actors and directors from the region that would like to follow your footsteps?**

**A.** I would say learn, learn, learn all aspects of whatever profession one chooses. The best options are getting into NSD, FTII, SRFTI, but if not, then actors should do theatre for a couple of years at least. As for becoming directors, this is one of those things that people either have it in their DNA or they don't, so if one wants to be a director, one will find a way no matter what, but specifically, to be a director one needs to be a voracious reader, and watcher of films at least in one's chosen genre or genres, and making lots of short films and editing them oneself is the best practical training I've found.







Recipient of Governor's Award 2015 for Distinction in Music, Alobo Naga is an Artist, composer and a songwriter and one of the most refined & popular & well-known Artists from North East India. He started expressing his passion for music at the tender of 5 and by the age of 12 years he began performing his original composition. Besides being a performing artiste he is a composer/producer & write music for films, serials etc. With over 500 performances across the world over a span of 5 years, he is one of the most demanding artistes from North East of India. Alobo Naga is also the brand Ambassador for the Swachh Bharat Abhiyan for Nagaland appointed by the Governor of Nagaland in 2015. Alobo Naga besides being a Solo Artiste, he is also the front man of the band, "Alobo Naga & The Band (ANTB)", an Indian rock outfit from Dimapur, Nagaland. The band rose to fame in 2011 with their video single 'Painted Dreams'. The popularity of the video also helped the band to earn themselves MTV Europe Music Awards 2012 nominations

for Best Worldwide Best Act and winning the "Best Indian Act" award. Recently he has won three awards out of four nominations making the North East India proud once again at the Artist Aloud Music Award 2018.

**Q. Coming from a small state of Dimapur to being nominated for MTV Europe Music Awards along with your band "ANTB". How has your journey been so far?**

A. We were not just nominated but we also won the 'Best Indian Act' at the MTV EMA 2012, it was like a dream. That was our first break and things got better from there. People started recognizing us, we started getting more shows, many doors started opening for us. No doubts there were ups & downs too but we have no complains so far. God has been good to us all these while.

**Q. In recent years, how much easier has it been for artists coming from the Northeast to make it big in the mainstream entertainment industry?**

A. I won't say it is easy but definitely it is getting better with the help of internet and social media. I believe as long as we work hard and backed with proper planning as well as come up with good materials, we can be noticed anywhere in the world.

**Q. How and why did you decide on forming the band, "Alobo Naga and The band"?**

A. I started my career as a solo artiste and ANTB was the result of one of my solo gig. I invited few musicians to help me for that particular gig and we continued playing till today.

**Q. Have you taken up any initiatives to support local artists in the region or your state? If so, can you tell us something about it?**

A. Yes, I have been trying my best in my own capacity all these years. I have a music school – MUSIK-A, where I'm trying my best to nurture and help the talents with the help of few talented musicians. We have a group called "M-Table" we conduct different workshops and seminars for musicians every year.

**Q. Recently you've won three awards at the Artist Aloud Music Award 2018. Do you think that awards solidify your popularity?**

A. Every award and recognition is always a boost for any artiste after all the efforts and hard work we put in. It also encourages me to work harder and strike for excellence to get better. Yes, this award helped me reached to new audiences.

**Q. Would you like to give any advice to the people that look up to you or that want to enter music industry from the region?**

A. If I can do it why can't you? With God, Hard work, dedication and proper planning after studying the market, you can do better than me.





Anand Prakash Tiwari is the Managing Director of Assam Skill Development Mission (ASDM) under Skill, Employment and Entrepreneurship Department, Assam. It is an Apex Body for all matters relating to skill development activities of the state for both public and private sector efforts, established with the mandate to produce skill development and livelihood avenues and increase income level of the states' youth.



It facilitates short-term Skill Development training in response to the State's Skill Gaps. The objective is to provide assured employment and amplify entrepreneurship opportunities in the state. The long-term objective is to address the issues of unemployment and poverty whilst ensuring optimum utilisation of the state's human resource. The Apex Body also works towards improving employability, creating skilled manpower, generating productive assets and stimulating rural economy. Upholding dignity of labour, ASDM focuses on

meaningful employment that can make a positive impact on Assam's socioeconomic status. The core idea is to help the populace reap the benefits of an economic bloom through skill development.

**Q. How is Assam Skill Development Mission taking forward the vision of the Prime Minister in skilling Assam region?**

A. The Hon'ble PM Sh Narendra Modi has a vision of India being the Skill capital of the World and we at Assam are committed to bringing that vision to reality under the able guidance of our Hon'ble CM Sh. Sarbanananda Sonowal. ASDM with its Mission 2020 aims to Skill 6 lakh youth by the year 2020. ASDM has over the course of the last few months taken significant steps towards achieving this. More than 376 training centers have been established across the state to offer training in 89 job roles across sectors. Further capacity is being added under the PMKVY 2.0 CSSM scheme to train 47,000 youth over the next 2 years. Assam is the gateway to the north east and keeping in mind the Act East policy, ASDM is also looking to skill youth who become globally mobile and can access the ASEAN job market. To achieve this the Mission has entered into MoU with the ITE Education Services, Singapore to develop and run the North East Skills Centre at Guwahati. The center will offer courses in the sectors of Hospitality, Beauty & Wellness and Retail. ASDM wants to extend this as a model to cater to various sectors and is actively looking at partnerships with world renowned institutions to bring the best in skill training to Assam at a Skill City. The Skill City is proposed to be built outside Guwahati and offer Skill Training to over 10,000 youth each year.

**Q. Assam is considered as a hub of media and entertainment in the Northeast, how do you plan on carrying that forward?**

A. People from the North East have always been associated with the creative arts and have a fair share of representation in the world of Media & Entertainment. Stalwarts like Bhupen Hazarika, Janu Barua, Munim Barua, Reema Kagti are just a few well-known & respected names from Assam in this industry. At ASDM we are keen to promote trades that lend themselves naturally to the inherent talents and abilities of our youth. At present there are a few centers that offer trades in the Media & Entertainment sector and our endeavor is to add more such centers. The future that we envisage though, sees more active involvement from the industry and to promote this we have formed a Recruit-Train-Deploy (RTD) Policy. Through the policy we seek to have industry participate directly or via partnerships with training providers leveraging their existing facilities.

**Q. Are there any plans in the future towards specifically skilling the people of the Northeast in the media and entertainment sector?**

A. As mentioned earlier we are keen to allow youth to develop inherent talents and develop a skill eco-system that support this. To this we are keen to establish sectoral Advanced Skills Training Institutes across the state in collaboration with industry. We have identified 12 buildings across the state and have invited industry to take up these buildings and establish these Institutions under the R-T-D scheme. We are also in talks with training providers to offer more such trades that will allow youth to develop themselves.

**Q. Does ASDM collaborate with other states in the Northeast to promote skill and give training? If so, how?**

A. Assam is the largest of the North Eastern states by both population and landmass. We are happy to work with our neighbors. Specifically the NESK & Skill City both envisage enrollments from across the region and we look forward to having the facilities utilized to full capacity.

**Q. As a Mission Director of ASDM how do you plan on showcasing the various talents in the media and entertainment sector that the people of the state possess but are too afraid to pursue because they do not want to go out of their comfort zone.**

A. Educating and counseling youth is one of the biggest challenges that we face in the Skill Development sector. At ASDM we have taken several measures to ensure that the youth of Assam have access to information as well as someone who can guide them. We have recently signed off on the creation of sectoral videos that will showcase the various opportunities available to youth across various sectors of the economy. We will be extensively using social media & the internet to create reach and distribute the content that is created. We are also about to launch our own mobile app called DAKSHA that will allow youth to register and view the above content following which they can reach out to centers for further counseling / enrollment. The in-person counselling will also see us create Skill Bandhu at the block level, people who will be trained to counsel youth. This will be strengthened by the setup of a call center as well as counselling sessions in Job Melas at the district.







Rhitorong Multimedia was founded in 2004 by Rhitoraj Dutta. It is a pioneer production studio of 2D & 3D animation in the region of Assam, India. Since its inception Rhitorong Multimedia has been able to achieve much in the form of blessing from the honored viewers. They perform all types of multimedia related works. Some of the major works by the production studio were, in the year 2005 when they made "3003 Chanor Pora", a digital science fiction film which was honored with Chitralekha Award for the best children film.



**Q. Rhitorong Multimedia is one of the very few production studio which produces 2D & 3D animation in the Northeast. How and why did you decide on entering into such an unexplored territory?**

**A.** I was very much influenced by art & culture, acting and painting since my childhood. I joined in many art competitions and always achieved some small or big awards since then. I enjoyed reading multilingual comics too. These all together inspired me a lot from the beginning to what I am today. After my graduation I had a strong desire to publish an Assamese comic, so I joined a short term course in graphic designing at my native place. but I couldn't fulfil my desire due to the high expenditure of coloured printing costs at the early stages. After all these, I along with some of my close friends had planned to make a film since it was a trend at that moment but again we had to shut down our dream because of the production cost. Later on I had the idea of making animated films for which I could start my film at zero budget since in the animated films I realised that we didn't require to invest on any actor, high end cameras, light, make up and location costs. Gradually I started learning animation through various online platforms myself. After that, I came up with a much stronger team by training them with what I had learned from various sources. This is how we have established "RHITORONG MULTIMEDIA" as one of the leading multimedia production house in North East. The strong desire for animation and multimedia since my childhood became my passion and profession. In the area of animation, North East is still new in market for business which is an another reason of establishing this production house.

**Q. Is there anyone who inspires you? Does your state play an important part in the execution of the videos you produce?**

**A.** My parents, close friends and my team mates are the biggest inspiration in my journey. North eastern region as we all know is a storage of beautiful natural resources and locations which we are promoting through our stories. NE region is very rich in their culture since it's a combination of eight states and different cultures. We are promoting the great folk tales by eminent literary of our state through animated videos which are again very popular across the region. We also have worked on animated video film "BABUL" through which we are raising the awareness of Rhino poaching activities in Kaziranga National Park which is again a world heritage site. These are some of the works we have done which reflects some of the important part of our state.

**Q. One of your films, "3003 ChanorPora" was awarded a Chitralekha Award for the best children film. How did it all come about, were you expecting any awards for the movie?**

**A.** After having a stronger knowledge of animation, I have established my mind set of making the movie "3003 ChanorPora" which was inspired from a science fiction film. Moving from the usual trend, this time, I prepared my mind for making this children film. Initially I have faced lots of struggles but I overcame it with the help of my friends and relatives. My friends helped me with camera and other accessories required for the film and at last the task was accomplished. After the release, the film got its popularity to a certain height and I have applied for "Chitralekha award" since I didn't have any previous recognition. Still I remember the moment when the award was announced. I had a believe that I could make it this time and of course we as a team was recognised for the first time and that moment inspired me a lot for my future works.

**Q. The production of 2D and 3D animation in the northeast region is very limited. What do you think is the reason for that and how can it improve?**

**A.** The production of 2D & 3D films in NE region is low because the scope for learning these technologies is very limited. However one or more institutes are established newly but they are still not capable of capturing the market. The awareness for 2D & 3D animation is also very low because we don't have a dedicated working industry and limited production houses. The interested students who are inclined towards animation, they go outside for higher training and placement opportunities. The number of 2D & 3D animation training centres is limited within Guwahati. Since our region comprises of eight states, so many interested students cannot come to Guwahati all the time because of their financial conditions and many other personal reasons. The variation of different cultures and languages in different states is also one of the major factors which reduce the reach of films or videos. To overcome these problems, one need to take the initiative of expanding the training centres to all the other regions. Production houses need to be increased which can provide placement opportunities for interested individuals.

**Q. You are also the first to create an Assamese animation video film called "Babul", were there any challenges you had to face during its making?**

**A.** During the time I was busy making the animated film "BABUL", I suffered mentally and it led me to a dilemma. I couldn't yet make the decision whether to stay in Assam as I got an opportunity to work with a Kolkata based production house. Then I made up my mind to stop working on BABUL and went to Kolkata. As time passed there I couldn't adjust mentally and many situations reminded me of my own production "RHITORONG MULTIMEDIA" based in Guwahati, Assam. I left Kolkata and came back to Guwahati with lots of positive vibes and started working on BABUL. As BABUL was almost completed, this time I personally approached many known people in Assam who could help BABUL reach potential audiences. At last a renowned person Mr. Gaurav Baniya appreciated my work and came forward to help me by engaging the heartthrob of North East Zubeen Garg who sang the beautiful title song "BABUL" which helped so much in the promotional journey and BABUL got a lot of popularity.



Tetseo Sisters – Mütsevelü (Mercy), Azine (Azi), Kuvelü (Kuku) and Alüne (Lulu) are a quartet of sisters from Nagaland, a state in North-East India. They are devoted to the art and tradition of the vocal folk music of the state. They first performed as a group in 1994 and have been making regular appearances since 2000 at the Hornbill festival, Nagaland's biggest annual cultural event and several other festivals and events. Some notable appearances include- the North East Trade Opportunities Summit in Bangkok, Thailand in 2008 and the Handshake Concerts in Bangkok in 2012, Yangon, Myanmar in 2014, Kunming, Yunnan, PRC in November 2015, Gwangju, Korea in September 2016, Queen Baton's Rally for the Commonwealth Games 2010 at Toupheima, Nagaland and HRH Prince Andrew's visit to Kohima commemorating the Diamond Jubilee of Elizabeth II on 1 May 2012. In August 2014 Mercy and Kuvelü Tetseo were part of a 50 headstrong Naga song-and-dance-troupe that performed at the 24 shows of the Royal

Military Tattoo in Edinburgh and 3 additional events at other places in Scotland.

**Q. You perform folk songs which in the current scenario is not very popular. How do you manage to make your performances memorable?**

A. Fortunately for us, the novelty factor of our act has been a firm hook so far – ever since we started on our folk music journey. Folk songs aren't as popular as some other genres but thankfully people have really warmed up to everything folksy – in fashion, music, design and that's even better news for us. Imagine a Hard Rock Cafe inviting us to play our signature folk/ traditional-fusion mixes! We have really worked hard to make our act an interesting blend of songs, costumes and stories. It seems to be working fine.

**Q. Some people come to know of Nagaland through you and your performances. How does that make you feel? Do you feel any pressure?**

A. We are always humbled and delighted to be able to share a glimpse of what our land is all about – the NE and Nagaland – seems very remote to people who live in the cities. When they meet us and learn more through our music and stories, they say they are better able to envision our part of the country and even express curiosity to visit. That's a huge moment for us. While we feel no pressure, we take it seriously and with pride and sincerity – to showcase not just Nagaland but the colours of the NE as well.

**Q. Was it your aim from the beginning to be different from the rest of the artists? How did it all happen?**

A. It's a half-half of wanting to do something different and over time deciding to be different while staying true to what we want to do and not just for the sake of being different. As students, we were actively involved in extracurricular activities and trading in new grounds was always a fun challenge. Our parents further encouraged us to learn our first folk songs and that took off with a performance in school, a doordarshan recording followed by invitations to different events and eventually to cultural exchange programs throughout the country. There on to now, we have taken it one day at a time, event by event – from Kohima to Edinburgh to Chicago to New Delhi.

**Q. You sing in Chokri, which I believe is your mother tongue. Do you find it hard to connect with the audience especially when you're performing somewhere other than your state?**

A. As cliché as it sounds, we don't always need words to communicate and music is its own language so connecting with our audiences has never been a problem. We do have an English commentary going on, explaining what we are singing about, in between songs with stories thrown in to close the gap – if any. Even within our state, we all speak different dialects so it is kind of the same. Thankfully, our music has never failed us in cementing the bond with our listeners.

**Q. You've performed all over India as well as abroad. Which has been your favorite experience so far?**

A. It's hard to pin point a particular show. We have been lucky to play for school children, young people, heads of states/country leaders and everyone in between – within the country and abroad so we are grateful to have come this far. Playing to audiences abroad has a different element and playing to home audiences has more pressure – each event is an opportunity to better ourselves and spread the word so we always try to give our 200%

**Q. Do you think that artists from the northeast receive less recognition as compared to the ones from outside the region? Did you face any challenges and is there any advice you would give to the upcoming artists from the region?**

A. Depending on the event and audience, we receive different degrees of attention. It is true that everything about the NE does not get enough of the right attention. There seems to be a filter where the good stuff are rarely highlighted and the things that fall true as per stereotypes or "noisy elements" about the NE region get "focus". We have appealed to all the media people we interact with to be more generous and factual in looking at NE as a whole or in parts – but as human beings with a varied and unique cultural practices as equal and beautiful as the rest of the country and not just "exotic" hybrids to be stared at or put on a pedestal or in a dark corner. We ourselves have tried hard not to ever play the "victim" card but rather invite people to look at us as fellow country people who may look slightly different physically and uncommon – but underneath the colours and costumes, are just regular people who love, laugh, hurt, bleed like everyone else – love music, good times, enjoy nature, a good conversation and great food and have the same pride, fears and dreams as any other human being or fellow Indian.

We only ever advise every artist to work hard, be true to their art and believe in themselves in spite of the odds. Good things happen to those who stick around long enough and work at it continuously but realistically and smartly too and yes! No dream is too big or too small but don't just dream, one must work at making it come true.







Deepashish Barua aka DJ Brahmin has given performance in major events all over Northeast. Brahmin started his music career in free lancing then clubbing to radio and went on to build a career as a DJ working in many clubs throughout Northeast. Currently he is into Music Production. He is also the Co-owner of Gurukul of Audio Grammar (GAG) which was founded in 2009 with the aim of uniting the finest DJ's across the country to form one of the best structured DJ School. The mission of the institute is to build a community of novices, experts, and everywhere in between who share a common love for music. The students of the training center greatly benefit from the deep roots in the music and DJing industry. They learn, make contacts, and most of all learn from the experiences of many established DJ's.



**Q. Your institute "Gurukul of Audio Grammar" (GAG), is one of the only institute in the Northeast region that provide DJ training and Electronic Music Production courses. How did you decide on opening the institute?**

A. Here in GAG, we endeavor to train and produce the finest of DJs and Producers in the North East and beyond. Rahul Boro known by his moniker BoDo and I met in 2012 with the same passion to create an establishment to share our knowledge in our own respective areas of expertise. We worked really hard to be where we are today, students came from all over the NE and beyond to master their craft and the numbers are counting positively everyday. Today, we are not just an institution. We have become an epitome of knowledge and experience with some of the most talented DJs and Producers on board. In 2015, we started an Electronic Music Record Label called GAG Digital Records and went on to sign various artists from India and the World and made it to the Top 200 Glitch Hop Labels on beatstats.com. I see these achievements in my life as the beginning of the movement I wanted to bring around me, on a positive note; we just got started to revolutionize the Music Industry in the NE.

**Q. Quite a lot of people believe that if someone is interested in producing/making music it should only remain as a hobby and must not be professionally pursued. What would you like to tell them?**

A. To be honest, it requires time and patience to make it as a musician. A lot of people give up in the midst due to financial and mental instability. On the bright side, if you have the will to give what it takes and believe in your music and yourself. I believe you can do it.

**Q. What is your view towards the media and entertainment sector in Assam? Do you think that in time, people are becoming more accepting?**

A. The television media and entertainment sector in Assam doesn't blend well together. The TV media in Assam focuses on political news and have almost no space to showcase music. Our musicians and I think it's high time for them to consider it. The Internet is our media and it has helped the entertainment industry acquire huge success here. The night life is getting better with the increase of social clubs and performance venues in Guwahati enabling more and more Artists to perform and connect with the audience. Nagaland government has a dedicated department for music and entertainment called Music Task Force and I would suggest Assam government should also take a similar initiative.



**Q. What made you choose DJ'ing as a career and what has been the most fulfilling experience you've had as a DJ and an instructor so far?**

A. I always wanted to be in a band and the approach of turntablism was really appealing to me but there were not many resources so I took the DJ'ing route and that's how everything began. I started to promote mainstream electronic music through my performances. I was later approached by GupShup for a special radio show and it became an instant hit and instantaneously fame came along. I later started GAG and built a family of musicians. The most fulfilling feeling right now is to see my students and people around me prosper in life.

**Q. The people of the region give a lot of importance to music but hold back when it comes to pursuing a career in it. What do you think is the reason behind it? Any advice?**

A. Our region is diverse both culturally and geographically, and music plays an important role of element in our lives. Everyone here is well connected to music in their own ways. Some are musicians and the others are listeners. Many hold back from pursuing a career in music here because of certain reasons, such as lack of platforms and approach. NE is blessed with talents but many don't know where to go and what to do, and that's the reasons why we exist. We show the path to all who come to us to seek help and knowledge.

My advice for people who want to pursue a career in music will be "Go for it". because, there has never been a better time than now! Like I said, the internet is the strongest medium for the generation to publish their work and it has helped homegrown artists to tour the country and the world while performing and creating music. Lastly, if we could do it, you can do it.



Ajay is the owner of Rhythmix International Dance Studio that provides a platform to learn different dance forms like Contemporary, Salsa, Hip-Hop, Bollywood, Zumba and much more. The studio provides various kinds of Zumba Fitness Classes and techniques for improvement of alertness, powers of expressions and quick reflexes are inhibited to the learners with the Rhythm of beat. The students are guided and trained by some renowned dance trainers from Kolkata, Delhi and Bangalore.



**Q. What was your aim towards opening "Rhythmix International Dance Studio"?**

**A.** The main aim behind opening our studio "RHYTHMIX International Dance Studio" was to provide the best education of all the international styles of dance to the aspiring dancers of this region which was lacking in the region. Earlier they used to travel to other metro cities which used to get quite expensive for them so most of them had to take a step behind and stop themselves from fulfilling their dreams. So with this we think we have helped them up to some extent.

**Q. Can you tell us something about the northeast India dance championship? What made you initiate such a competition?**

**A.** North East India Dance Championship was initiated with an aim to bring together all the dancers to one stage and recognizing their talent and also give them maximum exposure. We had a total of 120 participants in our first season from all over North East and we also got enquires from states outside NORTH EAST like West Bengal, Maharashtra, Odisha, New Delhi along with some international interest from countries like Nepal and Bhutan which made our aim higher this year.

**Q. Dance is a big part of the northeast region. How would you say that it has evolved over the years?**

**A.** Yes, dance is a big part of the region and it has really evolved during the past few years. Best examples are the reality shows in national television where talents from North East India have made their mark by winning in various shows like Dance India Dance, Dance Plus, Dance India Dance Little Masters, etc.

**Q. Folk dance is a vital part of the region but you choose to pursue and teach international and Bollywood dance forms. Why?**

**A.** Dance is definitely a vital part of this region and this is why we have created an international dance studio where we not only teach western styles but also our own folk and classical styles like Bihu, Shatriya and the best example of our success towards this thought is North East India Dance Championship where participants of all age group presented not only western but also folk and classical dance forms from the North East very well defining our international standards.

**Q. The media and entertainment sector has had a major upgrade in the recent years. What do you think is the reason behind it?**

**A.** The media and entertainment has had a major upgrade in the recent years because the society is also upgrading very quickly. People are more focused on media for any kind of information and this has really helped the people to have quick access to any information regarding entertainment.







The Shillong Chamber Choir, founded in 2001 by Neil Nongkynrih is a multi-genre choir which won the reality TV show India's Got Talent in 2010. The same year also saw the choir being awarded three gold awards at the 6th World Choir Games for Musica Sacra, Gospel and Popular Music. They also performed at the Rashtrapati Bhavan for visiting US President Barak Obama and Michelle Obama during their state visit to India. The choir's versatility ranges from performances with the Vienna Chamber Orchestra and the Fitz William Quartet to collaborations with known icons like Amitabh Bachchan for the opening of Kaun Banega Crorepati season 6. The SCC has performed extensively in India and toured Europe, the UK, Canada, North America and South East Asia. The choir has also been recipients of several accolades.

## Q. Starting from performances in your state to performing all over the globe. How has your experience been so far?

A. It has been quite an adventure. When it comes to performances within our home state to performances around the world, it's the audiences that make most of the difference. Not too long ago, we had a show with our European Concert Orchestra in Udaipur and then had to travel 18 hours to Haflong, Assam the next day where we arrived at five in the morning. Sleep deprived and exhausted, we made it for the evening show where a crowd of about four thousand waited expectantly for us. On seeing their eager faces, on hearing them sing to our songs and just feeling their gratitude made all fatigue evaporate, it made us push through the lack of a sound check, and all else that could be judged as short comings became worth overcoming for the people who gave us the energy to power through a 25 song set-list.

## Q. Among all the performances the choir has done, which has been the most memorable and why?

A. It's difficult to put a finger on a singular performance, but winning India's Got Talent Season 2 was indeed the most memorable and ground breaking which was soon followed by a performance for President Obama, on his maiden state visit to India. Then receiving a standing ovation at the iconic State Capella Theatre in St. Petersburg, Russia was yet another unforgettable recollection of our travels, but it's not always the glitz and glamour of opening for Coldplay, or performing for Maestro Zubin Mehta and Andrea Bocelli or collaborating with World Class artists that make the only memories. There have been concerts in Patna for the rickshaw wala's where they listened spell bound to our rendition of a popular Strauss Aria translated into Hindi, or even performing a songs in Imphal, Manipur that consisted of seven different dialects which helped stir a unifying fervor amongst our listeners. It's actually the moments where we can bring joy to one or a thousand that creates a lasting impression and makes all efforts worthwhile.

## Q. Do you draw inspiration from your region i.e the Northeast which is known to be culturally and traditionally very blessed?

A. Our region is blessed with an abundance of natural talent. And yes, we have been tempted with offers to reside in Mumbai and Delhi where our opportunities were said to multiply, but our sound, our roots, and our character dwell in the green hills of our state. It wasn't an easy decision to make, but we are who we are because of where we come from and what we believe in. So yes, we are inspired by our land, by the North East and by our India. Like we sing in a song composed by our Director Neil Nongkynrih, "VandeMataram, I'm So Proud To Be An Indian".

## Q. The people of the Northeast is said to be musically gifted but they somehow are not popular in the mainstream media and entertainment scene. What do you think is the problem and how can it be solved?

A. The urban youth of most North Eastern states lean towards being influenced by the west in their approach to music and culture, and so were all the members of the Shillong Chamber Choir. However our Director realized that settling only on western pop and western classical music wasn't going to get us recognized in the rest of India and it wasn't going to pay the bills. So what we did was 'integrate'. We had to humble ourselves and learn something that was almost foreign to us, i.e. singing Indian Cinematic Music. We had to come out of our box. And that's where the recognition awaited. We didn't abandon our roots, we just dared to invent our own 'east meets west' musical cuisine and we've grown to love what we do.



Talent is just one of the several ingredients to success and relying solely on talent can lead to taking the other ingredients for granted. Tenacious hard work and learning to push through failures are a couple more of what make up a success.

## Q. How did you feel when you won first prize in "India's Got Talent Season 2"?

A. The joy and elation was unforgettable. It was a grand adventure with wonderful people to make it so pleasant for us, from the producers of the show to the participants and of course the cherry on the cake was knowing that our participation and victory brought together communities from around the country. However, it was only the beginning and the first thing the choir did was to remind themselves on being grounded amidst all the adulation that was, and that was to come.

## The Man Behind the Scene:

### Dr. Gulshan Sharma Director General- ICSI- International Chamber for Service Industry



Dr. Gulshan Sharma is one such man who is keen to develop the nation and look after the less privileged in the society. He is someone with multiple designations under his name and fulfills each one of his duties to the best of his capability. He is currently serving as the Director General- ICSI- International Chamber for Service Industry (Govt - NRIs- Corporate connect). He is also a Policy Maker- Strategist- Service Industry framework -Motivator- Career Counselor- Educator to Empower Teachers/trainers/Youth - Corporate Trainer Ph.D Service Industry- Focus- Educators Empowerment, Soft Skills, Niche Tourism -Cinematic Tourism. He is currently working extensively on Northeast India- ASEAN- CLMV- South Asia-Northeast Asia.

He also excelled in his educational endeavors from receiving a M.A. (Economics) Silver Medal- Overall second position in the University to special research work on Cinematic Tourism- through University of Calgary, Canada as on Life Management Skills & How to Communicate to your greatness. He is also a Ph. D. - Doctorate in Service Industry (Tourism-Hospitality- Aviation) with special emphasis in Asian Tourism as Business activity and Emerging Trends in Tourism & Service Industry in Asia. Dr. Gulshan has also taken up Executive Program from HARVARD Business School.

Dr. Sharma has had numerous achievements throughout his career. He is a pioneer in formulating India's first MTA / MTM (Tourism) & Masters Academic programs in 1990 and made several tourism policies, while serving in Ministry of Tourism. He is known to have Drafted India's First Bachelors and Master Degree University courses in Service Industry, formulated Indian Cinematic Tourism Road map for linking Tourism and Media Entertainment Industry for promotion of Indian Tourism. Researched, Produced and organized Indian Tourism Quiz contest for 3 months on road throughout India for promotion of Tourism, drawn Road map for Health, Wellness and Indian Medical Tourism as part of Niche Tourism Activities. He is also the founder Indian Motivators Forum- to bring in all motivators and superb communicators on a common platform to motivate Teachers, Counselors and Youth and introduced Service Industry component in the Ministry of Rural Development, Govt. of India to train 15000 Rural Youth from the interiors of the country by skilling them and bringing them to in the main fold the country by local, regional, national and international placement and because of his impeccable knowledge and experiences, he is often invited as Motivational Keynote Speaker to universities, Colleges, Educational Institutions and Commercial, Trade, Financial, Corporate Houses and others Services Sector organizations.

Apart from being the Director General of ICSI- International Chamber for Service Industry (Govt - NRIs- Corporate connect), he is the President of NHRD Network (Chandigarh Chapter). Dr. Gulshan is also the Founder of New Gen Skills Finishing School, Vice President of Confederation of Wellness, Medical Tourism and Spas of India and Vice President Asian Motivators Forum.

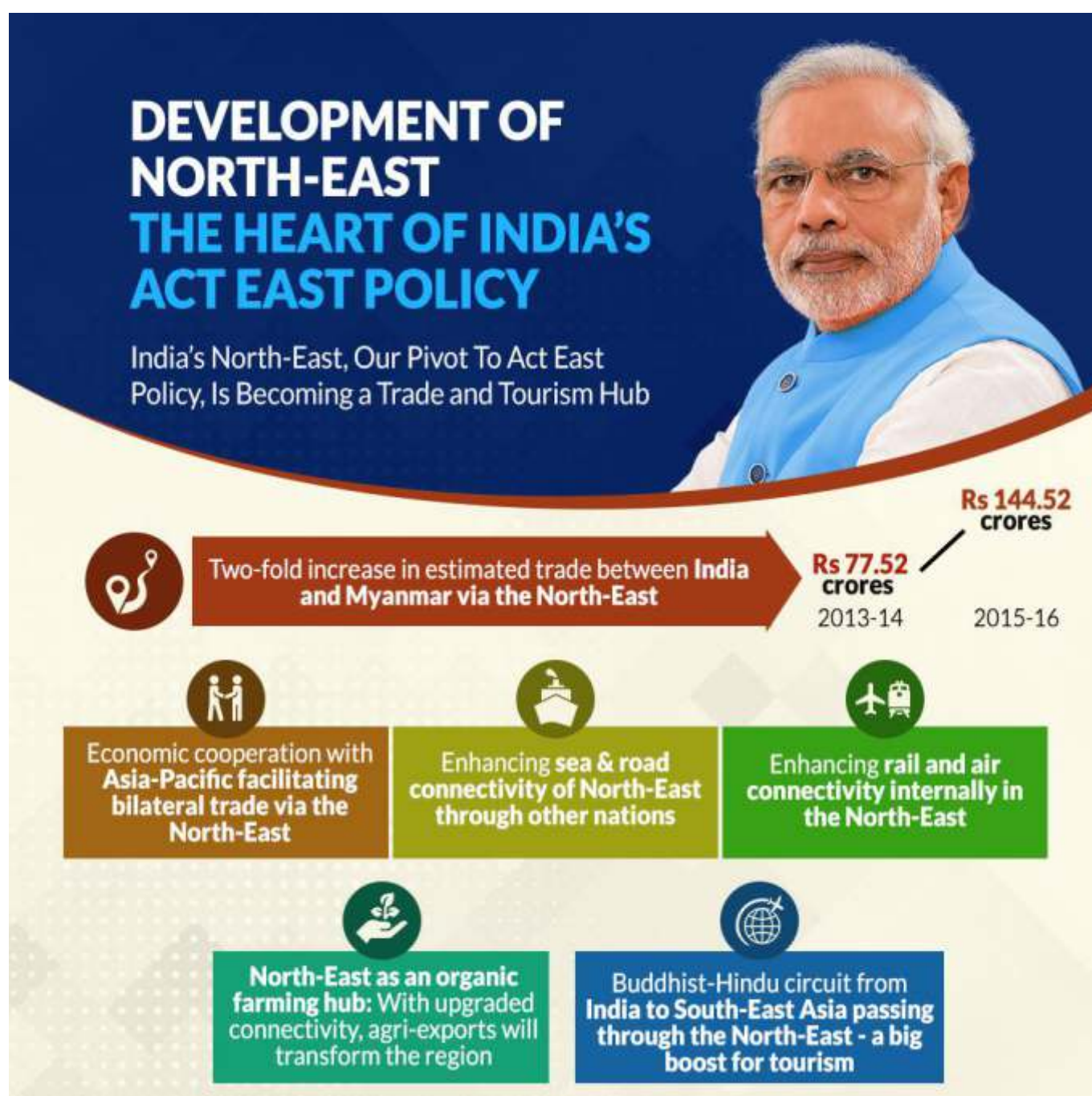
He has also worked on projects relating to international Relations and Culture which include Foreign Policies of the Countries, especially of the countries in the Asian Continent and how these affect the economies of the nations, Cultural Heritage (Including important religions like Buddhism, Taoism, Confucianism, Islam, and other ancient cults), ethnicity, etc. Being Director of the Non-resident Indians Liaison Cell at Chandigarh, I have been intimately connected with the problems Indian Diaspora. Study of Immigration laws and the problems, issues, which people from one country migrate to another country face, are part of our teaching. Joined Indian Army on 19th Dec, 1981 and moved on deputation on 1st May, 1988 to Ministry of Tourism, Govt. of India.





## Act East Policy

Act East Policy is the modified version of the India's Look East Policy which was started by then Prime Minister (PM) PV Narsimha Rao in 1993 after India became liberal economy in 1991. When Narendra Modi came to power, he wasted no time in announcing that LEP would be now called Act East Policy (AEP). He equally felt that LEP was not working on the ground and it was time for Acts, hence AEP. Since the Narendra Modi - led government took over the reins at the centre in May 2014, around three dozen infrastructure projects have been either approved or initiated in the states of Assam, Manipur, Mizoram, Meghalaya, Nagaland, Sikkim, Tripura and Arunachal Pradesh in an effort to provide them with national and international connectivity. Without a doubt, he said a lot of things on the concept of the development of the country. He said there should be a balance in the developmental process and even went to the extent of saying that Northeast could not be developed from Delhi. At the same time, one should appreciate the amount of Central Ministers' visits to the Northeastern States. It is remarkable. And in fact, such frequent visits to the Region by the Central Ministers will definitely push a lot of developmental works and at the same time, those State Governments in the Region will remain ever alert. Such visits will also reduce the level of corruptions. There are hundreds of Centrally Sponsored Schemes pouring in the North Eastern States involving hundreds of crores but most of them were not implemented on the ground because there was hardly any mechanism to check corruptions and non-implementations. Ironically, the implementation parts are vested in respective State Governments. So when the Central Ministers start visiting the States in the Region, there is every possibility that developmental activities may go up and it will never be the same again.



India's Act East Policy focuses on the extended neighborhood in the Asia-Pacific region. The policy which was originally conceived as an economic initiative, has gained political, strategic and cultural dimensions including establishment of institutional mechanisms for dialogue and cooperation. India has upgraded its relations to strategic partnership with Indonesia, Vietnam, Malaysia, Japan, Republic of Korea (ROK), Australia, Singapore and Association of Southeast Asian Nations (ASEAN) and forged close ties with all countries in the Asia-Pacific region. Further, apart from ASEAN, ASEAN Regional Forum (ARF) and East Asia Summit (EAS), India has also been actively engaged in regional foray such as Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), Asia Cooperation Dialogue (ACD), Mekong Ganga Cooperation (MGC) and Indian Ocean Rim Association (IORA). Act East Policy has placed emphasis on India-ASEAN cooperation in our domestic agenda on infrastructure, manufacturing, trade, skills, urban renewal, smart cities, Make in India and other initiatives. Connectivity projects, cooperation in space, S&T and people-to-people exchanges could become a springboard for regional integration and prosperity.



The Objective of "Act East Policy" is to promote economic cooperation, cultural ties and develop strategic relationship with countries in the Asia-Pacific region through continuous engagement at bilateral, regional and multilateral levels thereby providing enhanced connectivity to the States of North Eastern Region including Arunachal Pradesh with other countries in our neighborhood. The North East of India has been a priority in the Act East Policy (AEP). AEP provides an interface between North East India including the state of Arunachal Pradesh and the ASEAN region. Various plans at bilateral and regional levels include steady efforts to develop and strengthen connectivity of Northeast with the ASEAN region through trade, culture, people-to-people contacts and physical infrastructure (road, airport, telecommunication, power, etc.). Some of the major projects include Kaladan Multi-modal Transit Transport Project, the India-Myanmar-Thailand Trilateral Highway Project, Rhi-Tiddim Road Project, Border Haats, etc.

The northeast region also is in relationship with the CLMV countries which include Cambodia, Laos, Myanmar and Vietnam. The major advantage of the region is that it has a shorter travel time to Southeast Asia, including CLMV, by both road and air. The northeast of India and CLMV can cooperate in multiple aspects, especially aviation, tourism, manpower training, and health care. The region is also home to a number of universities providing courses in English, and therefore, they can be destinations for CLMV students. India's northeast and CLMV share many cultural similarities. They are also prioritized by both the Association of Southeast Asian Nations (ASEAN) and India.

Northeast is a cultural mosaic, richly endowed with natural and mineral resources, and has close cultural ties with several Southeast Asian countries. For the rest of India, the region is a natural bridge with Southeast Asia, and opening the borders for economic integration with neighbors is expected to open up new opportunities for the Northeastern region despite the challenges. India is bringing so much opportunity to the doorsteps of the Northeast. If the 'Act East Policy' is to live up to its reputation of becoming the Northeast's road to peace and prosperity, it has to have a continental thrust by including the clear vision of a transnational region-building project. This can be done only with greater synchronizing of the foreign policies towards China, Myanmar and ASEAN and our domestic policies towards the Northeast.



# GATEWAY OF THE ASEAN COUNTRIES

## Northeast India - Gateway for ASEAN Countries



The development of the Northeast is tied with the development of India's neighbors and the countries of ASEAN. Friendly partner countries from other regions too are integral to the vision for the Northeast and can contribute substantially. For a short period in the Indian history, there has been a misconception about the eight states of the Northeast being a "frontier" of India. The use of "short period of history" is deliberate here. If the hundreds and thousands of years of civilization is considered, far from being a frontier, the Northeast has been at the heart of Indian imagination. If South Asia and Southeast Asia is taken as a continuum – as it has been perceived for most of history – then the Northeast is right in the middle of it.

The Northeast is an amazing social and cultural ecosystem. Few regions of the world have such a wealth of cultural, ethnic and religious diversity packed into such a small area. This variety is an inspiration for the mankind. The Northeast is home to some of the oldest indigenous communities in the world. It is one of the Indian spiritual homelands. Whether it is the traditions of the Devi in Kamakhya or of Buddhism in Tawang and elsewhere, they make for a sacred bond that unites India with Southeast Asia. Christian missionaries have contributed to education here and there is even a small but thriving Jewish community in Manipur and Mizoram.

Prosperity is the Northeast's natural destiny, its default position if it maybe said. The geographical location makes it the obvious gateway to India, linking the vast economies of the Indian subcontinent and of the ASEAN countries. This is the potential that needs to be tapped and this is the idea that must inspire the Summit. Central to the Government of India's approach to the development of the Northeast is an urgent and speedy enhancement of connectivity. This is a multi-modal program, across land, water and air. It refers both to connectivity within India as well as to connectivity between India and its eastern and Southeast Asian neighbors.

In the past three years, railway lines have finally come up in Arunachal Pradesh, fulfilling an old demand. An extensive development of railway links in the Northeast is under way, with investments totaling to Rs.90,000 crores. Road building in the region is busier than it has ever been. Border roads, national highways and state roads are all being built or improved. Incorporated in July 2014, the National Highways and Infrastructure Development Corporations working with a special focus on the Northeast. It is engaged in about 100 road projects in the region. Inland waterways, especially along the majestic Brahmaputra and Barak rivers, can both save transport costs as well as facilitate connectivity. There is also a push for air connectivity. The creation of infrastructure in smaller cities and airports, along with more and more flights, is making the skies of the Northeast buzz with traffic.





In the broader neighborhood, initiatives such as the India-Myanmar-Thailand trilateral highway and the Kaladan Multimodal Transit Transport Project are critical for many of the countries and especially for the Northeast. The Northeast is also the corridor for many trade and connectivity projects on the Bangladesh Bhutan India Nepal [BBIN] and the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation [BIMSTEC] platforms. It is right to say that the states of the Northeast region of India are the true drivers of India's Act East policy. The Northeast Tourism Development Council, incorporated in March 2017 is creating partnerships between government and private sector players, which will make the Northeast one of the leading tourism destinations of not just India, but also of Asia, where it deserves to be.

The sense of connect with the Northeast gives everyone a stake in the region. It doesn't matter whether one is from the Northeast, from other parts of India or indeed from other countries connected by culture and geography, history and trade with the Northeast. The development of the North-East is a shared enterprise. The impressive degree of participation in the Northeast Development Summit, not only from Manipur and states of the Northeast, but from the rest of India and key partner countries is extremely optimistic. The development of the Northeast is both the development of India, as well as the true measure of the India-ASEAN partnership. The opportunity is here to grab.

The importance of the region was presciently captured by Myint Thant, author of *Where China Meets India: Burma and the New Crossroads of Asia*, who, in an interview to Mint in 2013, said, "Myanmar will be a gateway to other parts of Asia from the east of India...In future, if Myanmar has to be a gateway for anywhere, an imaginative focus on North-East India is going to be critical." The Asean groups Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. The establishment of the Asean Economic Community (AEC) in 2015 was a major milestone in the regional economic integration agenda in Asean, offering opportunities in the form of a huge market of \$2.6 trillion and over 622 million people. In 2014, AEC was collectively the third largest economy in Asia and the seventh largest in the world.

To that end, the recent political churn in India's North-East region is expected to open up commercial connections to South China and South-East Asia, thereby providing new trade routes and a source of major economic activity for the region.





## About MESC

Founded in 2012, Media & Entertainment Skills Council is a Not-for-Profit Organization, registered under the Societies Registration Act, 1860. The Council has been promoted by Federation of Indian Chambers of Commerce & Industry (FICCI) with financial support by National Skill Development Corporation (NSDC). MESC has a mandate to create 11.74 lakhs (1.2 mn approx.) skilled workforce by 2022 and contribute to the National Skill Mission of creating 500 million skilled workforce by 2022.

The key objective of MESC Council is to create a robust and vibrant eco-system for quality vocational education and skill development in Media & Entertainment Space in the country.

In addition, the Media & Entertainment Sector Skill Council aims to serve as a single source of information on M & E sector with specific reference to Skill and Human Resource Development in India. The Council is also implementing Standards, Training, Accreditation & Reward (PMKVY) scheme of Government of India. Under the PMKVY Scheme, MESC has introduced the training programme in affiliated institutes and completed the assessment and certification of approximately 8,000 students.

## PRIME OBJECTIVES OF MESC:

- Develop National Occupational Standards
- Standardization of Training Process & Certificate
- Establishing Industry Academia Interface
- Set-up effective Labor Market Information System

**240+**  
**TRAINING CENTERS**

**52+**  
**QUALIFICATION PACKS**

**15+**  
**ASSESSMENT AGENCIES**

**400+**  
**TRAINERS TRAINED**

**50+**  
**CERTIFIED ASSESSORS**

## MESC Consortium Partners





The Winner of 3D Digital Game Art Mr. Nidhin Prem at the Regional Skills Competition.



Runner up Graphic Design Technology Ms. Saishree Mishra



Winner of Graphic Design Technology Mr. Mohammad Bilal



Honorable CM, UP - Shri. M Yogi Adityanath felicitated the winner Mr. Sidharth Kumar for Graphic Design Technology.



Jury with Print Media Technology Competitors



Runner up Graphic Design Technology Ms. Shweta Ratanpura (East)



Winner of Graphic Design Technology Mr. Suraj Asawa (East)



1st Runner up 3D Digital Game Art Mr. Pankaj Kholiya (South)



# Happenings at MESC



Mr. Mohit Soni, COO, MESC in discussion with Raghubar Das, CM, Jharkhand, Mr. Amar Jha, CEO, JSDM and other dignitaries to commence skill development training in Media and Entertainment domain.



Mr. Mohit Soni, COO, MESC along with the officials of ASDM and other SSCs.



MESC Team in Discussion with Vijay Kumar Sinha, minister of labour and skill development, Govt of Bihar, during Skills exhibition at Bihar on India Skills State level competition.



Mr Mohit Soni, COO, MESC at panel discussion during ASEAN FOCUS CLMV at Manipur



Actress Kiran Joneja talked about the 6th edition of Media Talk Back magazine during JIFFA



Mr Mohit Soni, COO, MESC at panel discussion during One Globe Event



Mr Mohit Soni, COO, MESC during Assam Global Investors Summit | Advantage Assam 2018



# Happenings at MESC



MESC signed MoU with Arimugham - Job Portal



MESC Team in interaction with Mr. Praful, MD India - Deluxe



MESC signed MoU with Chitkara University and discussed on establishing a Centre of Excellence in M&E domain.



Mr. Mohit Soni, COO, MESC along with the officials of STPI.



ToT program organized by MESC and conducted by experts and professionals for the Job Role - Make-up Artist and Editor



MESC signed MoU with Unity to work together in providing training for VFX, 3D Conversion, Animation, Media & Broadcast Businesses .



MESC showcasing various sectors of the M&E industry at the Kerala State Skills Competition





## MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

### Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

**Annual Membership Fees Rs 1,000/-**

**Lifetime Membership Fees : 10,000/-**

### MEMBERSHIP FORM

1. Full Name \_\_\_\_\_ Name of the Organization \_\_\_\_\_
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication \_\_\_\_\_
5. Phone No \_\_\_\_\_ Email Id: \_\_\_\_\_
6. Website ( If any) \_\_\_\_\_
7. Membership type: ☐ Annually ☐ Lifetime

### Single Point of Contact ( for Organizations)

- Name \_\_\_\_\_
- Designation \_\_\_\_\_ Landline No \_\_\_\_\_
- Mobile No \_\_\_\_\_ Email Id: \_\_\_\_\_
7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast )
  8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

**Signature**

Name of the Bank: UNITED BANK OF INDIA  
Bank Account Name: MESC  
Bank Account Number: 359018039336  
Contact: 9999194676

Branch IFS Code: UTBI0TNM709



## MESC CORPORATE MEMBERSHIP APPLICATION FORM

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- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

### Annual Membership Fees Rs 5,000/-

### MEMBERSHIP FORM

1. Name of the Organization \_\_\_\_\_
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication \_\_\_\_\_
5. Phone No \_\_\_\_\_ Email Id: \_\_\_\_\_
6. Website ( If any) \_\_\_\_\_

### Single Point of Contact ( for Organizations)

- Name \_\_\_\_\_
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Signature

Name of the Bank: UNITED BANK OF INDIA  
Bank Account Name: MESC  
Bank Account Number: 359018039336  
Contact: 9999194676

Branch IFS Code: UTBI0TNM709





# PMKVY

प्रधानमंत्री कौशल विकास योजना

## “Let’s make India the Skill Capital of the World”

**- Shri Narendra Modi**  
Honourable Prime Minister

PMKVY(Pradhan Mantri Kaushal Vikas Yojna) is one of the biggest project led by MSDE(Ministry of Skill Development and Entrepreneurship). The goal is to skill a huge number of Indian youth by providing industr related skill training so that they can achieve a better livelihood. The Short Term Training imparted at PMKVY Training Centres (TCs) is expected to benefit candidates of Indian nationality who are either school/college dropouts or unemployed. Apart from providing training according to the National Skills Qualification Framework (NSQF), trainings for soft skills, entrepreneurship etc is also being on the list. Individuals with prior learning experience or skills shall be assessed and certified under the Recognition of Prior Learning (RPL) component of the Scheme. RPL aims to align the competencies of the unregulated workforce of the country to the NSQF.

### **JOB ROLES offered by MESC** under PMKVY (Pradhan Mantri Kaushal Vikas Yojna)



**EDITOR**

**ANIMATOR**

**ROTO ARTIST**

**HAIRDRESSER**

**SOUND EDITOR**

**MODELLER**

**MAKE-UP ARTIST**

**CHARACTER DESIGNER**



# Leading Media & Entertainment Training Partners



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