File No.296/98/2013-CX.9
Government of India
Ministry of Finance
Department of Revenue
Central Board of Excise & Customs

To,
All DG/CCs

Subject:-Perception management plan in respect of citizen from North East India-regarding National integration-regarding.

Sir,

I am directed to enclose a copy of O.M. F. No. O.21030/18/2013-Coord dated 12th July, 2013 received from Coordination Section, Department of Revenue alongwith a copy of Ministry of Home Affairs’ U.O. letter No.11012/110/2012 NE-IV dated 22.6.2013 on the above captioned subject for information and necessary action.

Enc: As above

Yours faithfully,

(Surendra Singh)
Under Secretary to the Government of India
Tel: No. 23092413
F.No.O.21030/18/2013- Coord
Government of India
Ministry of Finance
Department of Revenue

New Delhi, the 12th July, 2013.

OFFICE MEMORANDUM

Subject:- Perception management plan in respect of citizens from North East India regarding National integration.

The undersigned is directed to enclose a copy of letter U.O. No. 11012/110/2012 NE-IV dated 22.6.2013 received from Ministry of Home Affairs on the subject mentioned above for necessary action and compliance.

Encl: As above.
(7 pages)

1. Chairperson, CBEC, North Block, New Delhi.
2. Chairperson, CBDT, North Block, New Delhi.

(Y.S. Karoo)
Under Secretary(Coord)
Tel: 23095530

Dy. No. 973
Date: 19/7/2013
Sub:- Perception management plan in respect of citizens from North East India – regarding National integration.

The North East India, which comprises eight States, viz. Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, presents an intricate cultural and ethnic mosaic with over 200 ethnic groups with distinct languages, dialects and socio-cultural identity.

2. Indian citizens hailing from North Eastern States are residing in Metropolitan cities and major urban areas across the country for the purpose of education and employment. Due to less information about North East India among the people of rest of the country, citizens from this area are treated as aliens (foreigners from South East Asia) due to their unique physical features, culture, food habits, dresses etc. Sometimes they are targeted and addressed with derogatory adjectives or discriminated. This has caused considerable anguish and distress in the minds of citizens from the North East India and is adversely affecting the process of National integration.

3. In order to avoid such incidents in future, an action plan for providing security to citizens from North East India by States/Union Territories and also perception management was chalked out by this Ministry and conveyed separately to all States/Union Territories for implementation.

It has been decided that all Central Ministries/PSUs may use some characters from North Eastern States in their visual/print advertisement relating to their flag ship schemes and other important schemes. Besides other steps/action for national integration as appropriate may also be taken.

It is requested that necessary instructions may kindly be given to the concerned agencies/departments/PSUs under your Ministry for implementation of the above suggested perception management plan. It is also requested that quarterly report may kindly be sent to this Ministry regularly, as this is required to be sent to PMO regularly.

(Shambhu Singh)
Joint Secretary to the Government of India
Tele-fax – 2309 4648
16. The Secretary (Shri Sudhir Kumar), Department of Food & Public Distribution, Ministry of Consumer Affairs, Food & Public Distribution, Krishi Bhawan, New Delhi.

17. The Secretary (Shri Naved Masood), Ministry of Corporate Affairs, A-Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi.

18. The Secretary (Smt., Sangita Gairola), Ministry of Culture, 502, C Wing, Shastri Bhawan, New Delhi.

19. The Secretary (Shri R.K. Mathur), Department of Defence, Ministry of Defence, South Block, New Delhi.

20. The Secretary (Smt. Vijayalakshmy K. Gupta), Department of Defence Finance, Ministry of Defence, South Block, New Delhi.

21. The Secretary (Shri V.K. Saraswat), Department of Defence Research & Development, Ministry of Defence, South Block, New Delhi.

22. The Secretary (Shri Rajiv Gupta), Dept. of Ex-Servicemen Welfare, Ministry of Defence, South Block, New Delhi.

23. The Secretary (Shri Uttam Kumar Sangma), Ministry of DoNER, Vigyan Bhawan Annexe, Maulana Azad Road, New Delhi, 110011.

24. The Secretary (Shri Ravi Mathur), Ministry of Disinvestment, CGO Complex, Block No. 14, 3rd Floor, New Delhi.

25. The Secretary (Shri Pankaj Jain), Ministry of Drinking Water & Sanitation, 9th Floor, Paryavarn Bhawan, CGO Complex, Lodhi Road, New Delhi-03.

26. The Secretary (Dr. Shailesh Nayak), Ministry of Earth Sciences, Mahasagar Bhavan, Block - 12, C.G.O Complex, Lodhi Road, New Delhi-03.

27. The Secretary (Dr. V. Rajagopalan), Ministry of Environment and Forests, Paryavaran Bhawan, CGO Complex, Lodhi Road, New Delhi, 110003.

28. The Secretary (Shri Pinak R. Chakravarty), Ministry of External Affairs, South Block, New Delhi, 110011.

29. The Secretary (Dr. Arvind Mayaram), Dept. of Economic Affairs, Ministry of Finance, North Block, New Delhi.

30. The Secretary (Shri R.S. Gujral), Dept. of Expenditure, Ministry of Finance, North Block, New Delhi.

31. The Secretary (Shri Rajiv Takru), Dept. of Financial Services, Ministry of Finance, Jeevandeep Building, Sansad Marg, New Delhi - 01.
40. The Secretary (Shri Brahm Avtar Agrawal), Dept. of Legal Affairs, Ministry of Law and Justice, Shastri Bhawan, A-Wing, Dr. Rajendra Prasad Road, New Delhi, 110001

49. The Secretary (Shri P.K. Malhotra), Legislative Department, Ministry of Law and Justice, 4th Floor, Shastri Bhawan, A-Wing, Dr. Rajendra Prasad Road, New Delhi, 110001

50. The Secretary (Shri Madhav Lal), Ministry of Micro. Small & Medium Enterprises, Udyog Bhawan, Rafi Marg, New Delhi, 110011

51. The Secretary (Shri R.H. Khwaja), Ministry of Mines, Shastri Bhawan, C-Wing, Dr. Rajendra Prasad Road, New Delhi, 110001

52. The Secretary (Shri Lalit K Panwar), Ministry of Minority Affairs, 11th Floor, Paryavaran Bhawan, CGO Complex, New Delhi, 110003

53. The Secretary (Shri Ratan P. Watal), Ministry of New & Renewable Energy, Block No 14, CGO Complex, Lodhi Road, New Delhi, 110003

54. The Secretary (Shri Rajiv Mehrishi), Ministry of Overseas Indian Affairs, Akbar Bhawan, Chanakyapuri, New Delhi, 110021.

55. The Secretary (Ms. Loretta Mary Vas), Ministry of Panchayati Raj, Krishi Bhawan, Dr. Rajendra Prasad Road, New Delhi, 110001.

56. The Secretary (Shri Desh Deepak Verma), Ministry of Parliamentary Affairs, Parliament House, Sansad Marg, New Delhi, 110001

57. The Secretary (Shri Sanjay Kothari), Department of Administrative Reforms and Public Grievances, Ministry of Personnel, Public Grievances and Pension, 5th Floor, Sardar Patel Bhavan, New Delhi.

58. The Secretary (Shri P.K. Mishra), Department of Administrative Reforms and Public Grievances, North Block, New Delhi.

59. The Secretary (Shri Vivek Rae, Secretary), Ministry of Petroleum & Natural Gas, A-Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi, 110001

60. The Secretary (Shri P Uma Shankar), Ministry of Power, Shram Shakti Bhawan, New Delhi, 110001.

61. The Secretary (Shri H.K. Jaggi), Ministry of Railways, Rail Bhawan, Rafi Marg, New Delhi, 110001

62. The Secretary (Shri Vijay Chhibber), Ministry of Road Transport and Highways, Transport Bhawan, Sansad Marg, New Delhi, 110001.

63. The Secretary (Shri B.B. Srivastava), Department of Land Resources (DLR), Ministry of Rural Department, Krishi Bhawan, Dr. Rajendra Prasad Road, New Delhi, Delhi, 110001
80. The Secretary (Shri Pradeep Kumar Deb), Department of Sports, Ministry of Youth Affairs and Sports, C - Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi, Delhi, 110001.

81. The Secretary (Ms. Nita Chowdhury), Department of Youth Affairs, Ministry of Youth Affairs and Sports, C - Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi, Delhi, 110001.

82. The RGI (Dr. C. Chandramouli), The Registrar General and Census Commissioner, 2/A, Man Singh Road, New Delhi -110011 (INDIA).

83. The Joint Secretary (Shri Amit Jha), Disaster Management.

84. The DG (Pranay Sahay), CRPF, of Central Armed Police Force.

85. The DG (Shri Subhash Joshi), Border Security Force.

86. The DG (Shri Ajay Chadha), Indo-Tibetan Border Police.

87. The DG (Shri Arun Chaudhary), Sashastra Seema Bal.

88. The DG (Shri Rajiv), Central Industrial Security Force.

89. The DG (Shri P.K. Mehta), Railway Protection Force.

90. The DG (Shri Arvind Ranjan) National Security Guard.

MHA UO. No. 11012/110/2012 NE-IV

Dated 22nd June, 2013