

सत्यमेव जयते

MINISTRY OF DEVELOPMENT
OF NORTH EASTERN REGION

Sector Profile

Entertainment & Sports in NER

Northeast Global Investors Summit

NORTHEAST OVERVIEW



The North-eastern Region (NER), which includes the eight States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura, is the easternmost region of India. Since each state has a border with at least one of the five nations to the east of the country, this area serves as a gateway to Southeast Asia and is of great strategic importance.

Furthermore, the NER is widely recognized as one of the most diverse regions in Asia, characterized by a rich tapestry of ethnicities and languages

Each state within NER boasts a unique blend of distinct cultures and traditions.



The Northeast region of India is a well-known biodiversity hotspot that is also home to a rich mix of cultures. In addition, the region is blessed with abundant natural resources that are yet to be fully explored and exploited. The region also holds a significant stake in the country's 'Act East Policy,' which is aimed at promoting economic, political, and cultural ties with Southeast Asia. With a wealth of natural resources, human resources, and potential for agriculture and horticulture, the region is rapidly emerging as a hub for sustainable manufacturing and service industries. Additionally, the region's rich ethnic, religious, linguistic, and cultural diversity makes it a highly attractive destination for tourists, offering significant potential for growth and development in the tourism sector.

With an area of 2.6 lakh sq. km, the NER accounts for about 7.98 per cent of the total geographical area of India while being home to 3.78 per cent of India's total population. The region is characterised by a mixed topography of hills and plains, with hills occupying 70 per cent of the land area. With a significant tribal population accounting for around 54 percent of its total population, especially in the hilly areas, the Northeast region of India is unique in its diversity. The region is home to approximately 135 Scheduled Tribe groups out of a total of approximately 705 across India

With plentiful natural resources, agro-horticultural and forest resources, hydroelectric potential, oil and natural gas and mineral deposits, the northeast region is well poised for investment and economic growth.


Population (millions)
2011 Census
Population density
(per sq. km.)
Literacy Rate (% age)
(Census2011)
Life Expectancy
(in Years)
DEMOGRAPHIC INDICATORS
Northeast : 45.7
India: 1210.9
Northeast : 175
India: 368
Northeast : 78.5
India: 74.0
Northeast : 71.8
India: 68.3

Key Economic Indicators

- The Region's GSDP at current prices is INR 5.75 lakh crore in FY 2021-22
- Compounded Annual Growth Rate (CAGR) of GSDP of North-eastern States grew at 08.17% from FY2015 to Fy2022.
- Per capita income: The per capita income for the North-eastern region was Rs. 1,55,562 in the financial year 2019-20.
- Infrastructure: The region has a total of 13640 km of national highways.
- Infrastructure: 20119 km of state highways, and 2,657 km of major district roads
- The average road density per 1000 Sq Km of area is 2258.5 km against the national average of 1926.02 Km

States/Parameters	Airports	State High ways (Km)	National Highways (Km)	Waterways (Km)	Railway (Km)	International Border (Km)	GSDP 2020 -21 (lakh cr)	Per Capita 2020-21	Population (2011)	Literacy rate (%)	Area (Sq. Km)	Availability of Power (Crore Units)
Arunachal Pradesh	4	13500	2537	311	12	2170	0.312	154652	1,383,727	65.38	83,743	55
Assam	7	2530	3909	1938	2519	800	3.401	81034	31,205,576	72.2	78,438	570
Manipur	1	781	1750	44	13	398	0.341	84746	2,855,794	76.9	22,327	50
Meghalaya	1	768	1156	90	9	400	0.347	87170	3,366,755	74.4	22,429	145
Mizoram	1	170	1423	155	2	860	0.180	187327	1,097,206	91.33	22,081	36
Nagaland	1	650	1548	276	11	215	0.304	120,518	1,978,502	79.55	16,579	51
Sikkim	1	663	463		0	319	0.318	403376	610,577	81.24	7,098	38
Tripura	1	1057	854		193	400	0.544	125675	3,673,917	87.8	10,486	90
Total	17	20119	13640	2814	2759	5562	5.747	155562	46172054		263181	1035

*At current price base 2011-12


REASONS TO INVEST IN NORTHEAST INDIA
01
Strategic Location
02
Abundant Resources
03
Skilled Workforce
04
Favourable Policies
05
Low labour costs
06
Developing Infrastructure
07
Diverse culture
08
Stable Environment
09
Emerging Market
10
Cross Sectoral Potential
11
Huge market access in NER & beyond borders



Advantage North East

- **Gateway to Southeast Asia:** A strategic location that offers easy access to ASEAN markets.
- **Ecstatic natural locations:** Abundant natural locations for filming and videography.
- **Diverse Cultural Heritage:** A region with unique ethnic communities and traditions that offer investment opportunities in media & entertainment.
- **Sports enthusiastic:** Northeast Region is home to many renowned athletes, besides being a football frenzy region.
- **Government Incentives:** A range of incentives, including tax holidays, subsidies, and reimbursements to support business growth.
- **Low-cost Manufacturing Hub:** Low labour costs compared to other parts of India and the world.
- **Skilled Workforce:** A young, educated, and skilled workforce that is proficient in English.
- **Growing Infrastructure:** Rapidly developing infrastructure, including new industrial parks, and technology parks.
- **Stable Business Environment:** A favourable business climate with a low crime rate, stable political environment, and supportive government policies.
- **Emerging Consumer Market:** A growing consumer market with rising incomes and increased urbanization that offers immense potential for businesses.




GROVER SPORTS
GROVER SPORTS


सत्यमेव जयते
Government of India
Ministry of Youth Affairs and Sports
KHELO INDIA
SAI
भारतीय खेल प्राधिकरण
SPORTS AUTHORITY OF INDIA

India Sports & Entertainment Sector Highlights

- The sports goods Indian market is estimated to grow to $ 6.6 Bn by 2027
- 100% FDI is allowed in sports goods manufacturing and sports infrastructure construction.
- 283 Sports Infra Projects were approved under Khelo India Programme
- More than 5 Lakh people engaged in sports good manufacturing industry
- Ministry of Youth and Sports has considered monetization of assets worth $1.4 Bn for FY2022-25 to unlock investments' value of the public sports sector assets.

- India has 5th largest Media & Entertainment market in the world.
- India's Media & Entertainment industry is expected to reach $30.9 Bn by 2024.
- Smart connected TVs increased by 10 Mn in 2021 and are expected to exceed 40 Mn by 2025.
- The digital media segment grew 29% to reach $5.2 Bn in 2021.
- Online gaming grew 28% in in 2021 to reach $1.2 Bn and is expected to reach $1.9 Bn by 2024.
- The filmed entertainment segment grew 28% in 2021. 757 films were released, with over 100 films releasing directly on streaming platforms.
- The Animation & VFX segment grew 103% in 2021 to reach $1 Bn and is expected to attain $2.2 Bn by 2024.
- Up to 100% FDI allowed in Teleports, DTH, Multi-System Operator, cable networks in DAS areas, mobile TV, Headend-in-the-Sky Broadcasting Services
- 100% FDI is allowed in Publishing / Printing of scientific and technical magazines / Specialty journals / Periodicals under the government route.
- Estimated INR 35 billion E Commerce advertising in FY 2025s



North East India Scenario: Sports & Entertainment Sector Highlights

Sports

Northeast India, which constitutes approximately 8 percent of India's landmass and 3.8 percent of its population, has earned a reputation for producing some of the finest athletes and sports persons who consistently contribute to India's success in prestigious tournaments like the Olympics and Commonwealth Games. In addition, sports serve as a crucial tool for community building in this region, which is home to around 200 ethnic communities.

Northeast India has been producing celebrated international players for years. Bhaichung Bhutia, from Sikkim, was the first Indian footballer to sign a contract with a European club, in 1999. Bhutia, is credited with taking Indian football to the international arena and played a pivotal role in India winning the Nehru Cup, LG Cup, and SAFF Championship, among other tournaments.

MC Mary Kom from Manipur is another remarkable athlete who holds the distinction of being the only female boxer to have qualified for the 2012 Summer Olympics and the only female boxer to have won the World Amateur Boxing Championship six times. She also became the first woman to win a gold medal in the Asian Games. K Sanjita Chanu from Manipur, sprinter Hima Das from Assam, Lovlina Borgohain from Assam, Jeremy Lalrinnunga from Mizoram, Saikhom Mirabai Chanu, Bidyarani Devi Sorokhaibam, and Nayanmani Saikia are other outstanding athletes from the region who have brought laurels to India, including at the Olympics and Commonwealth Games.

- North-eastern region holds only 3.1% of the population of India, but 6.72% of the athletes representing India in Rio 2016 Olympics belonged to North-eastern Region.
- In 2020, Mizoram became the first state of India to have accorded 'Industry standard' to sports.
- 3 North Eastern States have Sports Policies to guide and frame schemes for various matters related to sports
- Under the Khelo India Scheme, Rs. 439.51 crore were sanctioned in 2021 to develop 64 sports infrastructure projects in the Northeast.
- Under the Khelo India Scheme, 08 Khelo India State Centres of Excellence and 152 Khelo India Centres have been sanctioned in the North Eastern Region.
- Further, 22 sports academies have also been accredited and 02 Army Boys Sports Companies are being supported in the North Eastern Region.
- A total of 195 Khelo India Athletes have been identified from the North Eastern Region until 2022.
- A National Sports University has been established in Imphal in Manipur which provides courses on sports science, sports technology, sports management and sports coaching.
- In addition, a North Eastern Regional Centre of Lakshmibai National Institute of Physical Education (LNIPE) is also operational since 2009-10 in Guwahati, Assam.

Recent performances of Athletes from North Eastern states in major international and national sporting events:

International events

#	Event	Total Medal Tally	Athlete winning from NER	% of Medal Tally
1	Olympic 2020	7	2	29%
2	Commonwealth 2022	61	6	10%



National Events

#	Event	State	Medal Won	Rank
1	Khelo India Youth Games 2021	Tripura	7	23rd
		Mizoram	4	24th
		Arunachal Pradesh	7	27th
		Meghalaya	1	33rd
2	National Games 2022	Manipur	50	9th
		Assam	28	14th
		Arunachal Pradesh	7	16th

Entertainment

Northeast India provides a picturesque backdrop for entertainment productions, with its serene landscapes ideal for song sequences, dramatic settings perfect for thrilling action scenes, and quaint villages for emotive storytelling. Numerous Bollywood movies and songs have been filmed in various scenic locations across the region, including the popular Tanhai Tanhai song from Koyla, Dil Se starring Shahrukh Khan, Daman starring Raveena Tandon, Rock On 2 starring Farhan Akhtar, Rangoon starring Kangana Ranaut, Anek starring Ayushmann Khurana, and Bhediya starring Varun Dhawan. In 2014, a Hindi feature film on Olympic medallist boxer MC Mary Kom was also filmed in the area.

Several production houses and entertainment agencies in Northeast India produce movies, short films, videos, and daily soaps in local languages, catering to audiences across all the North Eastern States. With the increasing penetration of the internet in the region, OTT platforms and online streaming portals have gained popularity, attracting a growing viewership. The rise of internet accessibility has also spurred the creation of locally-produced content in various genres. OTT platforms such as Netflix, Amazon Prime, Hotstar, Zee5, and others have developed a significant viewership base in the Northeast, particularly in Assam.

User base of OTT platforms in North East

#	OTT Platform	Viewership/Users/Subscribers* (Lakhs)	Availability of regional content
1	NETFLIX	1.14	Yes
2	Hotstar	33.42	No
4	Zee5	6.12	Yes
5	ALT Balaji	1.14	No
6	Jio Cinema	0.78	Yes
7	MX Player	3.54	Yes
8	Eros Now	0.24	Yes
9	Voot	11.6	Yes
10	Sony LIV	0.30	No

*Figures are of Assam only as figures are not available for other NER states

In recent years, a handful of regional OTT platforms have managed to carve a niche for themselves in the highly competitive world of online streaming, owing largely to their impressive content offerings. Notable among these platforms are REELDRAMA, NIRI 9, PRAG PLAY, and NK BIG STAR


OTT

Theatre is another popular and revenue-generating industries in the North East, especially in Assam and Manipur. Since 1963, almost two hundred mobile theatre groups have been entertaining Assamese audiences. Today, there are 32 mobile theatre groups in Assam alone

- Traditional theatre forms are an essential part of the cultural heritage of the Northeastern states of India. These art forms have a rich history and continue to play a crucial role in shaping the region's cultural identity.

- In Assam, the traditional theatre form is known as Bhaona, which dates back to the 15th century. Bhaona is a religious theatre that depicts stories from Hindu mythology, primarily focusing on the life of Lord Krishna. The performances are accompanied by music, dance, and intricate costumes, and the actors wear masks and use hand gestures to convey emotions and expressions. Bhaona is performed in Satras, religious institutions established by Vaishnavite saints of Assam.

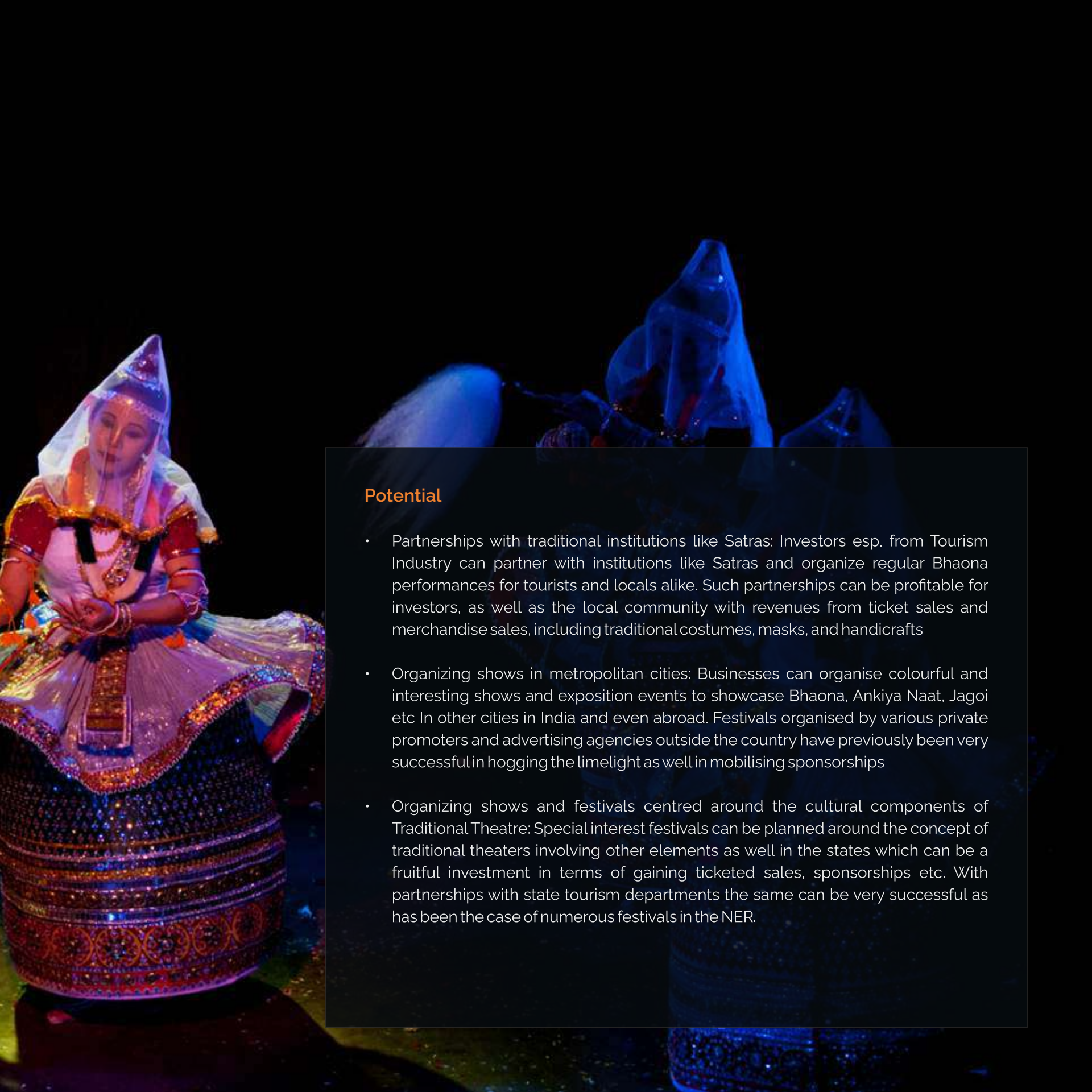
- Apart from Bhaona, Assam also has other forms of theatre, such as Ankia Naat, introduced by the medieval saint and poet Srimanta Sankardeva. Ankia Naat is a one-act play that combines drama, music, and dance, and it portrays moral and ethical values.

- In Manipur, there is a unique form of theatre called Manipuri theatre or Jagoi, which combines dance, music, and drama. The performances take place in a circular arena called a mandap, and they depict stories from Manipuri mythology and history. Traditional musical instruments such as the pung, a drum made of wood and leather, accompany the performances.

- Apart from Assamese and Manipuri theatre, the Northeastern region has many forms of folk theatre, including ritualistic dance forms such as the harvest dance, seed-sowing dance, and war dance. These dances are performed in villages according to the season and situation and are a form of folk theatre.

The theatrical performances of the region, such as Yak Chaam and Enchey Chaam or mask dance of Sikkim; Lion dance, Ponung dance, Tam-ladu dance, and Si-donyi dance of Arunachal Pradesh; Oja-pali and Ankhiya Nat of Assam; Behdienkhlam dance, Wangala dance, and Nongkrem dance of Meghalaya; War-Dance and Seed-Sowing-Dances of Nagaland; Lai-haraoba dance of Manipur; Garia, and Mamita of Tripura; Khuallam and Cheraw or Bamboo Dance of Mizoram, all showcase the rich tradition of theatrical art in NER





Potential

- Partnerships with traditional institutions like Satras: Investors esp. from Tourism Industry can partner with institutions like Satras and organize regular Bhaona performances for tourists and locals alike. Such partnerships can be profitable for investors, as well as the local community with revenues from ticket sales and merchandise sales, including traditional costumes, masks, and handicrafts

- Organizing shows in metropolitan cities: Businesses can organise colourful and interesting shows and exposition events to showcase Bhaona, Ankiya Naat, Jagoi etc In other cities in India and even abroad. Festivals organised by various private promoters and advertising agencies outside the country have previously been very successful in hogging the limelight as well in mobilising sponsorships

- Organizing shows and festivals centred around the cultural components of Traditional Theatre: Special interest festivals can be planned around the concept of traditional theaters involving other elements as well in the states which can be a fruitful investment in terms of gaining ticketed sales, sponsorships etc. With partnerships with state tourism departments the same can be very successful as has been the case of numerous festivals in the NER.



With rapid urbanization across all states of North East, major cities like Guwahati, Dibrugarh, Agartala etc. have witnessed growth of various entertainment sites in the form of amusement parks, Malls, Game parlours etc. Guwahati has Accoland and Dreamland.

North East is also home to numerous music and cultural festivals which has gained immense popularity nationally & internationally. These festivals attract tourists from all states of the Country and also overseas.

- **Ziro Music Festival, Arunachal Pradesh:** A four-day annual concert held in the beautiful Ziro valley by the indigenous Apatani tribe, the eco-friendly festival emphasizes building a creative community and engaging with the local folk. It has grown to become the largest non-pilgrimage tourist event in Arunachal Pradesh, attracting a loyal global audience.

- **Hornbill Festival, Nagaland:** A ten-day annual event that showcases Nagaland's rich and diverse cultural heritage and promotes tourism in the state. The festival offers visitors a chance to experience adventure, sports, art, handicrafts, fashion, music, literature, and more.

- **Temi Tea Autumn Festival, Sikkim:** This unique carnival celebrates the natural beauty of cherry blossoms and organic tea produced at the famous "Temi Tea Estate" in South Sikkim. It offers adventure activities, photography competitions, cultural programs, and a mesmerizing view of blooming cherry blossoms against the backdrop of the Kanchenjunga peak.

- **Rongali Festival, Assam:** A festival that promotes the music, dance, crafts, and food culture of Assam, and showcases the state's ethnic diversity. The festival features an exhibition of rich handloom, crafts, organic Agri-horti products, art, and photography.

- **Raas Leela Festival, Assam:** A festival celebrated in Majuli, the lone place in Assam where the Raas Leela of Lord Krishna is enacted by the devout. It offers mouth-watering delicacies of traditional, tribal, and native Assamese cuisine, as well as exhibitions that display articles reflecting the rich tradition of the state.

- **Cherry Blossom Festival, Meghalaya:** A multi-day and multi-event festival held during the autumn flowering of the famous cherry blossom trees in and around Shillong. The festival offers a beautiful natural stage for experiencing modern and traditional aspects of Meghalayan culture.

- **Shirui Lily Festival, Manipur:** A festival celebrated in honour of the state flower, Shirui Lily, which grows on top of the Shirui hills in Manipur and can only be found there. The festival aims to spread awareness and conserve the endangered state flower, while also providing an opportunity for people from various communities and tribes to come together and explore the picturesque Ukhrul district.










Available Infrastructure in NER

a. Sporting & Academic infrastructure

#	Infrastructure	Amenities/Facilities
1	Barsapara Cricket Stadium Type: Stadium Location: Guwahati, Assam	• Spectator capacity of 40,000 • Day / Night playing conditions • Indoor practice wicket • Swimming pool • Gym • Players' pavilion • State-of-the-art media centre • Ground's 24-hour water sprinkling facility.
2	Sarusajai Sports Complex Type: Multidisciplinary sports complex Location: Guwahati, Assam	**Indira Gandhi Athletic Stadium** • Football ground with a spectator capacity of 23,850. • Home ground of NorthEast United FC • Eight-lane synthetic track • Long jump pit, triple jump pit, and high jump area • **Dr Zakir Hussain Aquatic Complex** • Swimming Pool **Nabin Chandra Bordoloi Indoor Stadium** • Badminton court • Volleyball court • Boxing arena
3	National Sports University Type: Academic University Location: Imphal, Manipur	• UG programmes in B.Sc. Sports Coaching, Bachelor of Physical Education and Sports • PG programmes in M.Sc. Sports Coaching, M.A. Sports Psychology, Master of Physical Education and Sports

#	Infrastructure	Amenities/Facilities
1	Sri Sri Aniruddhadeva Sports University Type: Academic University Location: Chabua, Assam	• School of Health and Human Kinetics - Department of Undergraduate Studies - Department of physical Education • School of Sports Studies and Coaching - Department of Sports Sciences - Department of Sports Coaching - Centre for Studies in Adventure Sports • School of Interdisciplinary Studies - Department of Yoga and Naturopathy - Department of Sports Journalism
2	Sarusajai Sports Complex Type: Multidisciplinary sports complex Location: Guwahati, Assam	**Indira Gandhi Athletic Stadium** • Football ground with a spectator capacity of 23,850. • Home ground of NorthEast United FC • Eight-lane synthetic track • Long jump pit, triple jump pit, and high jump area **Dr Zakir Hussain Aquatic Complex** • Swimming Pool **Nabin Chandra Bordoloi Indoor Stadium** • Badminton court • Volleyball court • Boxing arena
3	Lakshmibai National Institute of Physical Education (LNIPE) Type: Academic Institution Location: Sonapur, Guwahati	• Courses offered: - Undergraduate programme in Bachelor of Physical Education - Post Graduate programme in Bachelor of Physical Education • Amenities offered include Cycling Velodrome, Multipurpose Indoor Stadium, Track & Field (Under Construction), Archery Academy, Table Tennis Court, Handball Court, Volleyball Court, Basketball Court, Hockey Field, Institute's Swimming Pool, Cricket Ground, Sports Phycology Lab, Institute Gym etc

b. Sports Youth Hostel in North East India

#	State	Nos	Location
1	Arunachal Pradesh	2	Naharlagun & Roing
2	Assam	2	Guwahati & Tezpur
3	Manipur	3	Churachandpur, Imphal & Thoubal
4	Meghalaya	1	Shillong
5	Mizoram	1	Aizawl
6	Nagaland	1	Dimapur
7	Sikkim	1	Gangtok
8	Tripura	1	Agartala



c. List of All India Football Federation approved clubs in North-east

#	State	No of AIFF Approved Clubs
1	Arunachal Pradesh Football Association	24
2	Assam Football Association	54
3	Manipur Football Association	132
4	Meghalaya Football Association	14
5	Mizoram Football Association	105
6	Nagaland Football Association	18
7	Sikkim Football Association	42
8	Tripura Football Association	43

d. Proposed SAI National Centre of Excellence for North East

#	Centre Name	Discipline
1	Guwahati	Archery, Athletics, Boxing, Cycling, Fencing, Football, Taekwondo
2	Imphal	Archery, Athletics, Cycling, Fencing, Football, Hockey, Weightlifting, Wushu
3	Itanagar	Boxing, Weightlifting, Wushu



Investment Opportunities in Sports & Entertainment Sector

Government of India is encouraging major investments in sports sector both in infrastructure development and human resource development in the Northeast.

- Sports Academy / Centre of Excellence / High-performance training centres: India's state-of-the-art sports facilities have played a significant role in the success of its athletes at international competitions, including the Olympics, Asian Games, and Commonwealth Games. However, despite 29% of Olympic medalists hailing from the Northeastern region, the area still lacks high-end, specialized training institutions. Athletes must travel to sports academies located in remote parts of the country, making it inaccessible and unaffordable for many aspiring talents. This gap in the market is an opportunity for the region to establish specialized training facilities, enabling athletes to showcase their talents and earn laurels.

Private sector Investments Sports Academy / Centre of Excellence / High-performance training centres in NER

Centre of Excellence, Mizoram: The Centre of Excellence (CoE) is a residential football academy in Aizawl, Mizoram, supported by the Tata Trusts to groom promising Indian talent for international football. The Mizoram government and the Mizoram Football Association (MFA) are partners in the CoE project, which operates out of space granted by the Mizoram Police. Along with training in football techniques, the centre offers nutrition, physiotherapy, psychology and recovery sessions. Education continues every day so that the boys do not fall behind academically. English speaking classes are included in the curriculum. The catchment area for scouting talent includes the nearby states of Manipur, Meghalaya, Nagaland and Assam.

Meghalaya Baby League: Tata Trusts launched the Meghalaya Baby League (MBL) in May 2018 in partnership with the Meghalaya Football Association and the All India Football Federation. Organised into 12 teams, the players have played over 1,320 matches in the past one year. The success of the scheme is evidenced by the fact that the league has over 1,800 enthusiastic participants aged 4-13 years.

Mary Kom Boxing Academy: The Mary Kom-Sports Authority of India (SAI) Boxing Academy, founded in 2015, imparts coaching and provides lodging, food and bears costs during tournaments. Aiming to identify boxing talents between ages 12-18, the academy focuses on physical education and psychological developments. The academy is spread over an area 3.30 acres near Imphal.

BBFS Residential Academy, Shillong: Bhaichung Bhutia Football Schools (BBFS') Foundation program offers best-in-class football coaching at the grassroots and youth levels. The residential Academy is situated inside Assam Rifles Public School which is a Co-Ed School affiliated to the CBSE, New Delhi as well as a SAI designated Sports School under the "KHELO INDIA SCHEME". The BBFS' foundation program combines high intensity training practices within a scientifically planned curriculum to deliver training sessions that ensure each player develops his skills and physicality in the right manner.





- Sports medicine centres / Sports science research institutes: In India, there is a growing recognition of the significance of sports science, as the government prioritizes the promotion of sports and physical activity. This has led to the establishment of various courses and degrees in sports coaching, management, medicine, and related fields by universities and institutes. Despite this emphasis, the entire Northeast region currently lacks sports medicine centers and sports science research institutes. This gap in the market presents an attractive investment opportunity for those seeking profitable growth prospects while supporting the development of sports in India. Investing in such facilities in the Northeast region could address the growing demand for sports-related infrastructure and services while positioning investors for long-term profitability. By taking advantage of this opportunity, investors can contribute to the growth of sports in India while securing profitable returns.

Potential areas of investment in Sports medicine / Sports science research institutes in NER

- Sauna Bath, Steam Bath and Hydrotherapy facilities
- Clinical Services
- Recovery & Wellness
- High Performance Centre
- Biomechanics
- Sports Medicine
- Arthroscopy
- Exercise Physiology
- Sports Rehab
- Fitness Centre
- Sports Nutrition
- Sports Psychology

- Sports Technology Firms: India has witnessed growth of several tech led sports firm in recent years. These businesses offer a variety of services, including online ticket purchasing and high-quality sports and health equipment and materials. While in North Eastern region, with diversified sports interest among the youth, there is immense potential for investments in technology backed firms. Currently, only one physical store of Decathlon sports is present in Guwahati, Assam.

- Online fantasy sports with regional language (Cricket, football etc.)
- Auction site platform for selling products from sports celebrities
- Sale of Clothes, sporting goods, posters and office supplies
- Sports administration and instruction to schools and corporations
- Sports education, innovation and training

- **Media & Production House / Film & Television Academy / Film City / Movie Theatre / Amphitheatre:** The Northeast region presents a lucrative opportunity for film production, evident from its rapidly increasing output in the past five years. The cumulative number of films produced in the region rose from 24 in 2018 to 89 in 2022, reflecting a robust growth trend. Given this surge in film production, there exists significant potential for investment in various related sectors such as Production Houses, Film Cities, Film and Television Academies, and Movie Theatres

List of CBFC certified movies in languages spoken in NER

#	Year	Language	Movies Certified
1	2020	Assamese	19
		Khasi	03
		Rabha	01
		Rongmei	01
2	2021	Assamese	24
		Hajong	01
		Manipuri	01
		Khasi	01
		Mishing	01
		Nepali	02
		Rabha	01
3	2022	Assamese	34
		Bodo	03
		Karbi	02
		Khasi	08
		Manipur	31
		Nepali	10
		Tiwa	01

- Animation & VFX Industry: The Northeast region is also showing great potential for the Animation and VFX industry. In the past five years, there has been a rapid increase in the number of films produced in the region, as well as content developed for and based on the region. In 2018, the region produced a cumulative total of 24 films, which grew to 89 films in 2022, indicating a growing trend in film production in the region. With the increasing film production, there is a huge scope for investors to explore opportunities in the Animation and VFX industry. Currently, most producers in the region have to seek professional Animation and VFX services from outside the region. Furthermore, the youth in the region possess artistic talents that can be harnessed for this industry.

- Amusement Parks & Family Entertainment Zone (Like Park, Mall, Kid Zone etc): The amusement industry is growing all across the country. The size of the Indian Amusement Park business is estimated to be around Rs 4000 crores and is estimated to grow by 10% per cent per annum in next couple of years. The Northeast region (NER) of our country has only a few amusement parks, yet they are enjoying a thriving business, despite the limited facilities available. This indicates that the growth potential of the amusement and theme park industry in this region is substantial. Considering the tremendous growth potential of this industry in the upcoming years, it would be prudent for investors to explore the establishment of various types of amusement parks or family entertainment zones in the NER states. It is also worthwhile to consider replicating successful facilities like the Eco Park of Kolkata in Guwahati or other state capitals of the NER region.

State wise number of Theatre / Movie Halls

	State	Single	Multiple
1.	Arunachal Pradesh	08	06
2.	Assam	48	34
3.	Manipur	01	00
4.	Meghalaya	02	02
5.	Mizoram	01	00
6.	Nagaland	02	00
7.	Sikkim	03	02
8.	Tripua	01	06
	Total	**66**	**50**





Ease of Doing Business

Highlights of EoDB in the States of NER

Implementation of single window clearance portal in all the states of northeast for providing G2B services in a seamless timebound manner

- As a measure to create a conducive business eco system, the states of North East India have implemented one stop single window system for all G2B permits and permissions required for any business activity
- Among many other features of the single window system, a notable functionality in the system is Centralised Inspection Module which helps in random allocation of inspection inspectors and joint site inspection thereby reducing the time, procedure, and cost of many G2B services.

Integration with NSWS

- The North Eastern states have onboarded or are in the process of onboarding their G2B services in the National Single Window Portal. This will enable investors to easily apply for business clearances for their investments in the region.
- Industrial Policy for attracting investment in the region
- To attract investment in the NER, the states have proactively implemented Industrial Policies which offer state specific incentives.

Preferential land allotment policy through creating of Industrial Land Banks

- Each state in the north east has developed industrial land banks for ease of land allocation.
- Sector specific Industrial Zones like Plastic Park, Textile Parks and IT Parks have been developed in the region.

Reducing Compliance Burden

- NE States have undertaken an exercise to reduce compliance burden through a process of rationalisation and decriminalizing minor offences.

A robust feedback and grievance redressal mechanism

- The states have put in place robust feedback and grievance redressal mechanisms to further improve ease of doing business.

Investible Projects

Meghalaya

1. P.A. Sangma Sports Complex: To set up a Marquee Sports Complex with a Football Stadium ready, and two Indoor Halls under construction

2. JN Sports Complex: To set up a World Class Football Stadium, Indoor Halls, Hostel, Convention Hall

3. Wahiajer Sports Stadium: To set up a Football and Athletics Stadium with other amenities

4. Hosting of major sports event: Hosting of Marquee Sporting Events in Meghalaya
   - International Events
   - Sport Specific Events
   - National Games / Khelo India Youth Games

5. Sports Science / Technology incorporation in the Meghalaya Sports Ecosystem

   - Procurement of Technology for Sports Science
   - Investment to set up Research & Development for Sports Science and the development of new technologies which can make Meghalaya the base of new technologies and a hub for Sports Science Development for India and the world.

6. Setting up of Private Training Academies

   - Construction of Academies of multiple sports is a keen interest, where private organisations are invited to invest in:
     - Infrastructure
     - Coaching expertise
     - Sport Physiotherapy and Sports Science expertise
     - Grassroots Scouting and in-depth Talent Identification
     - New Jobs and allied industries would benefit



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