

NEIR: What did the KRC Foundation ignite?



NEIR Dissected



Shivism in the North-East



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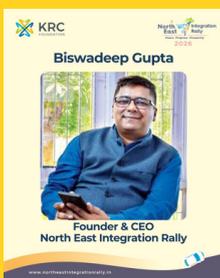
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15th February 2026



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Shivism in the North-East: A Sacred
Continuum of River, Hill, and
Consciousness"

Food Security as the First Line of
National Defence:
A Needonomics Case for
Safeguarding Bharat's Farmers



Dear Readers!

Thank you for the camaraderie and support extended to KRC TIMES over the period of years. We sincerely feel enthused with the engagements, and we are excited to bring out a Sunday Special for our readers from today.

This edition's cover story focuses on the **North East Integration Rally**, which has ignited a powerful sense of oneness and deepened understanding of the core pillars—Peace, Progress & Prosperity—that the initiative aims to achieve in the years ahead.

We thank all of you who have supported the cause directly or indirectly.

The North East Integration Rally (NEIR) is a non-competitive car and motorcycle rally organised by Knowledge Resource Centre Foundation, focused on promoting unity, cultural celebration, sustainable tourism, youth engagement, and showcasing the diverse beauty of India's Northeastern region (the "Seven Sisters" plus Sikkim). It's designed as a movement rather than a race—emphasising discipline, adventure, storytelling, indigenous heritage, and community interaction over speed.

Overall, NEIR 2026 was hailed as more than an event—it became a sociocultural movement that strengthened regional identity, encouraged sustainable practices, and left behind stronger connections and inspiration for future integration efforts.

The support that the maiden journey of NEIR 2026 received proves that non-competitive cultural rallies, not top-down policies alone, are the most effective way to foster lasting peace and integration in Northeast India."

"KRC SUNDAY TIMES aims to create an engaging platform for the masses through various participatory campaigns. It will actively capture readers' opinions and views while incorporating a broader range of stories—including many we've long wanted to tell but couldn't due to space constraints."

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Editor-in-Chief
Biswadeep Gupta



Scan to Connect

Correspondence

The article offers a vivid and inviting overview of India's Northeast, capturing the spirit of its eight states through strong visuals and concise narrative that highlights biodiversity, culture, and landscape in equal measure. By blending travel writing with gentle cultural insight, it succeeds in presenting the region not merely as a destination but as a living mosaic of traditions, wildlife, and communities. The photographs of rhinos, forests, and elephant safaris effectively complement the text, making the piece accessible to both casual readers and those seeking deeper curiosity about the region. As featured in KRC Times, the article serves as a balanced and positive introduction to the Northeast, encouraging exploration while subtly reinforcing themes of conservation, harmony, and sustainable tourism.



**Col (Dr.) Ashwani
Kumar, MiD, VSM
(Retd.), Ghaziabad**



**Prof. (Dr.) Robin
Gogoi, Guwahati**

You have concluded the month long NEIR-2026. But, seeing the pics of various spots (base camps !!), I am feeling, the rally is still on the steering. The last sentences of the article have impressed me a lot...

"Unity is not declared. It is built. Slowly. Patiently.."

If you look back, there was UNITY in the undivided North-east. For example, during NEFA time. But it was split, divided...!!

Yes, in the present time, it requires RE-UNITY....."One conservation at a time".... permanently. No more re-splitting!!!

মোৰ শ্ৰদ্ধা ও শুভেচ্ছা জনালো।

ৰবীন গগৈ

অসম ডাউন টাউন বি.বি.

গুৱাহাটী

NEIR: What did the KRC Foundation ignite?

The North East Integration Rally (NEIR) 2026, organised by the KRC Foundation, emerged as a landmark non-competitive journey that united India's Northeastern states through culture, conversation, and shared purpose. Spanning from January 4, 2026 (flag-off in Kolkata) the rally will traverse all eight states—Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura—covering diverse landscapes from hills and forests to tea gardens and tribal villages.

Led by Biswadeep Gupta, Managing Trustee KRC Foundation and CEO of NEIR 2026, with the active support from Members of the Organising Committee comprising prominent personalities of the region, it was never about speed or competition. Instead, it embodied the theme Peace, Progress & Prosperity, serving as a moving platform for honest dialogue, cultural exchange, and community bridging.

05



BY KRC TIMES DESK
PHOTOGRAPHY BY
NEIR TEAM

KRC SUNDAY TIMES:
E-MEMBERSHIP MAGAZINE

Participants—including youth, NGOs, influencers, professionals, and locals —engaged in on-the-ground interactions: meeting artisans who preserve fading crafts, sharing stories with elders and teachers, participating in environmental awareness drives, and fostering cross-state friendships.



North East Integration Rally 2026 Pre Launch Ceremony Held in Manipur

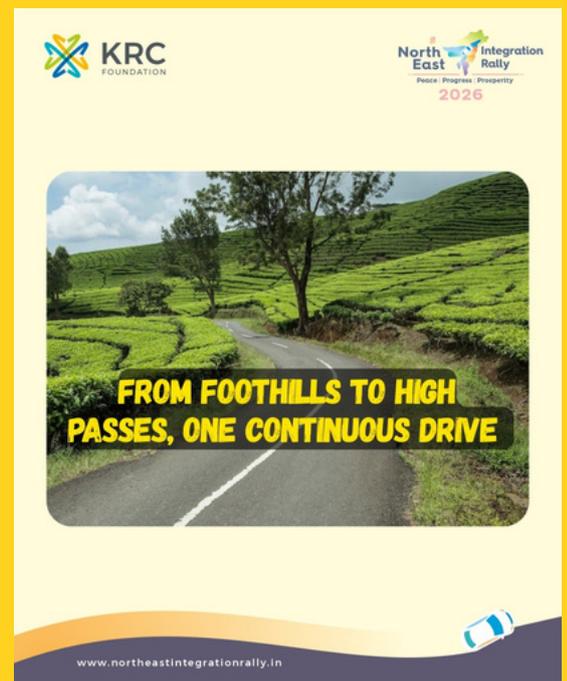
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Key highlights included stops that spotlighted indigenous heritage, sustainable tourism, and youth empowerment. The rally documented untold narratives—languishing crafts, local entrepreneurship, and regional potential—while promoting eco-friendly practices and disaster preparedness. Partnerships with entities like the Manipur Chamber of Commerce, HELP Society, and Meghalaya Chapter’s ‘8 is One’ amplified its reach, turning it into a collaborative movement.



Exchange of MOU between the MCCI & KRC Foundation for the Upcoming North East Integration Rally

Beyond the road, NEIR 2026 ignited a sense of oneness, demonstrating that unity emerges from listening and shared experiences rather than policies alone. It left behind stronger networks, inspired youth as change agents, and positioned the Northeast's beauty and resilience in a sharper national focus. As one observer noted, this was "peace practised, not preached"—a true bridge for the "One Northeast" identity.





Igniting Unity: The North East Integration Rally 2026.

In a region as diverse and vibrant as India's Northeast, the North East Integration Rally (NEIR) 2026 stood out as a beacon of connection and shared purpose

~ krctimes.com

Organised by the KRC Foundation, this non-competitive car and motorcycle rally wasn't about racing— it was a month-long odyssey of discovery, dialogue, and discipline.

Flagged off in Kolkata on January 4, 2026, and concluding in Guwahati in March, it will traverse all eight states: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura. northeastintegrationrally.in



In Manipur, amid ongoing challenges, the rally amplified calls for peace and dialogue, fostering bridges between communities.

@epaomanipur

Guided by the theme "Drive the Difference" and tagline "One Journey, Many Stories," NEIR 2026 emphasised Peace, Progress & Prosperity. #NortheastIntegrationRally





Participants—from youth groups and NGOs to influencers and locals—journeyed through mist-shrouded hills, lush tea estates, ancient monasteries, and tribal villages. Key activities included cultural exchanges, interactive workshops with forgotten artisans preserving languishing crafts, and environmental drives like art competitions on climate awareness.

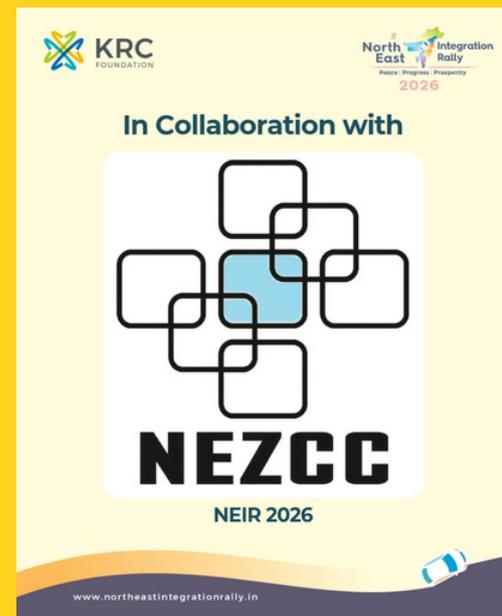
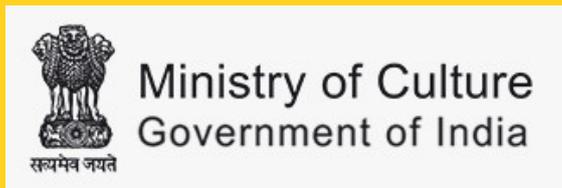
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The rally's impact was profound: it documented untold stories, sparked youth empowerment through skill-building, and promoted sustainable eco-tourism.

northeastintegrationrally.in

Partnerships with entities like the Manipur Chamber of Commerce & Industries and NEZCC, Ministry of Culture, amplified its reach, turning it into a mass movement.

[@neindiarally](https://twitter.com/neindiarally)



It proved that true integration blooms from shared journeys, not just policies—igniting a "One Northeast" spirit for years ahead.
@KrcTimes

SILCHAR TUESDAY, 20 JANUARY 2026
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EAST AND NE India Edition Page 6

North East Integration Rally
2026

NEIR PLACES

IMPHAL HOSTS NEIR 2026 SENDS MESSAGE OF PEACE AND UNITY



OUR CORRESPONDENT

IMPHAL
Imphal hosted a major cultural and unity-focused event on January 20 with the arrival of the North East Integration Rally 2026. The rally, organised by KRC Foundation, brought together people around the core message of peace, progress, and prosperity, with strong stress on unity across the Northeast. The day began at 9 am with a reception and flag-off ceremony at Sekmai, near the SBI branch on NHS Koirang Road. From there, the rally moved through important city points, including Kanla, Western Gate and Kwakeithel. The route marked a symbolic journey through Imphal, drawing attention from locals along the way.



Later in the morning, the rally was received at the Imphal Peace Museum at Maibam Lotpa Ching in Bishnupur. The session, held from 10:30 am to 12 pm, focused on the theme "Where History Meets Harmony". It highlighted shared history, cultural roots, and the idea of peaceful coexistence. Imphal Peace Mission director Haobam Joyrenba gave the welcome speech. He said the event sends a strong message of integration. He called it very important for the re-

ception. He said the rally is not about how far it travels, but about how it connects people. The North East is very diverse, and that makes the rally more meaningful. Joyrenba said integration does not mean everyone must be the same. It means respecting one another. It means having empathy and being ready to listen. He also spoke about the Imphal Peace Museum and how it began. The museum was founded in 2016, marking the 75th anniversary of the Battle of Imphal. The reception ceremony of the rally was organised in collaboration with the Imphal Peace Museum and partner groups. In the afternoon, the celebrations continued with the NEIR Fest at Gandhi Memorial Hall on B.T. Road. Held from 3 pm to 6 pm, the fest featured cultural performances and community interaction. The event was organised with ATINGA and supported by goertrip.com. Organisers said the rally aimed to build stronger bonds among the Northeastern states and promote peace through culture, dialogue, and public participation. The Imphal chapter of NEIR 2026 concluded with a clear message of unity and harmony for the region. Biswadeep Gupta, managing director and CEO of The KRC Foundations, advocate Kh. Gajender Singh, Prof. Dr. Sukumal Deb and others were present.





NEIR interact with elders and youth leaders at from Naamai Zho, Manipur

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SILCHAR SUNDAY, 18 JANUARY 2026
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North East Integration Rally
Peace Progress Prosperity
2026

NEIR NEWS

NEIR Activities at St. Joseph College (A), Jakhama Stress Skills, Discipline, and Self-Reliance



JAKHAMA, NAGALAND:

An engaging NEIR programme was held at St. Joseph College (Autonomous), Jakhama, where students and faculty gathered to hear a strong and honest talk on life, skills and work. The session left many students thinking about their future and the choices they make every day.

Rajit, while speaking at the programme, lauded people on Bhisadev Gupta, Managing Trustee and CEO of KRC Times. He described Gupta as a man of vision who believes deeply in knowledge, discipline, and hard work.

Addressing the students, Bhisadev Gupta shared his own life journey in a simple and direct way. "I grew up in Dimapur. I studied in KV Dimapur. I have been travelling all along my life," he said. He told students that travel teaches you more than books alone. It opens your mind and helps you understand people and work.

A major part of his speech focused on discipline. He said discipline is not a choice. It is a need. "Valuing time, he stressed is the base of success. "Once time is lost, it cannot be returned," he said. He urged students to respect time from a young age, as habits formed now stay for life.

Gupta also spoke about mistakes. He said accepting mistakes is the first step to growth and development. Knowing where you went wrong helps you become better. Hiding mistakes only slows you down.

He then spoke about the KRC Foundation and its work. The Foundation focuses on media, communication, and other skill-based areas. He explained how students



and young people can benefit from it. KRC Times, he said, publishes a daily e-paper. All participants of the programme will get a one-year free subscription of KRC Times.

ed that KRC Times is available on smartphones. You do not have to wait for the morning. News is in your hands, anytime.

He encouraged everyone to read a newspaper daily. "Reading a newspaper is a very, very good idea," he said. It builds knowledge, improves language, and keeps you aware. He added that education today is a platform, not a guarantee. Skills are a must for employability.

Talking about life balance, Gupta said we must balance our personal, private, and professional lives. Ignoring one can distract the other too. Knowledge, he said, is important, but skills decide employment. "Employment will happen because of your skills," he said. Education today is a platform, not a guarantee. Skills are a must for employability.

He showed that the KRC Foundation has helped provide jobs to nearly 2,000 people in this region. He also spoke about his own learning process. "The Foundation website was developed by me, despite me not being a website professional," he said. The message was clear: You can learn anything if you are willing.

The Foundation, he said, aims to provide knowledge on how to be employable. This is where KRC Times plays a key role. It connects people to information, ideas, and opportunities.

Gupta also shed light on entrepreneurship and intrapreneurship. He said an entrepreneurial mindset is needed even for professionals. Without it, you cannot grow. Today, he said, there is manpower everywhere, but entrepreneurs are few. Professionals, he added, are highly respected by entrepreneurs when they show skill, honesty, and maintainance.

He spoke strongly against unemployment. "Being unemployed is a curse," he said. He urged students to prepare for jobs seriously. Do not remain dependent after graduation. No work is bad, he reminded. Depending on parents even for mobile recharges is not healthy.

The session ended with loud applause and quiet reflection. For many students at St. Joseph College, the words spoken that day were not just advice. They were a wake-up call.



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NEIR 2026

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NEIR Joins Barak Festival...

SILCHAR TUESDAY, 27 JANUARY 2026
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North East Integration Rally
Peace Progress Prosperity
2026

NEIR PLACES

NEIR REPUBLIC DAY PROGRAMME IN SRIBHUMI SENDS STRONG MESSAGE OF UNITY AND HOPE



OUR CORRESPONDENT

The 77th Republic Day on Monday became special in Sribhumi with the organisation of an NEIR programme that focused on unity, social harmony, and the future of the region. The event drew wide participation from students, teachers, social workers, and cultural organisers, turning the national day into a platform for dialogue and hope. The programme was attended by chief guest, senior journalist, writer, and social thinker Satu Roy. Also present were KRC Foundations Managing Trustee and CEO Biswadeep Gupta, cultural organiser Bhasdebar, Silchar Press Club General Secretary Shankar Dey, KRC members Biswaji Biswas, convener Abhijit Dey, Asit Dutta, journalist Arup Roy, the headmistress of the host school, and other school authorities.

Speaking on the occasion, Satu Roy stressed the urgent need for such initiatives to unite the many communities living in the Barak Valley and adjoining areas. He called the NEIR rally a deeply humane step. According to him, programmes like this can slowly bring revolutionary change in the region by breaking walls of mistrust and identity-based divisions. He praised the organisers for reaching out to students and common people and said unity is the only way forward. Biswadeep Gupta, in his address, spoke in detail about the vision behind NEIR 2026. He said the NEIR journey started from Koklata on January 4 and will conclude on February 4. The aim is to integrate and unite nearly 200 different communities living in this region. He

mentioned that the Barak Festival was held last year, and in Sribhumi this year, the programme continued for five days, showing strong public support. Gupta said the focus is not only on culture but also on job creation, climate change awareness, and giving the youth a clear direction. "There is always conflict among us. We keep fighting over identity," Gupta said. "At least we can unite and give a call for togetherness. Elders should stop fighting and create space for the younger generation to set jobs. We must say no to identity politics." He also highlighted that climate change is a key part of the NEIR campaign. Nearly 400 students took part in the Sribhumi programme, which included awareness activities and an alpaca competition. Gupta said the response from students made

the organisers proud and hopeful. Shankar Dey, General Secretary of the Silchar Press Club, said journalists have always raised their voice against injustice. He praised Gupta for his positive thinking and continuous efforts to develop the region. Dey spoke about the discrimination faced by Bengalis in different places and said leaders like Gupta are working selflessly for the people. He added that Gupta is closely connected to almost every part of the region, rarely takes rest, and is always on the move. He wished the NEIR rally great success. The event ended with the distribution of prizes among competition winners. Overall, the Sribhumi programme stood out as a strong call for unity, peace, and collective progress, perfectly reflecting the spirit of Republic Day.



Moments from Barak Festival, Silchar

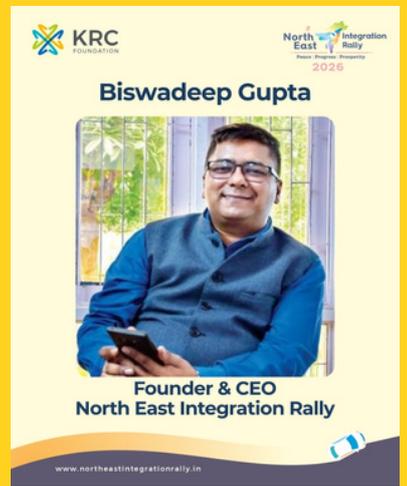
NEIR: Connect...

As Gupta noted, "This isn't just about driving across states. We want to start a chain reaction—a movement that builds understanding, preparedness, and unity."

krctimes.com

Post-rally, NEIR leaves a legacy of community whitepapers, photo documentaries, cross-cultural networks, and inspired change agents.
northeastintegrationrally.in

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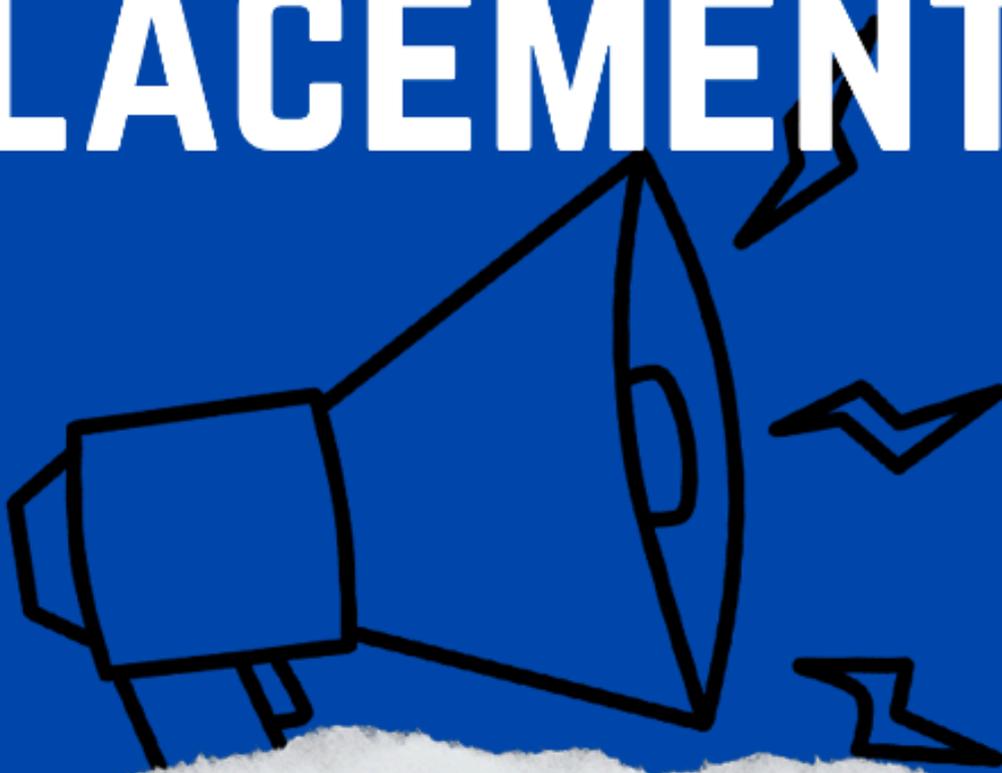


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for more information schedule an online appointment

Manipur Helicopter Service Moves Toward Online Booking, Boosts Regional Connectivity

KRC TIMES NEWS DESK

Imphal: In a major push to strengthen regional air links, the Manipur Helicopter Service run by the state government is fast emerging as a lifeline across difficult terrain. The service connects Imphal with Jiribam, Tamenglong, Churachandpur, Aizawl, and Ukhrul through regular daily operations from morning till evening.



Officials said the service has earned public trust for its steady focus on safety, security, and passenger comfort. It has also played a key role in linking remote hill districts with the state capital, cutting travel time that often takes hours by road.

In a fresh step toward better passenger access, the service is now in its final stage of shifting from offline ticketing to a fully online reservation system. The move is expected to make booking simpler and more transparent for travelers.

The initiative is being rolled out in coordination with Airports Authority of India and Imphal International Airport. Authorities believe the new system will help improve travel planning and strengthen links between Manipur's districts and the rest of the country.

The online booking portal is expected to go live soon at: www.heliservice.manipurtransport.gov.in

The transition marks another step toward improving access and mobility in one of India's most challenging regions.

Shivism in the North-East: A Sacred Continuum of River, Hill, and Consciousness"



Col (Dr.) Ashwani Kumar, M-in-D, VSM (Retd.)

From the Brahmaputra valley of Assam to the hills of Arunachal, Tripura, and beyond, Shivism evolved not as an imposed doctrine but as a shared language between classical philosophy and indigenous reverence for nature. Here, Shiva was experienced not only as deity but as presence felt in water, stone, silence, and seasonal rhythms.

Assam: The Riverine Core of Shaiva Life.

Assam became the principal centre through which Shivism found structured expression in the North-East. The Brahmaputra valley nurtured a spiritual culture in which Shaiva and Shakta traditions flowed together. At the heart of this landscape stands the sacred hill of Nilachal and the Kamakhya Temple

The North-East: Not a Frontier, but a Shaiva Landscape

The North-East of Bharat has often been described in political or geographical terms as frontier, periphery, or borderland. Yet, in the deeper civilisational sense, it forms a Shaiva landscape where river, hill, and forest participate in a living spiritual culture.



Though revered as a Shakti Peeth, Kamakhya cannot be separated from Shiva. In Tantric understanding, Shakti is the dynamic expression of Shiva's consciousness. Local tradition holds that Shiva wandered these hills in meditation after Sati's departure, and that caves and ridges around Nilachal bear memory of his tapasya.



Thus, Kamakhya emerged as a centre where Shaiva and Shakta streams converged discipline balanced with devotion, ritual with inward awareness.

The Brahmaputra: Axis of Devotion.

The Brahmaputra functions as a sacred axis linking communities and shrines across the region. Along its course stand temples where Shiva is worshipped as guardian of river, journey, and settlement. On an island mid-stream rises the

Umananda Temple,

dedicated to Shiva as Umananda Lord of Joy with Uma. Tradition holds that Shiva meditated here and that the hill once bore the ashes of Kamadeva, giving it the ancient name Bhasmachal, the Hill of Ash. Nearby on the riverbank, the

Sukreswar Temple

marks a site where sage Sukra is believed to have worshipped Shiva. The large lingam enshrined here symbolises continuity between ascetic discipline and community worship.

For generations, travellers and soldiers crossing the Brahmaputra have paused in silent acknowledgment of the river and the Lord it symbolically flows toward. Such gestures reflect a lived Shivism quiet, unostentatious, and deeply personal.



Sivasagar: Royal Patronage and Public Culture.

The historic town of Sivasagar illustrates how Shivism shaped civic life. Under the Ahom rulers, Shaiva temples became centres of cultural stability and moral reference.

The towering

Sivadol, stands as one of the tallest Shiva temples in the region. Its presence reflects not merely royal devotion but a shared public culture in which Shiva worship reinforced discipline, balance, and reverence for knowledge. Festivals at Sivasagar historically brought together diverse communities tribal groups, settlers, and townspeople suggesting that Shaiva worship functioned as a unifying cultural framework rather than a marker of division. Arunachal and the Eastern Hills: Ascetic Memory.

In the eastern hills, particularly in areas now within Arunachal Pradesh, Shivism intertwined with older forms of mountain and river reverence. Pilgrimage to Parashuram Kund reflects this synthesis. Associated with penance and purification, the site connects Shaiva mythology with local sacred geography. Among hill communities, peaks and forests were long regarded as abodes of spirit. Over time, these beliefs aligned naturally with Shaiva symbolism mountains as seats of meditation, rivers as purifying currents, and sacred groves as spaces of restraint. This convergence allowed Shivism to take root organically, reinforcing ecological ethics rather than displacing indigenous traditions.

Tripura and the Stone Forms of Shiva..

In the hills of Tripura, the site of Unakoti, preserves one of the most striking Shaiva landscapes of the North-East. Carved into rock faces are monumental forms associated with Shiva and attendant deities. Local tradition interprets these carvings as reminders of discipline and wakefulness narratives linking myth with moral teaching. Whether approached archaeologically or devotionally, Unakoti reflects the depth of Shaiva presence across the eastern hills.

Village Shivism: Ecology and Everyday Faith.

Across the North-East, Shivism found enduring expression through simple practices rather than elaborate institutions. Village shrines, riverbank offerings, and seasonal observances embedded Shaiva awareness in daily life. Common practices included the following:

- Offering water to a household lingam at dawn
- Lighting lamps near springs and streams

Observing fasts and night vigils during Shivratri

Such rituals cultivated patience, restraint, and communal cohesion. They also reinforced respect for land and water, an ecological ethic rooted in spiritual understanding.

Elders in riverine and hill villages often speak of Shiva as a quiet witness to floods, journeys, and harvest cycles. This perception fostered humility before nature and a sense of shared responsibility.

Tantric Shaivism: Discipline, Not Spectacle.

The North-East, particularly Assam, became a significant centre of Tantric practice where Shaiva and Shakta elements intertwined. Contrary to sensational portrayals, these traditions emphasised inward discipline, ethical restraint, and refinement of awareness.

Tantric Shaivism sought integration of body, mind, and environment, mirroring the broader Shaiva teaching that consciousness pervades all existence. In this respect, the North-Eastern experience parallels the philosophical insights of Kashmir Shaivism, though expressed through different cultural forms.

Both traditions affirm that liberation lies in recognition of the unity between individual awareness and universal consciousness.

Cultural Temperament Shaped by Shivism

Where Shivism took root, it fostered a cultural temperament marked by:

- Respect for silence and introspection
- Balance between devotion and duty
- Acceptance of cyclical change
- Reverence for knowledge and restraint

These qualities proved particularly valuable in regions shaped by challenging terrain and seasonal uncertainty. Shivism offered steadiness, an inward anchor amid external flux.

Continuity Amid Change

Modern pressures and changing social rhythms have altered many traditional patterns across the North-East. Yet Shaiva memory persists in festivals, oral traditions, and the enduring presence of shrines along the river and hill.

The resilience of Shivism here lies in its adaptability. Rather than rigid orthodoxy, it provided a framework capable of coexisting with diverse communities and evolving identities.

A Shared Civilisational Thread

Viewed alongside Kashmir's Shaiva heritage, the North-East reveals another dimension of the same civilisational stream. Where Kashmir articulated Shivism through refined metaphysics, the Brahmaputra valley and eastern hills embodied it through ecological and communal practice.

Both regions understood Shiva not merely as deity but as consciousness permeating land and life.

“Jagat sarvam Shivamayam.”

The entire universe is pervaded by Shiva.

To sum up, remembering the River of consciousness The relevance of Shivism in the North-East today lies in remembering a civilisational ethos that valued balance, restraint, and awareness. Reviving this memory does not require imposition of ritual; it calls for recognition of shared heritage embedded in landscape and culture. From the hills of Arunachal to the plains of Assam and the valleys of Tripura, Shivism continues to exist as a quiet current flowing like the Brahmaputra itself.

Shiva in the North-East does not dominate; he abides in rivers, forests, and disciplined rhythms of daily life.

Where consciousness is honoured, harmony follows. Where Shiva is remembered, the land retains its sacred balance.

Author's Note:

The author is a retired senior Army officer; his writing extends a curative historiographical approach to the North-Eastern region of Bharat, examining Shivism as a civilisational framework that integrates classical philosophy with indigenous ecological traditions. Drawing upon military field experience and regional memory, it seeks to restore continuity between landscape, culture, and spiritual heritage across Assam and surrounding hill regions.

Together with his companion study on Kashmir, this work proposes a broader Shaiva continuum linking Himalayan and North-Eastern sacred geographies through the shared recognition of consciousness as foundational.

Disclaimer:

This is a brief cultural reflection based on historical sources, oral traditions, and field experience. It is interpretative in nature and written for academic and heritage understanding, with respect for all communities and beliefs.



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The Quiet Rise of the Northeast Economy

RAJKUMMAR

For many years, India's Northeast stood outside the main economic story of the country.

Distance kept it away. Terrain slowed movement. Conflict hurt stability.

Weak roads limited growth.

All this made progress slow.

But something is changing now.

The change is not loud.

Not dramatic.

Yet it is real.

The region that includes Assam, Meghalaya, Tripura, Manipur, Mizoram, Nagaland, Arunachal Pradesh and Sikkim is slowly shaping a new identity.

It is no longer just a remote frontier.

It is beginning to act as a bridge between India and Southeast Asia.

For decades, the economy of the Northeast rested on land, forests and rivers. Tea from Assam.

Oil from Digboi.

Coal from Meghalaya.

Rice from hill farms.

Bamboo from forests.

Agriculture still supports a large share of the population. In places like Mizoram and Nagaland, traditional shifting cultivation shaped both livelihood and culture.

But this nature based system had limits.

Markets were far away.

Transport was weak.

Industry remained thin.

So growth stayed uneven.

Geography has always played a strong role in shaping the region's fate.

The Northeast connects to mainland India through the narrow Siliguri Corridor. At the same time, it shares long borders with Bhutan, China, Myanmar and Bangladesh.

This should have been an advantage.

Instead, for many years, it meant isolation.

Floods in the Brahmaputra valley damaged roads and crops. Hills made railways and highways costly. Border tensions slowed trade.

Even when resources were rich, markets remained out of reach.

Today, connectivity is beginning to change this.

Road networks are expanding.

Rail links are growing.

Air connectivity is improving.

Bridges across the Brahmaputra and new highways in hill states are cutting travel time.

Trade points like Moreh in Manipur are gaining new importance under India's Act East policy.

Connectivity is not only about movement.

It lowers costs.

It attracts business.

It creates jobs.

And it links local products to wider markets.

The Northeast is also seeing the rise of new sectors

It is no longer only about tea and timber.

Tourism is growing in Meghalaya and Sikkim. Organic farming is expanding in hill states. Handloom and handicrafts are reaching buyers through digital platforms.

Cities such as Guwahati are witnessing growth in education, services and small technology ventures.

Hydropower in Arunachal Pradesh holds a long term promise. Food processing is slowly picking up across Assam and Tripura.



Each step may seem small. But together they signal change.

Border trade could become a major driver in the years ahead.

The Northeast lies close to Southeast Asia. With improved ties with Bangladesh and Myanmar, trade routes are opening.

Access to ports in Bangladesh shortens the route to the sea. This helps exporters and reduces import costs.

If handled well, the region could become India's gateway to ASEAN markets.

Still, challenges remain.

Growth is uneven. Private industry remains cautious.

Skill gaps persist. Urban jobs are limited.

Migration continues. Floods and natural disasters still hurt the economy. Political stability varies across states.

Progress is not smooth. Yet the region is clearly in transition. The economy is shifting from isolation to connection.

From resource based activity to service linked growth.

From subsistence living to market driven enterprise

Young entrepreneurs are stepping in.

Women's self help groups are building micro businesses. Startups are emerging in travel, food and crafts.

The Northeast economy is not blooming yet.

But it is moving. Slowly. Steadily.

Road by road.

Bridge by bridge.

Market by market.

A quiet rise is underway.

PM Modi makes historic landing at North East's first emergency landing facility in Assam



PM Modi inaugurates Kumar Bhaskar Varma Setu, Northeast's first extradosed bridge across Brahmaputra

GUWAHATI: Prime Minister Narendra Modi on Saturday made a historic landing at the first Emergency Landing Facility (ELF) of the northeast in Assam's Dibrugarh district.

An Indian Air Force (IAF) C-130J aircraft, which took off from the Chabua airfield carrying the Prime Minister, landed at the ELF located on the Moran Bypass in Dibrugarh district.

"Historic moment as Adarniya Shri @narendramodi Ji inaugurates the first Emergency Landing Facility in Northeast India at Moran, Dibrugarh," Chief Minister Himanta Biswa Sarma posted on X.

Later, the Prime Minister witnessed an aerial display of fighter jets, transport aircraft and helicopters at Moran. Earlier, the IAF undertook successful trials on the 4.2-km stretch.

This ELF is the first of its kind in the Northeast, specially designed and constructed in coordination with the IAF to support the landing and take-off of military and civil aircraft during emergencies. It is strategically important considering that the LAC in Arunachal Pradesh is just a few hundred kilometres away.

"It will serve as a critical asset for emergency response, enabling quick deployment of rescue and relief operations during natural disasters or strategic requirements in the Northeast," an official statement said.

Envisioned as dual-use infrastructure, the ELF is capable of handling fighter aircraft up to 40 tonnes and transport aircraft up to 74 tonnes maximum take-off weight.

During his day-long visit, Modi will inaugurate several key projects aimed at accelerating connectivity, strengthening digital infrastructure, promoting higher education, and enhancing public transport.

He will inaugurate Kumar Bhaskar Varma Setu, built at a cost of around Rs 3,030 crore across the Brahmaputra. The six-lane extradosed Prestressed Concrete bridge connects Guwahati with North Guwahati and is the first extradosed bridge in the Northeast. It will cut travel time between Guwahati and North Guwahati to seven minutes.

Considering the high seismicity of the region, the bridge incorporates base isolation technology using friction pendulum bearings. High-performance stay cables have been used to ensure durability and long-term structural performance. A Bridge Health Monitoring System has also been incorporated for real-time condition monitoring, early damage detection and improved safety and service life of the extradosed bridge.

Food Security as the First Line of National Defence: A Needonomics Case for Safeguarding Bharat's Farmers

Prof Madan Mohan Goel, Propounder Needonomics & Former Vice-Chancellor

Needonomics School of Thought (a Kurukshetra based Think Tank) firmly believes that safeguarding the interests of Bharat's nearly 15 crore farmers is not merely an economic obligation but a moral duty. Food security is inseparable from national security. A nation that cannot protect its food producers cannot ensure sovereign stability. In the Indian context, the bond between the Kisan (farmer) and the Jawan (soldier) is civilizational as well as strategic — Kisan and Jawan together win the wars in Bharat. While the Jawan defends the borders, the Kisan sustains the nation from within. It is significant that a large proportion of India's armed forces personnel come from rural backgrounds, carrying farmer identities and agrarian roots. This organic linkage between agriculture and defence deepens the argument that farmer welfare is integral to national strength. Weakening agriculture, therefore, risks weakening both food systems and social stability.

Agriculture: Misunderstood, Not Unproductive

Agriculture in Bharat is often labelled an “unproductive” sector in conventional economic discourse. Needonomics School of Thought challenges this perception. Agriculture is not unproductive — it is under-remunerative. The distinction is crucial. The sector directly supports about 45 per cent of India's population, making it the largest livelihood provider in the country and home to the world's largest farmer population. Yet income levels remain disproportionately low compared to industry and services. This structural imbalance calls not for sympathy but for empathy-driven policy design — policies that recognise dignity, risk, and contribution. Agriculture feeds 1.4 billion people, sustains agro-industries, supports rural demand, and stabilises inflation. Its multiplier effects far exceed its measured GDP share. Judging agriculture purely by output metrics ignores its social, ecological, and strategic value — a narrow lens that Needonomics seeks to correct.

Global Comparisons: A Structural Reality Check

A comparative global perspective sharpens the concern:

In the United States, agriculture accounts for roughly 1.2 per cent of employment and about 1 per cent of GDP.

In the European Union, it contributes around 1.6 per cent of GDP.

In Bharat, however, agriculture constitutes about 16.3 per cent of GDP while supporting nearly half the population.

This stark asymmetry reflects disguised unemployment, small landholdings, and inadequate value realisation rather than inefficiency alone. It also signals the urgency of structural transformation without social disruption.

Further, while India's overall GDP growth hovers around 7.4 per cent, agricultural growth remains lower at about 4.4 per cent. The gap widens income inequality between rural and urban Bharat, reinforcing migration pressures and agrarian distress.

FTA Concerns: Livelihood vs Liberalisation

From a Needonomics standpoint, several Free Trade Agreements (FTAs) are viewed with caution. While trade liberalisation may benefit export-oriented industries, it can expose small and marginal farmers to volatile global price regimes, subsidised imports, and non-tariff barriers.

Indian farmers compete not merely with foreign producers but with heavily subsidised agricultural systems in developed economies. Without equivalent domestic support, FTAs risk becoming livelihood threats rather than growth opportunities.

Thus, trade policy must integrate livelihood security impact assessments before market access commitments are finalised.

Case for a Rainbow Revolution

The solution does not lie in protectionism alone but in transformation — what the Needonomics School calls a Rainbow Revolution in Agriculture. This goes beyond the earlier Green, White, Blue, and Yellow Revolutions.

A Rainbow framework integrates:

- Productivity enhancement through technology, irrigation, and climate-resilient seeds
- Crop diversification toward high-value horticulture, floriculture, pulses, and oilseeds
- Allied sectors — dairy, fisheries, poultry, and beekeeping
- Agro-processing and value addition
- Branding, packaging, and global marketing
- Agri-exports linked to GI tags and regional specialities

The real income leap for farmers will come not from raw produce alone but from processed and value-added agro-products. Tomato to ketchup, milk to cheese, wheat to nutraceuticals -value chains multiply incomes.

Storage, MSP, and the FCI Reform Debate

One of the structural bottlenecks in Indian agriculture is post-harvest management — especially storage. The Food Corporation of India (FCI) has historically played a central role in procurement and buffer stocking. However, the Needonomics School proposes a bold structural reform:

Gradually winding up FCI’s centralised ownership model and transferring storage ownership to farmer collectives, cooperatives, and FPOs (Farmer Producer Organisations).

Such decentralised ownership could:

- Expand scientific storage capacity at the grassroots level
- Reduce wastage and transit losses
- Strengthen farmers’ bargaining power
- Enable warehouse receipt financing
- Ease MSP procurement pressures
- Promote localised food security systems
- When farmers control storage, they gain the ability to time the market rather than engage in distress sales.

From Sympathy to Structural Justice

The Needonomics framework emphasises empathy, not sympathy. Sympathy is emotional; empathy is policy-driven. Farmers do not seek doles — they seek dignity, fair pricing, risk coverage, and institutional support.



Key empathy-based interventions include:

- Remunerative MSP linked to cost + dignity margins
- Income insurance and climate risk cover
- Affordable agri-credit
- Digital market access
- Farmer-owned processing units
- Export facilitation cells



Professor M. M. Goel: A Stalwart in Academia and the Voice Behind Needonomics

Professor Madan Mohan Goel stands out in Indian academia for both his leadership and the school of thought he shaped, Needonomics. Over a career spanning nearly five decades, he has combined scholarship, institution-building, and public engagement with unusual consistency.

He retired as Professor of Economics from Kurukshetra University after serving in several senior roles there, including Dean of Colleges, Dean of Social Sciences, Chair of Economics, and Chair of Journalism. Beyond the university, he held key national positions: Vice-Chancellor of Starex University in Gurugram and Jagannath University in Jaipur, Director-cum-Vice-Chancellor of the Rajiv Gandhi National Institute of Youth Development in Sriperumbudur, Pro Vice-Chancellor of Veer Kunwar Singh University in Bihar, and Advisor on Public Finance to the Sixth Haryana State Finance Commission.

Across teaching, administration, research, and public thought, Professor M. M. Goel has carved out a distinctive place in Indian academia and continues to mentor, write, and contribute to national conversations on policy and development.

Securing Those Who Secure Us

To conclude, Bharat's farmers stand at the intersection of food security, livelihood security, and national security. Their contribution cannot be measured merely in GDP percentages but in civilizational continuity and sovereign resilience.

If the 21st century is to be Bharat's century, agricultural transformation must be inclusive, remunerative, and farmer-centric. A Rainbow Revolution powered by processing, storage ownership, and global value integration offers a sustainable pathway.

In the final analysis, protecting farmers is not sectoral policy — it is national policy. When the Kisan prospers, the Jawan stands stronger, and Bharat stands secure.

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Gauhati Cine Club helped shape my career as a filmmaker: Aribam Syam Sharma

Biswadeep Gupta

The International Guwahati Film Festival is in its 18th edition, showcasing regional, national and world cinema. The five-day schedule will showcase films from Germany, Russia, Iran, Sri Lanka, Portugal, Vietnam, Brazil, Montenegro and films in English, Hindi, Assamese, Bodo, Manipuri and Bengali from India.

The Gauhati Cine Club organised the inaugural session of the festival was held at the Kanaklal Baruah Auditorium in Guwahati.

Internationally acclaimed filmmaker Aribam Syam Sharma graced the occasion as the Chief Guest, and filmmaker Rajni Basumatary as the Guest of Honour. The session was presided over by Tinnat Atifa in the gracious presence of the President and Secretary of the festival, Absar Hazarika and Madhurima Barua, respectively.



In his inaugural speech, Aribam Syam Sharma highlighted the need and importance of a cinema club and a cinematic environment. Expressing his gratitude, he mentioned how the Gauhati Cine Club has helped him shape his career as a filmmaker and that it is this club that published his book in the late 1980s, which was made into a film. He recalled his association with his fellow filmmakers and film lovers from this club and remembered his friend and colleague, late Bhabendra Nath Saikia and Jahnur Barua.

Rajni Basumatary expressed a grateful note towards organising a long-running film festival and bringing in some of the great movies to the people of this region.

The Guests paid a heartfelt tribute to the two towering cultural icons, Bhupen Hazarika and Zubeen Garg and dedicated this edition of the festival in their honour.

The brochure of the festival compiled by Kushal Dutta and the annual publication Chitrachinta edited by Garima Kalita and Miftaiddin Ahmed were launched simultaneously in the evening.

Classic Indian film Ishanou, directed by Aribam Syam Sharma, was the inaugural film under the Retrospective segment. His two other films, Imagi Ningthem and Sanab, will be shown in the same segment.

Samparan directed by Arup Manna, will be premiered in this festival. National Film Award-winning film Dinabandhoo, directed by Munin Barua, will be a tribute screening to Zubeen Garg on which he played the main character and directed music for it. Rajni Basumatary directed film Gorai Phakhri will be the closing film of this edition.

The festival will screen all the films at the Kanaklal Baruah Auditorium and will conclude on 17th February with a closing function.



News

Nagaland | District admin took stock of violence incident in Moava

Violence broke out at Moava Village, Chumoukedima, between members of Chakroma Organisation and Moava Villagers on 13th February 2026 at around 10:30 AM.

The incident occurred due to issues related to land matters, and misunderstanding escalated between the two groups, which subsequently turned violent.

The situation intensified as both groups engaged in stone pelting.

During the course of violence, 48 people were injured from both parties, 6 vehicles were burnt down, 15 vehicles were damaged, 5 houses were burnt down, 20 private houses were damaged, and 7 shops, including the Moava Community Hall was burnt down. One executive magistrate on duty and one security personnel also sustained major injuries while performing official duties.

On receiving the information, the District Administration and Security Forces rushed to the spot, and necessary measures were taken to control the situation and restore law and order to prevent any further violence.

Snubbed MP Amarsing Tisso, not invited to CM's Atmanirbhar Abhijan event in his own constituency

Sushanta Roy

Diphu, February 15: The District Administration of Karbi Anglong finds itself embroiled in controversy following the apparent deliberate exclusion of local Lok Sabha MP Amarsing Tisso from the invitation list for a key event under the Chief Minister's Atmanirbhar Asom Abhijan (CM-AAA) 2.0 scheme.

The program, focused on the ceremonial distribution of financial assistance to aspiring entrepreneurs, is set to take place on Tuesday, February 17, 2026, at KASA Stadium, Diphu. The invitation, issued by the District Commissioner, prominently lists Assam Chief Minister Dr. Himanta Biswa Sarma as the Chief Guest and Dr. Tuliram Ronghang, Chief Executive Member of the Karbi Anglong Autonomous Council (KAAC), as the Guest of Honour.

Notably absent from the guest list is MP Amarsing Tisso, the elected representative of the Diphu (ST) Parliamentary Constituency, which encompasses Karbi Anglong, West Karbi Anglong, and Dima Hasao districts, the very areas targeted by this youth and entrepreneur empowerment initiative.

The omission has prompted strong criticism from the MP and observers, who argue that as the constituency's parliamentary voice, Tisso plays a vital role in championing local access to central and state schemes like the Atmanirbhar Abhijan, which promotes self-reliance among young people.

Excluding him from such a flagship grassroots program has raised concerns about inadequate coordination among the district administration, state government, and elected representatives (MPs and MLAs).

Critics describe the incident as a regrettable lapse in protocol or potential political partisanship, which could erode trust in inclusive governance and cooperative federalism in Assam's autonomous hill districts.

This is not the first such reported friction. On January 18, 2026, a similar issue arose during the flagging off of the Dibrugarh-Gomtinagar-Dibrugarh Amrit Bharat Express at Diphu Railway Station, led by MP Tisso. Local MLA and KAAC Executive Member were present.

So far, the event saw a complete absence of senior district administration and law enforcement officials, with no visible security or crowd management arrangements from the authorities, drawing sharp rebuke from Tisso over administrative negligence and public safety lapses at a national-level occasion.

The CM-AAA 2.0 event in Diphu is proceeding as planned amid the Chief Minister's visit to the region. However, the ongoing controversy underscores persistent challenges in ensuring seamless involvement of all relevant public representatives in developmental activities in Karbi Anglong, highlighting the need for better inter-level coordination to avoid perceptions of bias or oversight.



*Great Backyard
Bird Count
Exercise
Conducted at
Kangla Fort*

The Central Forest Division, Government of Manipur, in collaboration with Wildlife Explorers, Manipur and the Kangla Board, successfully conducted the Great Backyard Bird Count on the morning of 14 February 2026, starting at 7:00 AM, at the historic Kangla Fort area in Imphal.

The bird count witnessed enthusiastic participation from forest officials, members of Wildlife Explorers, and several wildlife enthusiasts and volunteers.

Shri Vikram Suresh Nadhe, IFS, Divisional Forest Officer (DFO), Central Forest Division; Shri Aquib Jamal, IFS Assistant Conservator of Forests (ACF), Central Forest Division; Shri K. Sashikanta Sharma, Superintendent of the Kangla Board; and office bearers of Wildlife Explorers, Manipur were present during the event and interacted with participants.

The activity aimed to promote awareness about urban biodiversity and encourage public participation in bird monitoring. The Great Backyard Bird Count is a global citizen-science initiative that helps generate valuable data on bird populations and distribution.

Participants recorded a variety of bird species within the Kangla Fort premises, highlighting the ecological significance of the area as an important green space in the heart of Imphal.

Speaking on the occasion, Vikram Suresh Nadhe, IFS, stated: “The Great Backyard Bird Count is not merely a birdwatching exercise, but a powerful citizen-science movement that connects people with nature. Urban green spaces like Kangla Fort serve as vital refuges for biodiversity. Through such initiatives, we aim to sensitise citizens—especially youth—about the importance of conserving habitats and documenting biodiversity.

Aquib Jamal, IFS added that Public participation is the backbone of successful conservation, and every bird recorded today contributes to a larger global understanding of ecological health.”



Brajesh Khoyumthem of Wildlife Explorers, Manipur, also addressed the participants and said: “Citizen science initiatives like the Great Backyard Bird Count empower local communities to actively contribute to global biodiversity databases. Kangla Fort continues to prove its importance as a biodiversity hotspot within Imphal city. We are encouraged by the growing interest among young birdwatchers and volunteers, and we look forward to strengthening collaboration with the Forest Department in future conservation and awareness programs.”

The Central Forest Division expressed appreciation to Wildlife Explorers, the Kangla Board, and all participants for their support and active involvement, and reiterated its commitment to promoting conservation awareness and citizen participation in biodiversity monitoring.

Aizawl International Half Marathon 2026 Elevates Mizoram onto Global Sporting Map



Aizawl, Feb 14, 2026:

The 2nd edition of the Aizawl International Half Marathon (AIHM) 2026 concluded on a high note on Friday, drawing nearly 3,000 runners, including 16 elite international athletes, and firmly establishing Mizoram as one of India's fastest-rising distance running destinations. The AIHM 2026 was flagged off by General (Dr) Vijay Kumar Singh, PVSM, AVSM, YSM (Retd), Hon'ble Governor of Mizoram.

Held at the Rajiv Gandhi Stadium, the marathon witnessed participation from athletes representing Kenya, Ethiopia, Bahrain, the United Kingdom, France and several other countries, alongside elite and amateur runners from across India and the North Eastern Region. The strong international presence, coupled with an overwhelming domestic turnout, transformed Aizawl into a vibrant global sporting arena.

Organised jointly by the Government of Mizoram and Innovations India under the theme "Connecting India, Developing Mizoram, Empowering Sports," the event marked a significant leap from its debut edition last year, which had attracted around 1,500 participants, largely from the Northeast. Within a year, participation surged by almost 100 per cent, a growth that organisers described as a testament to the marathon's credibility and expanding appeal.



The event was held under the patronage of General (Dr) Vijay Kumar Singh, PVSM, AVSM, YSM (Retd), Hon'ble Governor of Mizoram, and Pu Lalduhoma, Hon'ble Chief Minister of Mizoram, with strong support from Pu Lalnghinglova Hmar, Hon'ble Minister for Sports & Tourism, Government of Mizoram. Senior dignitaries and institutional partners were present, reflecting the importance accorded to sports as a key pillar of the state's development narrative.

Speaking on the occasion, the Hon'ble Governor said, "The AQI is very good; the weather is very good, and we are looking at this becoming an iconic event in the whole world." As Patron of the festival, he expressed confidence that the Aizawl International Half Marathon will continue to grow in stature and attract global attention in the years to come.

AIHM 2026 – At a Glance

- **Nearly 3000 Runners, 16 Elite International Athletes:** Participants from Kenya, Ethiopia, Bahrain, UK, and across India mark an almost 100% surge from the inaugural edition.
- **One of India's Fastest-Growing Half Marathons:** From 1,500 runners in 2025 to nearly 3,000 in 2026, AIHM records remarkable year-on-year growth.
- **Backed by Top State Leadership:** Held under the patronage of the Hon'ble Governor and Hon'ble Chief Minister of Mizoram, with strong institutional support.
- **Boost to Sports Tourism in Northeast India:** Positions Aizawl and Mizoram as emerging destinations for international sporting events and endurance tourism.

Speaking on the event, the Minister for Sports & Tourism said the scale and response to AIHM 2026 reflect Mizoram’s growing sporting culture and its capacity to host international-standard events. “This marathon is becoming bigger and stronger with each edition. The participation of elite international athletes and thousands of runners from across India shows that Mizoram is ready to host global events. It is a proud moment for our state and a major boost for our tourism and sports ecosystem,” he said.

He noted that events of this scale generate significant visibility for the state, strengthening its image as a safe, vibrant and welcoming destination in Northeast India.

Captain Rahul Bali, Curator of AIHM, described the second edition as a defining milestone. “In just one year, AIHM has grown immensely to a global sporting event. From 1,500 runners last year to almost 3,000 runners this year, the response has been phenomenal. We have runners from countries in Europe, Middle East, Africa. It reflects Mizoram’s rising stature in the national and international running circuit. Our vision is to make Aizawl one of India’s most iconic running destinations,” he said.

The 21KM Open Male category was led by Kenya’s Kemboi Kevin Kiprono, who secured first place with a chip time of 1:06:28, followed closely by Nafsen Ejeta Balcha (1:06:38) and Clinton Kibet Mutai (1:06:39).

In the 21KM Open Female category, Renu Singh clinched the top position with a time of 1:21:22, with Tsige Debay Tadesse (1:21:35) and Marta Hirpato Yota (1:21:36) finishing second and third respectively. The certified timings further underscore the competitive depth and international standard of the Aizawl International Half Marathon 2026.

The marathon route, set against Aizawl’s scenic hills and energetic urban landscape, offered participants both a challenging course and a memorable experience. Enthusiastic local crowds lined parts of the route, cheering runners and adding to the celebratory atmosphere.

Beyond competition, the event also underscored Mizoram’s expanding sports infrastructure, improved event management capabilities and growing institutional coordination. Officials said the success of AIHM 2026 demonstrates the state’s readiness to attract larger sporting events and sports tourism in the coming years.

With increased participation, international representation and strong leadership backing, the Aizawl International Half Marathon 2026 has not only concluded successfully but has also strengthened Mizoram’s position on India’s sporting map. As the curtains fall on the second edition, AIHM stands not merely as a race completed, but as a bold statement of ambition, connectivity and progress from the heart of Northeast India.

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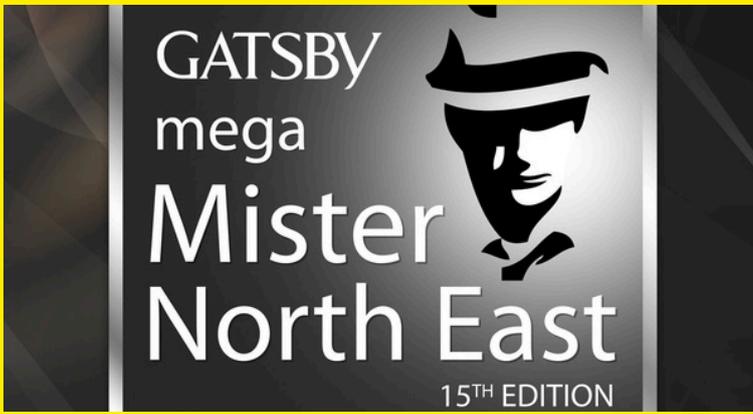


*Karnajit Ningthoujam,
Talikaba Longkumer
and Papu Medhi
Crowned 15th Gatsby
Mega Mister North East
2026*

Guwahati; February 14, 2026: In a grand showcase of confidence, charisma, and contemporary masculinity, Karnajit Ningthoujam from Manipur, Talikaba Longkumer from Nagaland, and Papu Medhi from Assam were crowned winners of the 15th Gatsby Mega Mister North East 2026 at a high-energy Grand Finale held in Guwahati. Upholding the pageant's distinctive format, the three winners will share equal honours and responsibilities as titleholders. The 15th edition followed an extensive audition process conducted across eight Northeastern states, both on-ground and online, drawing participation from hundreds of aspiring contestants. After multiple screening rounds, the shortlisted finalists underwent an intensive grooming and mentoring programme in Guwahati before competing in the Grand Finale, where they were evaluated on personality, fitness, intelligence, stage presence, and overall confidence.

The 15th edition followed an extensive audition process conducted across eight Northeastern states, both on-ground and online, drawing participation from hundreds of aspiring contestants. After multiple screening rounds, the shortlisted finalists underwent an intensive grooming and mentoring programme in Guwahati before competing in the Grand Finale, where they were evaluated on personality, fitness, intelligence, stage presence, and overall confidence.

Conceptualised by fashion entrepreneur Abhijeet Singha, the pageant is produced by Mega Entertainment and marketed by Mega Activation, continuing its established vision of identifying and grooming male talent from the Northeast and "Taking India to the World Stage."



Special recognitions were also presented during the evening, with Karnajit Ningthoujam being awarded the Coca-Cola Refreshing Personality title for his vibrant presence and confident appeal. Alex Lalhruaitluanga was honoured as Nilkamal Mister Popular, reflecting strong audience support, while Talikaba Longkumer received the GATSBY Style Icon award for his distinctive sense of style and contemporary flair.

The Grand Finale brought together fashion, performance, and celebration of regional identity, further consolidating Guwahati's position as a key hub for fashion and pageantry in the Northeast. Over the years, winners from Gatsby Mega Mister North East have gone on to represent India at prestigious international competitions, strengthening the pageant's credibility and global footprint.

With the crowning of Karnajit Ningthoujam, Talikaba Longkumer, and Papu Medhi, the 15th edition of Gatsby Mega Mister North East marks another milestone in a journey that continues to shape internationally competitive talent from the region.

Congratulating the winners, Abhijeet Singha said, "Fifteen years of Gatsby Mega Mister North East reflects the evolution of male pageantry in the region. What began as a regional platform has grown into a credible gateway to national and international arenas. Karnajit, Talikaba, and Papu embody discipline, character, and global ambition. I am confident that they will carry forward the legacy of representing the Northeast with pride on larger platforms."

The newly crowned winners will now embark on a transformative journey that includes professional representation, advanced grooming, brand engagements, structured mentorship, and opportunities for national and international exposure. The platform has consistently enabled its titleholders to compete at global pageants and modelling platforms, reinforcing its reputation as one of the region's most influential male talent incubators.

The 15th edition was presented by Title Sponsor GATSBY, with support from Furniture Partner Nilkamal, Beverage Partner Coca-Cola, and Fashion Partner Trends, under the Incredible India banner.

Congratulating the new winners, a spokesperson from Gatsby said, "Mega Mister North East represents a distinct cultural confidence that is both authentic and progressive. At GATSBY, we believe grooming is not about conformity, but about enabling self-expression that feels natural and instinctive. The North East has consistently influenced national conversations around style and individuality, and this partnership reflects a shared sensibility — movement, presence, and personality that are lived rather than performed. Through this association, we celebrate a generation that owns its space with quiet assurance and contemporary rhythm."

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Mahashivaratri Greetings 2026

Needonomics School of Thought

A Kurukshetra-based Think Tank

Needonomics Foundation



On the sacred occasion of Mahashivaratri, we bow to Lord Shiva — the compassionate Neelkanth — who teaches us the eternal art of transmuting poison into peace.

- ❖ *May we learn to absorb life's negativities without letting them disturb our inner balance...*
- ❖ *To forgive without weakness...*
- ❖ *To remain compassionate without losing boundaries...*
- ❖ *And to rise above ego, anger, and hurt with spiritual resilience.*

Let this Mahashivaratri inspire us to cultivate inner stillness, emotional strength, and selfless concern for the welfare of all.

Extend heartfelt greetings & best wishes on Mahashivaratri 2026.

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"EXCELLENCE WITH KNOWLEDGE"

MISSION

"LET'S CONNECT THE UNCONNECTED"

www.krcfoundation.org

GET IN TOUCH

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WHAT WE

DO

KRC Foundation has been working with the philosophy of '5E for Success'.
 5E stands for
 Education
 Employment
 Employability
 Entrepreneurship and
 Emotional Intelligence

The KRC Foundation management team believes that these 5Es are instrumental in the Personal, Professional, and Social Success of any individual, community, or entity. We continuously develop solutions to cater to the needs of students; professionals; and budding entrepreneurs to gain knowledge, skills, and self-development - thereby shaping them towards a professional career, and preparing them to be 'market-ready' and 'employable'. We proactively engage with various Government establishments to offer our services that can be taken to the grass-root level and make all efforts to "connect the unconnected"



Digital Directory | Web | Social Media | Events | Leads | Campaigns | Reviews

Private, Public, Social Partnership
 Talk & connect with us...



Enlist your business, services, organisation, institution, brand, NGO, public service information etc. in **InfoCom Diary**
Submit Here:
<https://bit.ly/InfoComDiaryForm>



OUR CREATIVE

SERVICES!

- We are here to support any stage of your small business, from start up, to growth, to selling.
- We are here to support any market, any product, any size of the brand/company
- We are here to support to create an ecosystem to provide consumers know more about your services & products

Our mission

'We do not sell, we provide solutions'

- ▶ Digital Directory
- ▶ Social Media engagement
- ▶ Partnership, Events, Presence (PEP)

Making Life Simple



**KRC
 SUNDAY
 TIMES**
www.krctimes.com