

Ref: PHSNEIR26P001K1

Date: 17th September 2025

To,

The President,

HELP Society,

Haflong, Dima Hasao, Assam. India.

Sub: North East Integration Rally 2026: Peace, Progress, Prosperity

Dear Sir,

This refers to the subject matter and we are writing to your good office to request HELP Society to **'Partner'** in this Mega Event spanning a month and covering 8 States of North East India including North Bengal in West Bengal which will be flagged off from Kolkata on the 4th of January 2026 and culminate on the 4th of February 2026 at Guwahati.

This event would showcase the 'real time work' undertaken by your Government and the Work-In-Progress which will catalyse in realising the Act East Policy of the Government of India.

The North East Integration Rally 2026 is designed with the theme of Peace, Progress, Prosperity in order to spread the message of *Viksit Bharat*.

A signature event of North East India organised by [KRC Foundation](http://www.krcfoundation.org) invites collaboration in your domain and to connect with the last mile.

The following can be explored for collaboration:

- Promote the movement and provide outreach support
- Participate in various events across NE India
- Campaigns such as green deeds, tree plantation, disaster management, armature radio, 5E for Success workshop & seminars in schools & colleges
- Provide Volunteers & Interns and manage them
- Showcasing various initiative undertaken by HELP Society

We hope HELP Society will enthusiastically participate and accept the proposal.

Look forward to your valued support, participation & co-operation.

Thank you.

Warm regards.



(Biswadeep Gupta)

Managing Trustee | WP: 8721838313 | biswadeep.gupta@gmail.com | www.northeastintegrationrally.in



NE Integration Rally 2026: Peace, Progress & Prosperity

Executive Summary:

NE Integration Rally 2026, (Car & Motorcycle category) organised by **Knowledge Resource Centre Foundation (KRC Foundation)** - a think tank based out of NE India working in the field of Media & Communication, Training & Development, Events, Entrepreneurship and Consulting is conceptualised with the following Objectives:

1. Infrastructure Development of NER (Roads, Rails, Aviation, Hydropower & Security)
2. Promoting Tourism, MSME, Agro & Horticulture, Act East Diplomacy
3. Disaster Management, Adventure Sports & Climate Change
4. Art & Culture, Theatre, Cinema, Media & Entertainment
5. 5E for Success- Promoting Education, Employment, Employability, Entrepreneurship & Emotional Intelligence

Start Point: Flag off from Kolkata covering 8 States of NE India

Dates: 4th January 2026 – 4th February 2026

(Kolkata Inaugural Ceremony & Flag off – Guwahati Closing Ceremony & Prize Distribution)

Rally: The rally will be of different categories (both for Car & Motorcycle) that one can choose from:

- A. The Professionals (Complete 30 Days) with the highest Cash Awards
- B. The State(s) Circuits (Regional Circuits) with various Cash Awards
- C. The District Circuits (Within the State circuits) with different awards.
- D. Local Rallies (Schools, Colleges & Local Events) with Participation Certificate
- E. Town/District Rallies with various exhibitions, campaigns

Campaigns:

- A. Tourism & State Sponsored Events
- B. Live Adventure Sports Exhibitions
- C. Live Disaster Management Campaigns
- D. Climate Change & Green Deeds Campaigns
- E. Road Safety Campaigns



Stakeholders:

- A. State Governments
- B. Ministry of DoNER
- C. Ministry of Road & Surface Transport
- D. Ministry of Home Affairs; Tourism, Culture
- E. Corporates; Line Departments; Organisations; Voluntary Organisations

Event Organiser: Knowledge Resource Centre Foundation

Impact:

- 1. Cultural Exchange & Integration
- 2. Media Promotion & Outreach
- 3. Volunteerism & Engagement of youths
- 4. Documentation & Whitepapers
- 5. People's engagement with Issues & Governance

KRC Foundation

www.krcfoundation.org

Knowledge Resource Centre Foundation (KRC Foundation) is a diverse consulting organisation providing high quality professional services in the field of Media & Communication consulting, IT Services & Solutions, Training & Research, Entrepreneurship Coaching Services, Project Consulting and conducts theme based Events.



NE Integration Rally 2026: Peace, Progress & Prosperity

NE Integration Rally is a month long event to connect NE India as well as to showcase to the rest of the world the rich diversity, culture, investment opportunities and human capital available. The Integration Rally is being organised with the theme: Peace, Progress & Prosperity to send across a message of 'Peace' in order to bring in Progress in the region.

With these rally, we want to engage the local youths with **5E for Success**: Education, Employment, Employability, Entrepreneurship and Emotional Intelligence. The people who will come in contact will be provided a platform on these 5Es so that a 'productive' movement can be ushered in in North east Region of India.

The North East Integration Rally shall also showcase the various initiative undertaken by Central & State Governments as well as undertake various campaigns

The methodology for promotion will be documentation (Video, Photography & Recordings); Social Media Broadcasts; Media Coverages; Articles and Interviews etc.

The methodology of campaigns will be Exhibitions, Street Plays and Lectures by participants and experts, audio-visual campaigns during the rally, display in cars and signboards.

The participants will get an exposure to 'Adventure Sports' as the night stay could be opted by them as 'Camping' or in Hotel Stay. Adventure Sports exhibition will be taken up in specific spots where participants would participate and locals would observe. This will help build tourism ecosystem of the area.

Disaster Management Training as well as exhibition will be taken up during the rally and Amateur Radio would be used in the tours as well as promoted.

Implementation:

KRC Foundation will organise the event with the following protocol:

1. Engagements with State Government and District administration
2. Creation of District Level Committee headed by State Project Coordinator
3. Expert Committee(s) with Lead Experts
4. Associated Member Organisation
5. Media, PR, Outreach

Funding:

KRC Foundation will raise funding through sponsorship from Central Ministries, State Governments, Corporates, Media Telecast Rights, Advertisements, and on a Co-operative Mode.

Criteria:

The winners will be judged on various parameters such as safe driving, participation in campaigns, innovation, volunteerism, technical considerations.

This rally is about 'Discipline and Not about Speed'. The Rally is not a Competition but a 'Campaign to Explore NE India' through a structured platform.