

## Report on the Purvottran: Celebration of the Rise of North East India

The Department of Business Management, Tripura University organised the cultural emersion event 'Purvottran-The rise of North-East' with an objective to connect with the youths of the state of Tripura in association with the University Connect Hub, Research and Information System for Developing Countries (RIS), New Delhi, and the NETRA Foundation. The event aimed to highlight the region's cultural heritage and facilitate intellectual discourse on pertinent contemporary issues. A total of 350 (approx.) youths participated the event on 22<sup>nd</sup> February, 2025.



The following events are organised:

1. Debate competition
2. Advertisement design competition
3. Cultural program highlighting the cultural attires of the state.
4. Food festival highlighting the ethnic cuisines of North-East.

The debate was conducted on the topic "AI and Automation: Will They Lead to Massive Unemployment?" Eight participants presented well-researched arguments, contributing to a stimulating and insightful discussion.



Ten participants presented their creative works in the advertisement making competition. The submissions demonstrated a range of perspectives and innovative approaches to promoting the North East region.



The cultural program showcasing the rich artistic traditions of the North East included performances of traditional folk dances and music, as well as a formal fashion show exhibiting the diverse ethnic attire representative of the region.



The Food festival was organised where students from different departments of the Tripura University opened stalls with traditional cuisine and a gathering of nearly 1000 spectators enjoyed food.



Dr. Jayanta Chaudhary, Assistant Professor, Department of Rural Studies, Tripura University, nodal head University Connect Hub, Research and Information System for Developing Countries (RIS), New Delhi, and the NETRA Foundation delivered prize and certificate to the winning participants.





The event Purvotrran successfully achieved its objectives of celebrating the cultural heritage and fostering academic discourse related to North East India. The participation of students in the debate and advertisement making competitions demonstrated their intellectual engagement and creative potential. The event served as a valuable platform for cultural exchange and knowledge dissemination.