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North-East India: An Untapped Emerging Market

By Abhishek Dubey

GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Article-publications, , course: Management, language: English, abstract: The North East of India comprising of the 8 states of Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim, is a reservoir of rich natural resources and a beautiful amalgamation of different people and cultures. It surely is a region waiting to happen. Blessed with biodiversity, huge hydro-energy potential, oil and gas, coal, limestone, forest wealth, fruits and vegetables, flowers, herbs and aromatic plants, rare and rich flora and fauna, NE India has all the potential to transform into a commercial hub and tourist paradise. The region shares borders with China in the north, Bangladesh in the South-West, Bhutan in the North-West and Myanmar in the East. This makes the North-East a prospective hub of international trade and commerce. Unlike the rest of India, North East India has an added demographic advantage, in the sense that it occupies 7.8 per cent of the country's total land...


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