

IMPORTANT EVENTS / ACTIVITIES – June'2015



5th to 9th
Jun'15

NJB's organisation of Participation in "Jute Week", Ooty

NJB participated in the SIPPO's **Jute Week**, at Ooty, held during the period 5th to 9th June 2015. 5th June is considered to be the "**World Environment Day**". 16 jute participants participated and made good sale during the event.

Shri. T. Palani Kumar,

Project Director, Mahalir Thittam, Ooty, inaugurated the Exhibition event and interacted with the jute participants. All the participants expressed satisfaction in participation in this event (detailed report submitted to HO separately). 16 jute entrepreneurs were benefitted by this promotional event.

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Crowd at Jute stalls



MPO addressing the Press & Media

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Crowd at Jute Week

MPO (T.Ayyappan) briefed the Chief Guest and other visiting Dignitaries of the State Government about the scope of Jute products. According to the Chief Guest, More such promotional events are to be conducted in such Tourist Centres in Tamilnadu. MPO(TA) also addressed the Press & Media during the event. Mr. Palanivel Murugan, GM, SIPPO, co-ordinated this event.

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Hoarding were palced at Different places at Ooty



Auto Advertisements were also done during Jute Week

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MPO(TA) addressing the Women during the **Jute Awareness Workshop** held at Ooty on 5th June'2015

As part of the Jute Week, an **Awareness Workshop** was also organised at Ooty on 5th June'15. The workshop was also inaugurated by **Shri. T. Palani Kumar**, Project Director, Mahalir Thittam, Ooty. MPO explained about the importance of "World Environment day" and also briefed about the Scope & Marketing of Jute Lifestyle products.

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Mr. Ramakrishnan, APO, Mahalir Thittam, Ooty, also advised the participants of the workshop, to upgrade themselves as Jute entrepreneur. Jute entrepreneurs were also made to brief their experience in the Workshop. 75 women from various SWGs participated in the Jute Awareness Workshop

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Jute Entrepreneur briefing her Experience at the Jute Workshop



A section of Women SHGs during the Jute Workshop

23rd June'15

NJB's organisation of "Students Outreach Programme" (SOP)



MPO(TA) of NJB (Chennai) visited Madurai and organised "**Students Outreach Programme**" (SOP), an initiative of NJB for creating Awareness among students about Jute & Jute diversified products. The SOP programme was organized among students of **N.M.S.S. Vellasamy Nadar College**, Madurai, on 23rd June'15. More than 600 students attended the event and actively participated in the **Spot Quiz** about Jute industry.

23rd June'15

NJB's organisation of "Students Outreach Programme" (SOP)



Students actively participated in the Jute Quiz, organised by MPO during the SOP, and awarded Jute Prizes to the winning student/s.



Prize being offered to the Students, who responded to the Jute Quiz programme

23rd June'15

NJB's organisation of "Students Outreach Programme" (SOP)



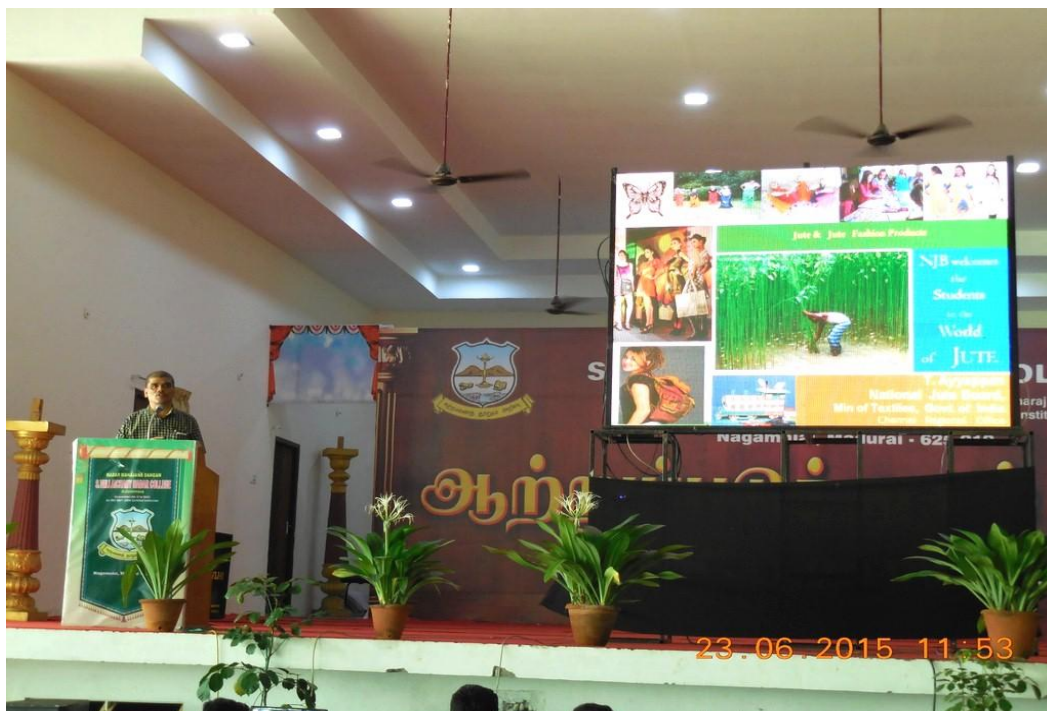
MPO(T. Ayyappan) addressing the Large gathering (more than **600 Nos.**) of students during the SOP at NMSS Vellasamy nadar College, Madurai



Student being awarded with Jute Prize for answering the Jute related Spot Quiz

23rd June'15

NJB's organisation of "Students Outreach Programme" (SOP)



Mega Size LED Digital Screen was arranged for the Jute SOP Presentation at Madurai



A Section of Students at the Jute SOP Presentation at Madurai