

IMPORTANT EVENTS / ACTIVITIES – Feb'2015



1st to 5th
Feb'15

NJB's organisation of Participation in "Coir Kerala 2015", Alleppey

NATIONAL JUTE BOARD (Ministry of Textiles, Govt. of India), participated in the "Coir Kerala 2015", an International level event, held at EMS Stadium, Alleppey- 688011 held during the period 1st to 5th Feb'2015. This Fair was organised by "Department of Coir Development", Government of Kerala and Co-ordinated by NCRMI (National Coir Research & Management Institute).

Chief Minister of Kerala **Shri. Oommen Chandy** inaugurated Coir Kerala 2015 on 1st Feb'15, at a function presided over by Hon'ble Minister of Revenue and Coir Shri. Adoor Prakash

Shri Adoor Prakash, Hon'ble Minister of Revenue and Coir, visited the COIR KERALA Fair, to review preparations for the event which showcased Coir & Jute and allied natural fibre products from around India

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Minister for Coir at Stall of BallyFabs Intl



Minister visiting the Fibre World Stall at Jute Stand

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Coir Minister at Eco-Rubber stall in the Jute Stand



Foreign Buyers at Ekta International Stall at Jute Stand

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Ekta Intl & BallyFabs selling low Cost Jute bags, at a Specially allotted Booth, as per the directions of NJB, ranging around Rs.10/-



Low Cost Jute bags being shown to Minister

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Minister at Kollannur Industries Stall



Minister at Leclar Impex Stall

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Shri.Sajan B. Nair, Member Secretary, Jute Shipper's Council, Cherthala & MPO(TA) at Reliance Handloom Crafts stall, during Coir Kerala'2015



Coir Kerala - Jute Participant's PROFILE being distributed to Foreign Buyers at Stall

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Foreign Buyers being attended at stall of East India Commercial Co. (Krishna Jute Mills)



Foreign Buyers fascinated by Jute Jewellery at Ghosh Jute handicrafts stall

During the five-day event, featured an International exhibition (with 130 stalls) targeting exports, a national pavilion (with 175 stalls) with products for sale, seminars and workshops led by subject experts from India and abroad throughout the Event period, a buyer-seller meet on 3rd Feb'15, skill competitions for coir workers, daily cultural shows and a direct interaction meet between Shri Adoor Prakash and coir workers

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NJB's organisation of Participation in 'BSM' @ "Coir Kerala 2015"

A **Buyer-Seller meet** was held on **3rd Feb'15**, as part of Coir Kerala 2015, expected to generate business deals and export orders worth more than Rs 200 crore.

Hon'ble Minister for Industry and IT Shri P K Kunhalikutty, inaugurated the BSM programme. Apart from private manufacturers, the meet had the participation of government undertakings such as Foam Mattings India Ltd and Coir Board, as well as a number of cooperatives. Jute Participants of Coir Kerala were also provided necessary space for interacting with the Foreign Buyers

In his presidential address Shri Adoor Prakash said that the buyer-seller meet is the most crucial interaction of the international trade event. The participation of buyers and exhibitors has been increasing every year, indicating the relevance of Kerala coir and coir products in world markets, he said.



Mr. Devaraj, of Charankattu Coir Mfg. Co. (Cherthala) with Foreign Buyers at BSM (Coir Kerala'15)

1st to 5th
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Buyers with Mr. Rakesh Kedia, at BSM (Coir Kerala)



Shri.G.Alagiri, NJB Chennai staff, distributing the Jute Participants
PROFILE at Coir Kerala, during the Buyer-Seller Meet

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NJB's organisation of Participation in 'BSM' @ "Coir Kerala 2015"



Mr.Karmakar of M/s. East India Commercial Co (Eluru) interacting with Foreign Buyers at BSM (Coir Kerala)



A view of Buyer-Seller Meet at Coir Kerala' 2015