

Important Events – 2014-15

(1)



5th – 10th
June'14

Jute Week Shimla, Himachal Pradesh

NJB Celebrates Earth Day – NJB organized a Jute Week at Shimla, Himachal Pradesh during 5th – 10th June, 2014, coinciding with the World Environment Day. 21 Jute entrepreneurs from the decentralized jute fraternity became part of the event and witnessed overwhelming outcomes of the Show. The participating jute entrepreneurs could garner business worth over Rs. 29.00 lakhs in a Jute Week/Fair of this kind. Footfalls of over lakhs of people evoked enthusiasm in the participants who wished NJB's repeated and frequent organizing of Jute Weeks/Jute Fairs at Shimla. While inaugurating the Show, Shri C.S. Dhauta, Dy. Director, IGSSC, Shimla welcomed and thanked NJB for organizing Jute Week in Shimla. The photos above give glimpses of the show including the crowd in the fair.

(2)



1st – 7th
Sept.'14

Jute Fair, Nainital, Uttarakhand

NJB inroads Uttarakhand Valley... In a move to blend Jute with the Nature, NJB strived hard to make entry of jute diversified products into the Valley of Nainital. In the Jute Jute Fairs organised by NJB during 1st – 7th September, 2014, Locals and the Tourists from different parts of the country made their visits to the Jute Fair at Fremasons' Hall, Mall Road, Nainital, Uttarakhand, and had all praised for JDPs. 17 jute entrepreneurs from different parts of the country witnessed the success of the show by making their businesses over Rs. 27.00 lakhs. While interacting with the jute participants during inauguration, Mrs. Sumitra Prasad, Chairperson, Zila Parishad, Nainital could not help reveal that she alongwith the people of the valley were surprised to see the varied ranges of the jute products, a blend of the tradition with the haute. Photos above give a slight glimpse of the Jute Fair.

(3)



10th – 16th
September,
2014

Jute Fair, Chandigarh

Chandigarh UT experiences environment friendly products... NJB organized a Jute Fair at the Lajpat Rai Bhavan, Sector – 15-B, Chandigarh from 10th – 16th September, 2014. 21 jute entrepreneurs from all over the country witnessed the success of the show by making their businesses surpassing over Rs. 20.00 lakhs.. Together with the pursuit of the National Jute Board to proliferate jute products into areas like Chandigarh, the Chandigarh Administration can combat synthetic threat to the Chandigarh UT, said Mrs. Bhawana Garg, IAS, Secretary Finance & Cultural Affairs, Chandigarh, who inaugurated the Jute Fair on 10th September, 2014. Shri Rajiv Tiwari, Magistrate, Chandigarh Administration was also present during the inaugural event. In the photographs above, Shri Kishan Singh Ghughthyal, AD, NJB is explaining the hon'ble chief guest and other guests about the benefits of the JDPs, present during the Inaugural Function.

(4)

25th Nov.– 7th
Dec., 2014

Lucknow Mahotsav, Lucknow, UP

NJB participates in Lucknow Mahotsav... In the affluent city of Nawabs', NJB organized its participation in the Lucknow Mahotsav from 25th November – 7th December, 2014, at Regional Park, Aaiana Bangla Bazar, Lucknow, Uttar Pradesh. 24 jute entrepreneurs from all over the country participated under NJB's banner in the show by making their businesses of over Rs. 16.00 lakhs. Hon'ble Chief Minister of Uttar Pradesh Shri Akhilesh Yadav inaugurated the Lucknow Mahotsav on 25th November, 2014. Some of the photographs on the events are placed above.

(5)



13th – 17th
Dec., 2014

Grand Mela, Banda, UP

NJB adds holiness to the holy Ashram of Banda (Buldelkhand)... Over Lakhs of people and pilgrims gathered every day in the Mela organized in the holy Ashram of Banda (Bundelkhand). NJB could leverage of the large scale footfalls by exposing them the varied range of Holy Green Jute Diversified and Life Style Products by organizing its participation in the Grand (State) Mela, Banda (Bundelkhand) from 13th – 17th December, 2014. 17 jute entrepreneurs from all over the country participated under NJB's banner in the Mela by making their businesses of about Rs. 14.00 lakhs.. The Grand Mela was inaugurated by Shri Suresh Kumar, IAS, District Magistrate, Banda, 2014 in the benign presence of Shri Rakesh Chandra, IAS, SP, Banda. Some of the photographs of the Mela are shown above.

(6)



13th – 17th
Dec., 2014

Shilpgram Utsav, Udaipur, Rajasthan

Shilpgram appears like Jutegram... A big portion of the Shilpgram Udaipur appeared as Jutegram when NJB set up its Jute Pavilion in one of the beautiful small hills of the Shilpgram during 21st – 30th December, 2014. The Shilpgram Utsav was organized by the West Zone Cultural Centre, Govt. of Rajasthan, Udaipur, Rajasthan. Lakhs of people including foreign tourists visited the NJB stalls and almost every alternate visitor was seen buying and carrying jute products. NJB tried to materialize the presence of the large scale footfalls. 26 jute entrepreneurs from all over the country participated under NJB's banner in the Utsav by making their businesses over Rs. 20.00 lakhs. The Shilpgram Utsav was inaugurated by H.E. Shri Kalyan Singh, Hon'ble Governor of Rajasthan on 21st December, 2014. Glimpses of the large scale crowd in the NJB Pavilion could be seen in the above photographs.

(7)

Tentative Future events of 2014-15 by the Regional Office New Delhi:

1. Tex Trends India, 28th -30th January, 2015 at Pragati Maidan, New Delhi.
2. Surajkund International Craft Mela, 1st -15th February, 2015
3. Taj Mahotsav Agra, 18th -27th , February, 2015.
4. Jute Workshops with BSM at Chandigarh, March, 2015
5. Students' Outreach Programs (SOPs) in two Schools of Delhi, Feb/March, 2015