

IMPORTANT EVENTS / ACTIVITIES – Sep'2014



Promotion of Jute Diversified Products at CMC Vellore (NJB's Corporate / Institutional Promotion)

As part of Institutional Promotional initiative and for creating awareness, National Jute Board (NJB) participated with Lifestyle Jute Products, in the exhibition held during Annual conference of the Indian Society of Paediatric Radiology, held during 12th & 13th September 2014 at **Christian Medical College (CMC), Vellore**, and Organised by Department of Radiology, Christian Medical College, Vellore. Jute Conference Bags for the delegates have been FREELY sponsored by NJB. 2 Jute entrepreneurs shared the stall and sold their Jute products under NJB banner.

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Workshop on Jute Geo-Textiles at Ooty

National Jute Board organized a National Seminar on **Jute Geotextile** (JGT) held at Hotel Gem Park, Sheddon Road, Nilgiris, Ooty on 15th September, 2014, in association with CSWCRTI as the ICAR organization is conducting a prototype study on JGT for slope applications in its farm at Ooty

The Workshop was inaugurated by **Dr. Subrata Gupta**, Jute Commissioner, Govt. of India. Shri. R.Ambalavanan, IA & AS, Executive Director, Tea Board also addressed the Delegates during the Inauguration.



Workshop on Jute Geo-Textiles at Ooty (Contd.)

Various researchers and representatives from end-using Government organizations in the Southern States participated in the National Seminar on **Jute Geotextile (JGT)** held at Ooty on 15th September, 2014

Various papers on Jute GeoTextiles were presented by Jute Experts and had discussions with the participating delegates from Various Government Department / Agencies, representing, Tamilnadu, Karnataka, Kerala & Andra Pradesh

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Award for Best Women Entrepreneur for Ms.Vedhavalli of M/s. Leclar Impex, Chennai

Ms. Vedhavalli of M/s. Leclar Impex Pvt Ltd., Chennai, was conferred with best Women Entrepreneur Award for 2014, for her services in the Eco-friendly Jute industry during a Programme held at Pondicherry on 5.9.14 by Thozhilathibar Ulagam. The awards was given by **Chief Minister, Puducherry.** Editor, Tamil Chamber of Commerce Chozha Nachiar and others were present

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NJB's Participation in GIFTEX, Bangalore

NJB Participated in the prominent B2B Giftex Expo, held at Bangalore during the period 12 - 14 Sep'14. Other than Kolkata & Delhi units, 4 Jute Units from Southern region were mobilised & arranged for Participation by NJB Chennai office

Details of the event are available with NJB Head office.

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NJB's Participation in SIPPO's Pudhuvai Utsav at Pudhucherry

NJB participated in the “Pudhuvai Utsav” organised by M/s. Small Industries Product Promotion Organisation, Madurai, for improving the marketing skills of the Jute entrepreneurs, during the period 18th to 22nd Sep'14 at Pudhucherry (Pondicherry). Fair was inaugurated by Mr. Malar Kannan, Director, Director of Industris & Commerce, Pudhucherry .

10 Jute units from all over India participated under NJB banner. MPO also visited the fair and had interaction with the Jute Participants. All the participants expressed their satisfaction about the event. Detailed Report already submitted to HO

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NJB's Participation in SIJA's Navaratri Jute Fair at Chennai

NJB participated in the “Navaratri Jute fair” organised by M/s. South India Jute Association, Chennai, for improving the marketing skills of the Jute entrepreneurs, during the period 18th to 22nd Sep'14 at Chennai. Shri. Harmender Singh, Principal Secretary, Handlooms & Textiles, Govt. of Tamilnadu, inaugurated the Fair

10 Jute units from southern region participated under NJB banner. MPO also visited the fair and had interaction with the Jute Participants. All the participants expressed their satisfaction about the event. Detailed Report already submitted to HO

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NJB's Participation in Smart Shopper's Expo at Coimbatore

NJB participated in the “Smart Shopper's Expo” organised by M/s. Dinamalar, a Popular Vernacular Newspaper, at Tamilnadu, for providing a marketing opportunity and B2C exposure for the Jute entrepreneurs, during the period 26th to 29th Sep'14 at Coimbatore. More than 300 stalls were exhibited in this mega event.

16 Jute units from all over India participated under NJB banner. MPO also visited the fair and had interaction with the Jute Participants. All the participants expressed their satisfaction about the event. Detailed report being sent to Headoffice, separately