

# IMPORTANT EVENTS / ACTIVITIES – Dec'2014



17th to 21st  
Dec'2014

## NJB's organisation of Jute Fair, Kozhikode ( Calicut)

For improving the Marketing skills of Jute Entrepreneurs, **Jute Fair** was organized by NJB at Kozhikode ( Calicut), at Jaya Auditorium, during the period from 17th Dec'14 to 21st Dec'2014. 25 jute participants, from all over India participated and made good sale during the event. In place of Deputy Mayor, Kozhikode, Mrs. Janamma Kunhunni, Chairperson (Health Committee) Corporation of Kozhikode, inaugurated the promotional Jute Fair and also visited the Jute Stalls.

25 Jute units, representing various Jute products, from all over India participated under NJB banner. MPO, Chennai, also visited the fair and had interaction with the Jute Participants. All the participants expressed their satisfaction about the event. Participant had a Counter sale of Rs.22.69 Lakhs, other than Orders Booked /generated. Detailed Report is being submitted to HO, separately

## Snapshots at Jute Fair, Kozhikode (Calicut)



College Girls of "Oppanna Dance" group at Jute Fair, Calicut



College Girls crowded at Jute Jewellery stall



# THE HINDU

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## Jute fair has varied fare



showcases environment-friendly jute consumer products such as jewellery, gift articles, wall hangings, footwear, floor mats, bags, purses, and clutches.

If you are in search of ethnic, eco-friendly, and fashionable products, head to Jute Fair in the city. The fair that started at the Hotel Jaya auditorium here on Wednesday has around 30 jute entrepreneurs from all over the country, including Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, and Uttar Pradesh and

The fair is being organised by the National Jute Board (NJB) in order to create awareness of the eco-friendly products made from the natural fibre. The NJB is responsible for implementation of activities in connection with jute products, process, and market development. Jute is mainly cultivated in West Bengal and the processed fibre is sent to other parts of the country to be converted into value-added products.

“There are hundreds of such enterprises in South Kerala, especially in Alappuzha district. These products have a great market abroad,” said T. Ayyappan, Market Promotion Officer of the NJB. Jute fibre is rather thick, but when mixed with cotton, they can be woven into fine cloth. “There are a lot of jute imitations in the market, which is hard for untrained eyes to differentiate,” Mr. Ayyappan said, and warned the public against such imitations.

The most striking feature of the fair in Kozhikode is the vast and vibrant collection of jute bags in varied sizes and shapes. There are also purses, clutches, wallets, string purses, file folders, hats, chess boards, and fancy pouches. The jute jewellery that comprise necklaces, bangles, earrings, and hair clips are made in intricate patterns.

The exhibition was inaugurated by Janamma Kunhunni, Health Standing Committee Chairperson of the Corporation, on Wednesday. It will conclude on December 21.