

IMPORTANT EVENTS / ACTIVITIES – MAY'2014



30th May
to 5th
June'14

Jute Week Ooty by NJB

NJB PARTICIPATED IN THE SIPPO'S **JUTE WEEK**, OOTY, HELD DURING THE PERIOD 30TH MAY TO 5TH JUNE 2014. 18 JUTE PARTICIPANTS PARTICIPATED AND MADE GOOD SALE DURING THE EVENT. **SHRI. MR. BHASKARA PANDIAN, DISTRICT REVENUE OFFICER**, OOTY, INAUGURATED THE EVENT AND INTERACTED WITH THE JUTE PARTICIPANTS. ALL THE PARTICIPANTS EXPRESSED SATISFACTION IN PARTICIPATION IN THIS EVENT (DETAILED REPORT SUBMITTED TO HO SEPARATELY). 18 JUTE ENTREPRENEURS BENEFITTED BY THIS PROMOTIONAL EVENT.



**30th May
to 5th
June'14**

Participation in Jute Week, Ooty (Contd.)

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. Mr. Palanivel Murugan, GM, SIPPO, co-ordinated this event..



6th – 9th
June'14

Participation in “MetroPlus LifeStyle Show” by NJB at Chennai

NJB participated in Hindu’s **Metroplus Lifestyle Expo**, Chennai, held during the period 6th to 9th June 2014. 18 Jute participants were accommodated in this prestigious event, under the banner of NJB. Ms. Sonia Agarwal, a famous Cine Artist, inaugurated the event. The Chief Guest also visited the Jute Pavilion and got impressed by the developments in the Jute sector.

Hindu - MetroPlus Lifestyle Expo Photos





**12th July
2014**

Presentation at Dreamzone by NJB

MPO (T. Ayyappan) made a presentation on the scope of Jute diversified products, on 12th July'14, at DreamZone, a renowned Fashion & Design institute at Chennai. Fashion students of Dreamzone attended the event and showed good response for the Jute presentation.

14th July
2014

Corporate Promotion by NJB

MPO (T. Ayyappan) made a Product Presentation on 14th July'14 to the CMC Vellore Authorities, as part of Jute Product Promotion, in time with their National Level Conference. A Powerpoint presentation was also made about the Lifestyle Jute products to the CMC authorities on 14th July 2014. All the officials have been impressed by the Product promotion of NJB

