

Promotional activities during 2014-15

1. Giftex in Mumbai, 18-21 July, 2014

Every year, Giftex is organized with focus on Business-to-Business at Nehru Centre, Worli, at most prominent location of Mumbai.

NJB facilitated participation of 14 jute exporters for promotion of jute lifestyle products. Central Cottage Industries Corporation of India Ltd., (CCIC) also participated in the Expo with consumer lifestyle jute products. Giftex proved to be quite potential in terms of visitors' turnout and business opportunities.





2. Giftex, Bangalore, 12-14 September, 2014

Giftex Show was held during 12-14 September, 2014 at Jayamahal Palace Convention Centre, Bangalore. The Show aimed at business promotion and categorized under B2B.

NJB organized participation of 15 jute entrepreneurs including 3 jute mills who displayed selected lifestyle consumer items of jute decorative fabrics, hand & shopping bags, wall hangings, floor coverings, fashion accessories etc. Giftex offered an opportunity to the buyers and sellers to strengthen business relationship. The participants were satisfied with the business performance and shown interest for participation in future editions.





3. Jute Fair, Varanasi, 19-25 September, 2014

A 7 day Jute Fair was organized by National Jute Board at Varanasi during 19-25 September, 2014. The venue was Sanatan Gaudiya Math Hall at the heart of Varanasi city. In the Jute Fair, 20 jute entrepreneurs displayed consumer products like handicrafts, fancy & carry bag, gift articles, wall hangings, fashion jewellery, footwear etc.

The participants were satisfied with the business response and visitors' turnout.





4. Rash Mela, Cooch Behar, 6-20 November, 2014

The biggest festival in North Bengal, Rash Mela was held during 6-20 November, 2014 at Cooch Behar. NJB organized participation of 23 jute entrepreneurs mainly SHGs/NGOs producing varieties of lifestyle consumer products in Rash Mela.

The Addl. District Magistrate inaugurated the Jute Pavilion and noted his appreciation “very good, well planned.....endeavour to promote eco-friendly cottage industry is praise worthy”. The jute participants booked satisfactory business during this 15 day Rash Mela.





5. IITF, 14-27 November, 2014, Hall NO. 1A, Pragati Maidan, New Delhi

NJB organised its participation in the India International Trade Fair, 2014, 14th – 27th November, 2014 in Hall No. 1-A, Pragati Maidan, New Delhi. Over Lakhs of people witnessed & purchased the environment friendly jute diversified, handicrafts & life style products. NJB managed its pavilion in 1000 SQM with 56 Jute Participants. Apart from business enquiries, Jute entrepreneurs in NJB booths could fetch direct sales of over Rs. 2.00 crores.





6. Konarak Festival, 1-5 December, 2014

NJB facilitated participation of 19 jute SHGs/NGOs engaged in production of jute diversified products in the 5-day long Annual Konarak Festival in Odisha held during 1-5 December, 2014. The famous NAC Ground in Konarak was the venue of the Festival which attracted national visitors from various parts of India. Besides, international visitors were also seen during the Festival.

Visitors' turnout to Jute Pavilion was satisfactory. There were good business enquiries on jute lifestyle products including jute carry bags during the Festival.





7. India International Mega Trade Fair, Science City, Kolkata, 18-28 December, 2014

NJB facilitated participation of 17 jute entrepreneurs in the famous Mega Trade Fair held in Science City, Kolkata during 18-28 December, 2014.

The participants displayed wide range of jute lifestyle products including hand & shopping carry bags for mass consumption.

The management of Mega Trade Fair in their special promotional drive included 'Use Jute – Save Nature' as step towards Swachh Bharat. As part of promotional initiative, NJB with active participation of manufacturers opened sales counters of jute carry bags for visitors. There has been tremendous response for such eco-friendly natural jute bags.

8. Jute Fair, Mumbai, 5-10 January, 2015

NJB organized 6-day Jute Fair in the Dr. Antonio Da Silva Trust Hall, S. K. Bole Road, Dadar (West), Mumbai during 5-10 January, 2015.

The Fair was inaugurated by Smt. K. S. Gupta, IAS, Textiles Commissioner, Ministry of Textiles, Govt. of India. 31 jute participants displayed comprehensive range of jute lifestyle consumer products who were immensely satisfied with spot sale and further business response. The Fair also facilitated the jute exporters to do export business on jute bags. The visitors to jute pavilion recorded their appreciation with a request to organize such 'Jute Fair' every year.





9. **Tex-Trends India, 28-30 January, 2015 Pragati Maidan, New Delhi**

NJB organised its participation in the Tex-Trends India'15, 28th-30th January, 2015, Hall No. 10, Pragati Maidan, New Delhi. NJB booths included 18 established jute exporters as well as budding exporters from different parts of the country. The NJB constituents generated business enquiries over Rs. 1.30 crores. The NJB Pavilion was visited by the Hon'ble Minister of State for Textiles (Independent Charge) Shri Santosh Kumar Gangwar. Among other dignitaries who keenly visited the NJB Pavilion were Mrs. Sunaina Tomar, IAS,

JS(Export), Mrs. Indrani Kaushal, Director (Exports) & Addl. EA, US(Jute) etc. from the Ministry of Textiles.



Mrs. Sunaina Tomar, IAS Joint Secretary observing the Jute Diversified Products in one of the booths of NJB in Tex Trends India '15, 28-30th January, 2015 at Pragati Maidan, New Delhi.



Foreign Buyers negotiating business for Jute Diversified Products in one of the booths of NJB in Tex Trends India '15, 28-30th January, 2015 at Pragati Maidan, New Delhi.