

Report on Board's Participation in the Bharat Mata Puja and Shilpa-Banijyo Mela 2016 held at Gandhi Maidan, Serampore, Distt-Hooghly (West Bengal) period from 15th to 24th Jan' 2016

Coir Board Showroom & Sales Depot Kolkata participated in the Bharat Mata Puja and Shilpa-Banijyo Mela 2016 at Gandhi Maidan, Serampore, Distt – Hooghly (West Bengal) from 15.01.2016 to 24.01.2016. Stall size 3mtr x 3mtr. was sanctioned by H.O where we had exhibited entire range of Coir Products including Home Gardens, Garden Articles.

The Bharat Mata Puja and Shilpa-Banijyo Mela 2016 was inaugurated by Serampore Municipality Chairman, Shri Amiya Mukharjee and Debanan Ji Maharaj, Adhyakash, Prem Mandir, Rishra in presence of eminent persons. Mr. Mukherjee also inaugurated Board's Stall and appreciated display of coir products. This Mela has 36 different stalls of different sector having their product including Hosiery, Dress Materials, Usha Sewing Machine, BSNL, Art Gallery, Children and Religious Book, Patanjali with all its products, Honda Showroom for two wheelers and other vehicles, biscuit of different reputed companies, Handicraft Products, West Bengal (Govt of WB)'s stalls for women's own made products etc.

Daily Social and entertainment programme organised during the Mela period in the Exhibition Ground. Health check up programmes organised by Narayana Super Speciality Hospital Andul, Howrah. The people of Serampore loves and takes a sweet smell of the flavour of Mela with a full breath and keen interest to see the coir products at Board' Stall.

We had put up decent Stall showcasing Doormats, Matting, Garden articles, Kitchen garden and distributed address cards. Coir Board gained a lot of Publicity, because of 1st time participation of Coir Board in this particular Mela. Whatever Visitors present appreciated the Coir Products and shown their keen interest in the products because of its Eco-friendly nature but they have told that the rate of doormat is costly.

As such the Participation was worthwhile from the Publicity point of view.


GURNAM SINGH

MANAGER GR-I.

प्रबन्धक / Manager

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