

REPORT ON BOARD'S PARTICIPATION IN " KANPUR EXPO 2015 " from 4THth to 13Th Dec 2015 at Brijendra Swaroop Park kanpur

=====

The proposal for participating in Kanpur Expo 2015 was send to HO by this showroom letter no. CB/SRK/EXHI/2015-2016/186 dt 26.11.2015 and accordingly HO has sanctioned amount of Rs. 62550.00 vide letter no. I-14016(11)69/2015-Domestic Marketing dt. 01.12.2015 . As per proposal, the stall rent was fixed Rs. 45,800.00 of 3Mtr x 3Mtr area. After getting approval,, the exhibition committee which was already performed at local showroom level , decided to participate in exhibition and called meeting with organizer on dated 2.12.2015 .We have requested to allow at least 20% discount on rent and free logo display in the publicity by the end of organizer in local news channel, newspaper, main gate, hoardings etc. It is matter of great pleasant that he became agree to allow 10% discount and free display of our logo in the his publicity material throughout the exhibition period, thus the total rent was paid Rs. 41040.00 instead of 45,800.00 and saved Rs. 4760.00. It is worth mentioning here that as we have already informed to HO in our proposal about the importance Coir Board in this exhibition among the Govt PSUs/ VVIPs delegates, we have nothing provided neither the sufficient copies about our schemes CUY/CVY and SFURTI as well as novel products developed by CCRI/CICT . No budget was available for hiring extra table to display the coir goods etc.We have requested to organizer to provide us 5 Nos table free of cost so he has provided the required tables free of cost . Old & used in previous exhibition Vinyl Sun Board for display of our schemes/slogans about the products were reused in this exhibition. The stall was decorated properly with all aspects by displaying the banners etc and some business card distributed among the public. This was the very cheapest and suitable way for wide publicity and propaganda about our vision and mission as well as products.

The committee have also decided to engage Shri Subhash Chandra Verma Senior HCS as exhibition in charge fully and this was informed over mail to HO to exempt from attendance in Showroom during this period.

The Exhibition was inaugurated by Shri Ajay Kapoor MLA at 5 AM on 4/12/2015.On this occasion many official from State Govt and Central Government were present as well as Industry people and big crowd. Apart from the display their products by the Craftmen, Micro & Small manufacturer & other shopkeepers from different part of UP , the cultural program me was also celebrated each day

in exhibition. Among all activities, the presence of Coir Board by putting well decorated stall & publicity/propaganda in proper and attractive manner, we had displayed about our Scheme/Products etc after taking the extra table from Tent House as free of cost on our level. Well decoration of stall from all corner / Displayed Board about Scheme/Products/Slogan/About Coir Products was appreciated by the visitor.

It is matter of our great pleasant that we have not only got the wide publicity which was done by organizer by displaying our logo but also generated as sales of Rs. 24.391.00 as well as many enquires raised about Coir Pith/Coir Ply/Coir Geotextile/ Cricket matting which was sold due to enquiry from this exhibition.

The closing ceremony was completed by orgniser on 13.12.2015 at 9 PM after awarded sealed and certificate to us for bestness of our stall. It is not enough to say that participation in this exhibition will sure generate the awareness about Coir Products and Schemes of Board among the common people.

On bind up the exhibition ,used material were put in showroom for next exhibition and all items were carried from Exhibition to Showroom. The total expenses of this exhibition Rs. 56040.00 against the sanction amount Rs. 62,550.00. Thus the balance amount of Rs. 6510.00 returned to HO vide Cheque no. 316692 dt. 28.12.2015 for Rs. 6510.00 along with all bills & vouchers. We are very much thankful to our entire official at HO for giving this opportunity to Kanpur Showroom and hope that participation in such a Exhibition by us will sure success for our coming new market strategy.

Place:- Kanpur

Dated:- 28/12/2015

Rajjan Tiwari
28/12/2015
(Rajjan Tiwari)
Manager i/c

