

COIR BOARD SHOWROOM&SALES DEPOT - BHUBANESWAR

Report on MSME EXPO ODISHA-2015, CUTTACK.

This is to report that Coir Board participated in the MSME EXPO ODISHA-2015, Cuttack Exhibition at Baliyatra (Upper Ground), Killa Maidan, Cuttack, Odisha from 16-12-2015 to 18-12-2015(03 days)

As per HO approval we had participated in the MSME EXPO ODISHA-2015 , the organisers of the exhibition are allotted to Coir Board 10 x 10'- 2 stalls, 1 stall for Coir Board Showroom another 2nd stall allotted to Coir Handicrafts/Products manufacturers of Odisha state through RO, Bhubaneswar (as per HO instructions vide HO Ltr.No.1-14016(11)/46/2015-DOMESTIC MARKETING,dated.04.12.2015) at a prominent area visible to all visitors of the exhibition. In our showroom side I went for arranging and stall decoration purpose on inauguration day & other days after attending the showroom morning works and Sri B.K.Barik, HCS is in-charge duties of the stall from 16.12.2015 to 18.12.2015.

On 16-12-2015 inauguration day showroom staff attended the function @ 6.00 PM started by the President, MSME Dev. Institute, Chief Guest Sri T.K.Chand, NALCO, Sri R.K.Das, C.M(M) E.C.Railway, Sri N.Palai, Director of Industries, Govt. Of Odisha, & Sri F.M.Naik, Addl. Secretary, MSME, Govt.of India. Were attended the function & other dignitaries are visited the stalls and enquired the Coir products and Handicraft articles.

In our coir board stall we arranged the a full range of coir Mattings and door mats in a attractive and beautiful manner (Photos enclosed). All are many shown keen observation on our coir products as well as attractive Coir Door mats and Coir handicrafts. Some of the V I P Officials, Govt. Bank, University & Railway Officials visited our stall and enquired door mats, mattings & other coir Products. We displayed the banner as HO designed in our stall along with our coir products brochures of CUY, CVY & SFURTI schemes received from RO, Bhubaneswar.

The Exhibitors arranged every day cultural programmes for visitors entertainment purpose Folk songs, Dances & speeches by Guests and Invities.

In addition to participation of Private organisations concerned MSME others like SIDBI, UCO Bank, IFFCO, BSNL, Tata Steel, HAL, ODCL, Ordinance Factory, E.C. Railway, IOCL, SAIL, MCL, NALCO, NINL along with Coir Board, Govt. & Odisha state Departments also participated in the MSME EXPO ODISHA-2015.

Final day on 18-12-2015 closing ceremony Sri Devi Prasad Mishra, Hon'ble Minister of Industries, Govt. of Odisha, Sri P.S. Mishra MD, OSIC Ltd, Sri P.Raghunandan, GM, MCL, Sri A.K. Agarwal, GM, Ordinance Factory attended and visited the stalls. We attended the ceremony by 5.30 PM and returned after completion of the programme by night .

In this short period exhibition we got more publicity in CUTTACK and surroundings, people who are visited (14 to 15 thousand approx) to the exhibition are purchased the coir products Rs. 28,039/-. And more enquiries also we got from there. This time participation of our coir board is great experience to us and we expect more sales in the coming period.



(K.HARANATH)

Date: 19-12-2015

MANAGER
MANAGER
COIR BOARD (Govt. of India)
Showroom & Sales Depot,
Bhubaneswar-751007

