

Exhibition Report of Board's participation in PMEGP Zonal Exhibition 2015 from 15th November 2015 to 24th November 2015 at GIC ground, Nishtganj, Lucknow

Our Head Office sanctioned for Board's participation in 'PMEGP Zonal Exhibition 2015' vide letter no. I-14016(11)/53/2015-DOMESTIC MARKETING dated 12/11/2015. As per Head Office sanction we participated in the above exhibition w.e.f. 15th November to 24th November 2015 at GIC ground, Nishatganj, Lucknow.

As per instructions we contacted the Assistant Director (Marketing) of Khadi & Village Industries Commission, Lucknow for issue of stall rent. The Assistant Director (M) of KVIC, Lucknow issued a letter no. रा0का0ल0/विपणन/ऑचलिक प्रदर्शनी/2015-16 dated 17/11/2015 for free two nos. stalls i.e. 1 corner size 3 x 3 meters and 1 side stall size 3x3 meters (Copy of letter enclosed herewith for ready reference). Therefore we not paid the stall rent and saved Rs.15500/- towards stall rent charges.

As per Head Office sanction we arranged and established our Coir Board stalls with various kinds of Coir Products i.e. different varieties of Coir Doormats, Mattings, Coir Rugs, Coir Geotextiles, Coir Toys, and Coir Ornaments including Rubberised Coir Mattresses, Pillows, and Cushions etc. exhibited. The product catalogues; brochures and Coir Board Schemes were also displayed at the counter and made available to all visitors. The stall was equipped with sufficient copies of coir products catalogues and Coir Board schemes. We also displayed flex banners in the stalls size 12'x4' (as per design provided by Head Office). We also deputed Shri Sushil Bhatt, Assistant Showroom Manager for the period of 15/11/2015 to 24/11/2015 to attend the PMEGP Zonal Exhibition – 2015.

The PMEGP Zonal Exhibition 2015 was conducted by State Office of the Khadi & Village Industries Commission, Lucknow at GIC ground, Lucknow. This was inaugurated on 15th November 2015 at 4.30PM by the Hon'ble Union Minister of MSME Shri Kalraj Mishra in the presence of Shri Brahma Shankar Tripathi Hon'ble Minister Khadi Gramodyog, UP Government, Shri Mukul Singhal, Principal Secretary Khadi Gramodyog U.P.Government, CEO, KVIC, Shri Arun Kumar Jha, Hon'ble Member, KVIC, Central Zone. Shri Jayprakash Tomar, General Secretary, Gandhi Ashram, Shri Brij Bhushan Pandey, State Director Shri R.S. Pandey and other dignitaries of Khadi Sector participated in the inaugural function.

Shri Brahma Shankar Tripathi, Hon'ble Minister of Khadi Gramodyog, UP Government, Lucknow inaugurated the Coir Board stalls and taken information about coir products and schemes. The VIP's shown keen interest in coir products as well as schemes and services being operated by Coir Board. He expressed his appreciation on the same.

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There are so many stalls and pavilions established to promote all kinds of Khadi products and house ware items. Most of the Khadi organizations, MSME Department, NSIC Department & Spice Board also participated in the exhibition. During the fair so many other officials of Central Government departments, State Government departments and Private Organizations has visited the exhibition as well as Coir Board stalls. During the exhibition period thousands of local and outside peoples visited every day. As far as Coir Board concerned Coir Doormats, Matting, Coir Rugs, Coir Geotextiles, Coir Toys, Coir Bag, Wall hangings and Coir Ornaments including Rubberised Coir Mattresses, Pillows, and Cushions are most attractive among the PMEGP Exhibition buyers specifically. We also received so many enquiries about Coir doormats & Rubberised Coir products. The Board's stalls were the piece of attraction for the visitors as Coir products are natural and eco-friendly. The photographer has been taken photographs of our stalls, which is also enclosed herewith.

The PMEGP Zonal Exhibition completed on 24th November 2015. Shri Nitin Agarwal, Hon'ble State Minister of MSME & Export Promotion Uttar Pradesh has attended the valedictory function on 24th November 2015 at 4.00PM. Therefore we found that it was a great success for awareness and also to popularize the Coir Products and Schemes.

The Total sales worth Rs.27142/- was made during the PMEGP Zonal Exhibition - 2015. We received an amount of Rs.53500/- from Head Office for the above exhibition. The expenditure during the exhibition is Rs.33485/- vide voucher no.01 to 19 and balance amount of Rs.20015/- vide cheque no.414982 dated 09/12/2015 in favour of the Secretary, Coir Board drawn on Canara Bank is returning herewith along with expenditure statement in duplicate and 10 Nos. exhibition photographs for settlement of the advance.

We are very much thankful to Marketing Section Officials to encourage us to book-up sales and promote the schemes by participation in such exhibitions.


(Harvansh Singh)
MANAGER i/c

Coir Board SR & SD, Lucknow.

कयर बोर्ड (भारत सरकार)/COIR BOARD (Govt. of India)

प्रदर्शन कक्ष व विक्री केन्द्र/Showroom and Sales Depot.

6-बाल्मीकी मार्ग/6-Balmiki Marg,

बालबाग लखनऊ-1/Laibagh, Lucknow-1

