

Report on Board's Participation in the 7<sup>th</sup> East Himalayan Expo  
2015 held at Siliguri Stadium, Siliguri during the period from  
5<sup>th</sup> to 13<sup>th</sup> December 2015

Coir Board Showroom & Sales Depot Kolkata participated in the 7<sup>th</sup> East Himalayan Expo from 05.12.2015 to 13.12.2015. Stall size 6mtr x 3mtr. was sanctioned by H.O where we had exhibited entire range of Coir Products including Home & Garden Articles. ITPO had organized 7th edition in active collaboration with North Bengal Development Department, Govt. of West Bengal in Kanchanjanga Stadium.

The 7<sup>th</sup> East Himalayan Expo was organized in Kanchanjanga Stadium. There were 45 units participated in this Expo. The Stalls were constructed on open ground in a different way. People had really appreciated the construction work. It is important to note that leading exporters and 100% herbal based cosmetics company, Birla Jute etc. participated in the event with export quality products. Products of Units coming under KVIC, National Jute Board had uniqueness of its own. Exclusive products made by weaker section of the society under Ministry of Social Justice and Empowerment, Govt. of India, units of Swarojgar Yojana Scheme, Govt. of W.B etc. Various utility products from Delhi based companies was an attraction for the visitors of the fair. Coffee Board, Spices Board etc had their own special display. The fair was inaugurated by Shri Anurag Srivastava, IAS, District Magistrate, Darjeeling and Shri Ashok Bhattacharya, Mayor, Siliguri Municipal Corporation in presence of Shri J Das, GM, ITPO and Team of ITPO. The inauguration took place at 5.00 pm as scheduled in presence of Shri Jayanta Das, General Manager, press and media, participants, dignitaries, visitors etc. Welcome address was given by GM, ITPO. The fair was inaugurated by lamp lighting. Mayor gave his keynote address appreciating efforts of ITPO for organizing this kind of trade event in Siliguri. ITPO had organised cultural programmes for six days with various cultural performances like dance from Bengal, Assam, Local form of song and dance, popular song, Rabindra Sangeet etc.

We had put up decent Stall showcasing Doormats, Matting, Garden articles, Kitchen garden and address cards. Coir Board gained a lot of Publicity in this particular Expo. 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

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