

**Report on the Board's Participation in the IITF-2015 held at Pragati Maidan from 14<sup>th</sup> to 27<sup>th</sup> November 2015.**

The detailed report on Board's participation in the IITF-2015 are given under :-

- 1) The Fair was inaugurated by the Hon`ble Union Minister Shri Kalraj Mishra ji in the presence of the Hon`ble Minister of State Shri Giriraj Singh ji , at 11.00 a.m. on 14-11-2015 in the presence of the Secretary , MS&ME , Govt. of India , Dr.Anup Kumar Pujari ji , I.A.S. , Jt. Secretary Ministry of MS&ME Shri Anil Kumar Ji, I.A.S., the D.C. MS&ME , and the Chairman Coir Board , Shri S.N.Tripathi Ji, I.A.S., Chairman , Khadi and Village Industries Commission , Shri V.K.Saxena , C.O. , K.V.I.C. , Shri A.K. Jha , Chairman , National Small Industries Commission , the Secretary Coir Board , Development Officer (Marketing ) , Coir Board , accompanied by the other higher officials from the Head Office and the senior most officials of the Ministry were also present at the time of inauguration of the Board's pavilion. The Hon`blke Union Minister for MS&ME was also kind enough to go around the Pavilion and evinced keen interest on the products displayed.

Apart from the above, Shri Giriraj Singh ji, Hon`ble Minister of State , Ministry of MS&ME , Govt. of India , were also visited the Board's Pavilion and very much appreciated on the efforts taken by Coir Board.

**HIGHLIGHTS OF BOARD'S PARTICIPATION IN THE IITF-2015.**

**2) Participation by the SSI Units etc.**

The following units including the establishments of Coir Board have also participated in the IITF-2015.

- 1- Kerala Furniture Consortium.
- 2- Central Coir Research Institute.
- 3- Pooneyil Coir .
- 4- Pelican Biotech & Chemical.
- 5- Cherthala Coir Society.
- 6- Central Institute of Coir Technology.
- 7- Coir Crafts.

- 8- Nandanvan Gramodyog.
- 9- Kerala Organic Manures & Fertilisers.
- 10-Coir Board Showroom , New Delhi.
- 11-Central Coir Mills.
- 12-P.V. Exports.
- 13-Sriram Coir Industry.
- 14-Orissa Handicrafts.

**3) Major Attractions in our Pavilion.**

The major attraction in Board's Pavilion was focusing on the Coir Wood which has proved to be the real substitute for wood/ply wood in the manufacture of furniture, Coir Geo textiles which has applications in Erosion control and Road stabilization and also Coir Pith and garden articles which have varied end use applications in the Horticulture and Agriculture. The theme of the pavilion was Coir /wood furniture which were displayed in a very attractive manner. Apart from this the products displayed by the CICt such as Coir ply, wood substitutes etc evoked a lot of response from the public. Agro products i.e. C-Pom , Coco Peat , Coir Umbrella , coir jacket displayed in the Central Coir Research Institute stall , were very much appreciated by the VIP's and visitors , visited in the Board's pavilion in IITF-2015. Coir Handicrafts items were also the major attractions of the visitors.

**4) Visit by Govt. Officials and other VIP's.**

As we had already stated that the inauguration of the pavilion was made by the Hon`ble Union Minister for MS&ME , Shri Kalraj Mishra ji accompanied by Hon`ble Minister of State Shri Giriraj Singh ji. A number of senior officials from the Ministry and other VIP's i.e. the Secretary to the Govt. of India , Ministry of MS&ME , Jt. Secretary , Ministry of MS&ME, Deputy Secretar (Vigi.) to Govt. of India, Economic Adviser , the D.C. Ministry of MS&ME and other VIPs visited the Board's Pavilion and expressed appreciation on its working. An extract from the visitors dairy wherein the comments of the important personalities visited the Pavilion , have been recorded is given as annexure.

**5) Sales through the Counter at the Pavilion.**

The Sales counter was in operation in the Pavilion. The total sales during the Fair amounted to Rs. 158066/- . The Sales Tax thereon has been remitted to the sales tax department so as to comply with the ITPO directions.

**6) Winding up and Auction.**


The exhibition came to a close at 8.00 p.m. on 27<sup>th</sup>. November 2015.

An advertisement was released on 23-11-2015 in the news paper i.e. the Statesman, for the auction of the Coir Products used for the interior decoration and in the display of Coir Board Pavilion in IITF-2015 against the above said advertisement an auction was conducted by the Govt. approved Auctioneers Mr. V.K.Gupta , 12.00 p.m. on 28-11-2015.

An amount of Rs. 32000/- (including tax) was realized on account of auction and the same was deposited in the sales proceeds account accordingly.

The report is submitted for kind consideration and further needful.

Dated :- 16-12-2015

  
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