

REPORT ON BOARD'S PARTICIPATION IN " NVDP cum LAB EXPO 2015 "
Organized by Director MSME & DI Kanpur from 5th to 6^h Dec 2015 at
Industrial Estate Kalpi Road, Fazalganj kanpur

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The proposal for participating in NVDP cum Lab Expo 2015 was send by Shri Sanjeev Chawla Director MSME- DI Kanpur . As per his proposal, the stall rent was fixed Rs. 10,000.00 but we have requested to reduce the rent which is paid Rs. 4000.00 only by us. So, we are very thankful to him. Accordingly a proposal no 164 date 26.10.2015 of Rs. 38,000.00 was send to HO. The total amount of Rs. 14,250.00 sanctioned by HO vide letter no. I-14016(11)/48/2015-Domestic Marketing dt. 3.11.2015 and accordingly, the exhibition committee which was already performed at local showroom level (As per letter no. 154 dt. 8.10.2015 copy enclosed) decided to participate in exhibition. It is worth mentioning here that as we have already informed to HO in our proposal about the importance of 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 in spite our repeated request and not the permission for printing the same at showroom level. No budget was available for hiring extra table to display the coir goods etc as Director MSME given more area for display our product in additions to stall area 3Mtrx3Mtr per instruction from HO. We have decided to make Vinyl Sun Board for display of our schemes/slogans about the products 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 Exhibition and Vendor development program me was inaugurated by Commissioner of Industries of UP Mrs Neena Sharma IAS at 10 AM on 5/12/2015. On this occasion many official from State Govt and Central Government were present and also visited at our stall preferably. The Commissioner of Industries of UP came at our stall along with Director MSME and others and spent her valuable time and put her autograph on visitor book. She shared about our schemes and Board's activities and suggested that some awareness program me about our vision and mission should be fixed by the Coir Board in Utter Pradesh.

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I have discussed with Director MSME- DI Kanpur about our new market strategy and schemes etc as per present scenario as well as space availability with the Coir Board in Kanpur . The details report is being send separately in the best interest of our exiting showroom. The photographs of this movement were taken and short video also send to HO.

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 officers from of MSME-DI/ NTPC/BHEL/Rail Coach factory etc. In this two days exhibition, there was a common platform for Micro and Small Enterprises to exhibit their quality products and services rendered by them to respective buyers (Central & State Govt.) for market expansion. The theme/interaction meets in this program me and conference on Vendor development was very useful for us. The people from each corner visited our stall and aware about the schemes of Coir Board first time and looked all products at the stall.

In this very short period exhibition, the total sales (Cash on Counter)of Rs. 3693.00 were also generated as well as enquires about the purchase of Cricket matting worth Rs. 20,000.00 at once on 07.12.2015 and other products which are being purchased by NTPC/BHEL/GAIL/RAIL COACH FACTORY from time to time etc through E-tendering.

The exhibition was closed on 06.12.2015 at 10 PM. On binding of exhibition all items were re-carried from Exhibition to Showroom. The Displayed Vinyl Sun Board/Banner etc kept for reused in next exhibition. We hope that participation in such a Lab Exhibition by us will sure success for our coming new market strategy.

Place:- Kanpur

Dated:- 21/12/2015


(Rajjan Tiwari)
Manager i/c

