NJB organized participation in SIJA’s “Jute Fair”, a B2C Exhibition cum Sale, at Ooty at USSS Hall, during the period from 16th to 19th June'16. There were 22 stalls, of this 10 jute participants participated under NJB banner and made good Counter Sales & Order Booking during the event. Shri. Dr. P. Sankar, IAS, District Collector, Ooty, inaugurated the event. Other Senior Government Officials from the TNCDW & District revenue Dept., were also present during the inauguration. The total Counter Sales was around Rs. 7,31,480/- and Orders Confirmed were to the tune of Rs. 6,87,800/- and Orders under negotiation was Rs. 4,57,950 and Overall Total sales : Rs. 18,77,230.
Chief Guest interacting with Jute entrepreneurs at Jute Fair, Ooty

Chief Guest addressing the Press & Media Officials
Chief Guest addressing the Crowd at Jute Fair, Ooty

Market Promotion Officer Shri T. Ayyappan addressing the Entrepreneurs during the Awareness Meet organised at the Venue on 16th June'16