

You are cordially invited to the Practical Seminar on  
The Seminar on "**Art & Science of Coir Mats and Matting Export**"  
**"Status of Alappuzha BDS Coir Project"**

Organized by : Alappuzha Coir BDS Cluster Development Project

**Chief Guest Shri A. C. Jose, Chairman, Coir Board**

► *Confirmation awaited*

Project Partners Agencies :



Implementing agency :



At, Hotel Alleppey Prince, Alappuzha.

On 4<sup>th</sup> & 5<sup>th</sup> April 2008 (Friday & Saturday)

4<sup>th</sup> April at 04:00 pm to 07:30 pm - Presentation and question-answer.

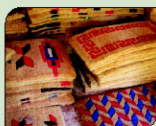
5<sup>th</sup> April at 10:00 am to 01:00 pm - One to one meetings.



Spinning



Weaving



Doormat

## About the Seminar :



- Introduction and Status of the "Alappuzha Coir BDS Project"
- Role of the project in Marketing, Finance, Production and HR. of coir industry.
- Are you interested to promote your product in overseas market ?
- Do you know how to find international market for your product ?
- Do you know how to approach the overseas buyer ?
- Do you know how to generate enquiries and how to convert enquiries in to final order ?
- How website and internet can be useful to promote your products overseas ?

## Program Schedule Day 1 :

04:00pm to	04:15pm	Registration
04:15pm to	04:30pm	Inaugural session
04:30pm to	05:00pm	Project intro and its role in development of the coir industry
05:00pm to	07:00pm	Presentation on Art & Science of Coir Mats and Matting Export
07:00pm to	07:30pm	Question Answer and Discussion
07:30pm onwards		Dinner

## Program Schedule Day 2 :

10:00am to	01:00pm	One to One meetings with MSMEs & BDS Providers
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**For participation kindly fill the attached registration form and send it to us at:**

'Thankam', House No. KRA 13, Opp. Thathampally Church, Sahrudaya Hospital Road,  
Thathampally, Alappuzha -13, Kerala - INDIA. **Mobile** : 99471 33779, 098256 13772  
**Email** : info@alappuzhabds.com **Web** : www.alappuzhabds.com

**For further details please contact :** **Mignesh Parekh 098256 13772**  
**Ms. Binny 099471 33779**