



Tamil Nadu State Council

Report on Promotional Meet of VYAPAR 2017 organised by FICCI Tamil Nadu State Council.

As part of the promotional campaign of **VYAPAR 2017** (Kerala B2B Meet) and to disseminate the details of Vyapar 2017 among the buying community in Puducherry, the Department of Industries & Commerce, Government of Kerala in association with FICCI organised a **Promotional Meet at Hotel Accord, Puducherry on January 6, 2017.**



The Promotional Meet was chaired by **Shri. P.M. Francis IAS**, Director (Industries & Commerce), Government of Kerala along with **Shri. K. A. Shenbakarajan**, President, Chambre De Commerce, Puducherry, **Shri. Savio Mathew**, Head – FICCI Kerala State Council and **Shri. Ruban Hobday**, Head – FICCI Tamil Nadu State Council.

A short film promoting Vyapar 2017 was screened showcasing the strong SME manufacturing base of Kerala State. The selected SME sectors such as Food Processing, Handloom Textiles & Garments, Rubber, Coir Products, Ayurveda & Herbal, Electrical & Electronics and Traditional Sectors like Handicrafts, Bamboo etc. will display their products during the Meet; whereby the buyers will get an opportunity for direct interaction and one to one discussions with the participating manufacturers / sellers from Kerala.



Shri. P.M. Francis IAS, Director (Industries & Commerce), Government of Kerala in his key note address explained about Vyapar 2017, the strengths of Kerala in various Sectors and the event format of Vyapar 2017. The registrations of the Sellers (Small & Micro Enterprises) from Kerala were done through the respective District Industries Centres in each District of the State. The Directorate has received a total of 331 Seller

registrations from the various Districts of Kerala for participation in Vyapar 2017.

Accordingly, the Selection Committee chaired by the Director (Industries & Commerce) short listed 200 Sellers (Small & Micro Enterprises) from Kerala out of 331 registrations received from across the State for participation in Vyapar 2017. Also exhibition stalls are provided to the supporting organisations like Directorate of Industries & Commerce, Directorate of Handlooms & Textiles, Kerala State Industrial Development Corporation (KSIDC), Kerala Industrial Infrastructure Development Corporation (KINFRA) and State Government Departments like Agriculture and Tourism.



Shri. K. A. Shenbakarajan, President, Chambre De Commerce, Puducherry in his welcome address appealed to the participants to take part in the Vyapar 2017.

Shri. Savio Mathew, Head, FICCI Kerala State Council and **Shri. Ruban Hobday**, Head – FICCI Tamil Nadu State Council also spoke on the occasion. The members from various Industrial Associations, Chambers of Commerce

etc. from Puducherry participated in the Promotional Meet on Vyapar 2017 organised at Puducherry on January 6, 2017.



L to R: **Shri. K. A. Shenbakarajan**, President, Chambre De Commerce, Puducherry, **Shri. Ruban Hobday**, Head – FICCI Tamil Nadu State Council, **Shri. P.M. Francis IAS**, Director (Industries & Commerce), Government of Kerala, **Shri. Savio Mathew**, Head, FICCI Kerala State Council along with members of Industrial Chambers and Associations of Puducherry.
