



कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MS&ME, Govt. of India)

कयर हाउस, एम.जी.रोड., कोची - 682016
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तार/ Gram : COIR BOARD
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F-17015/1/2015-ADM(ESTABLISHMENT)

11.08.2021

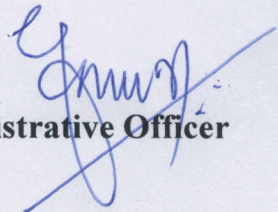
CIRCULAR

It has been decided to celebrate the 75th Independence Day (15th August 2021) in the Head Office and all Sub Offices/Showrooms of Coir Board in a befitting manner by inviting the local people. In this connection, it may be noted that the Government of India is celebrating this Independence day as "Azadi Ka Amrit Mahotsav" from this financial year to August 2022, with the special programmes already circulated from Publicity Section, copy enclosed. The National Flag will be hoisted at 8.30 a.m on the same day at Head Office as well as all Sub Offices/ Showrooms. Therefore all staff members/ Officers and their family members are requested to be present on the occasion.

Besides, it has been decided to illuminate all office building during 14 & 15th August 2021 in connection with the celebration of Independence Day. Necessary action may also be made by all concerned in this regard, without fail.

Copies of the snaps taken on the occasion in Sub Offices/Show Rooms may be forwarded to this Office for records.

This issues with the approval of Competent Authority


Administrative Officer

To

1. All Senior Officers and Branch Officers at H.Q.
2. All Sections in H.Q.
3. All Sub Offices/Showrooms of Coir Board.
4. Website
5. E-office Notice Board.



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09.08.2021

NOTE:

Sub:- "Azadi Ka Amrit Mahotsav" – reg.

The Govt of India is celebrating 75th Anniversary of Independence from current financial year to the end of August 2022. Coir Board has chalked out the following programmes for the month of August, 2021.

S.No.	Theme/Subject	Activity details	Suggested timeline
1	Independence Day Celebration	All sub offices and all coir clusters will celebrate Independence Day. Banner will be put up in all the places on the 'Mahotsav'. Local people will be invited for the programme	15 th August 2021
2	Awareness programmes	Awareness programmes on Coir Industry through online media, which will be arranged through all sub offices	16 th August 2021
3	Webinar	A webinar on schemes and programmes of Coir Board will be organized	31 st August 2021

Regarding the programme at Sl No.1, Administration Section may intimate all the offices for celebrating the Independence Day a befitting manner by inviting local public. SFURTI section may also intimate all clusters to celebrate Independence day in a befitting manner. The design of the banner to be put on that day will be designed by Publicity Section.

Regarding the programme at Sl.No.2, ID section may give necessary instruction to all the Regional Offices/Sub Regional Offices for conducting awareness programme on 16th August 2021 with an introduction to the 75th Anniversary of Independence through online media. The design of the background banner will be sent separately.

Regarding the programme at Sl. No.3, ID section may organize a webinar on the schemes and programmes of Coir Board, on 31st August, 2021.

Photographs of all the programmes in high resolution may be sent to Publicity Section for onward transmission to Ministry of MSME.

Jai K. K. K.
Marketing and Publicity Officer

To

1. Administration Section
2. ID Section
3. SFUTI Section