

# TRIFED SAMACHAR



Weekly Newsletter

WEEK- 4 / NOVEMBER 2021



**GLIMPS OF EXHIBITION PARTICIPATED  
ORGANISED BY DC (HANDICRAFT)**

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# Retail Marketing Activities

<b>Retail &amp; Marketing</b>		
Purchase Orders (in Lakhs)	8.30	Around 65.22 Lakhs value of PO was placed till date
Goods Received (in Lakhs)	6.00	Around 56.28 Lakhs value of GRN has been done till date.
Retail Sales in November (in Lakhs)	4.10	Approx 44.16 Lakhs sales achieved during this financial year
Suppliers Empanelled	-	6 New Suppliers are in process of empanelment, waiting for pending documents.
New Items Selected and Coded during November	10	Total Items Coded in this week 5 Nos
New Codes generated in this year	764	
Total Photograph uploaded in Dot Com till date is 954 Nos		



RO West Bengal has organized an exhibition at Ajit Mansion, Darjeeling and generate a sale of Rs. 6.25 Lakhs till date.

Smt Kusuma Bansal, Acting Director at Embassy of India, Jakarta has order a Saree worth Rs 14,300/-.

During the period of 3 high end sarees have been sold amounting Rs 26,730/- which enhanced our sales through E-Portal.

Participated the Exhibition organised by DCH at Rabindra Tirtha, New Town, Rajarhat, Kolkata



## Status of Work during the week upto - 02 - December - 2021

- 1. Smt Kusuma Bansal, Acting Director of Embassy of India - Jakarta has ordered a Saree Worth Rs 14,300/-**
- 2. Smt Mamata Mandal (SPA cum Shop I/c TS Airport Kolkata ) have retired on 30-September-2021**
- 3. Sales through E-Portal have increased to Rs 41,694/- this week an increase by 45 percent.**
- 4. Tender has been finalized and sent for approval from HO for starting the interior work of new Tribes India Outlet which will be inaugurate shortly in the campus Hazarduari Palace.**
- 5. Communicated to the concern Authorities for opening of new Tribes India Outlet at Bagdogra Airport and Port Blair Airport.**



# Thank You

Please do get back to us with  
suggestions and ideas along with  
creative inputs at  
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