

GOA PAVILION EVOKES TREMENDOUS RESPONSE PAVILION INAUGURATED AT IITF NEW DELHI

November 14, 2023

The much-awaited 42nd India International Trade Fair, an initiative of India Trade Promotion Organisation (A Government of India Enterprise), based on the theme "Vasudhaiva Kutumbkam – United by Trade" a mega event was inaugurated by Shri Dipak Bandekar, Director of Information and Publicity [today](#).

Information Officer, DIP, Shri Allwyn X. Pereira; Administrative Officer, IPB, Shri Sadashiv Pandit; Information Assistant, DIP, Shri Siddhesh Samant; Information Assistant, DoT, Shri Manager GTDC, Shri Shankar Naik and Business Relation Officer, IPB, Shri Vishant Naik were amongst those present on the occasion.

A broucher titled Atmanirbhar Bharat Swayampurna Goa was also released at the hands of Shri Bandekar on the occasion.

The largest integrated trade fair has a wide spectrum of Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professional, social activists, NGOs etc. to source their needs and objectives. Government Organisations use this platform to spread awareness about their programmes and policies among the public.

The fair is set up on a space admeasuring 100 Sq.mts. earmarked by ITPO in Hall No. 3 (New Hall) designed in line with this year theme with emphasis on projecting rich Goan Cuisine with courteous hospitality of Goan people and Goa's developmental achievements through Audio Visuals, Small Hoardings and Photographic display.

The Department of the Information and Publicity which is the Nodal Agency of the State Government to effectively disseminate information on varied aspects through different modes of communication is the Nodal Department for the participation of Goa in this annual Mega Trade Fair wherein apart from different States and union territories of the country; countries from across the globe have participated in the International Fair showcasing their progress and development.

The Department of Tourism, GTDC, Industries, Trade and Commerce, GIDC, Department of Handicrafts, Textile and Coir, Goa Investment Promotion Facilitation Board also participated in the fair.

Goan artisans engaged through the Department of Handicrafts, Textile and Coir have set up their stall and will sell their traditional Goan products/Items at Goa Pavilion. Stress has been laid to promote only traditional Goan Products at the Goan Stall before the conclusion of 14 days trade fair on **November 27, 2023**. The Goa Pavilion also provides a platform to have direct interaction between producers and potential buyers and consumers.

Apart from the day-to-day activities that will be carried out, there will be cultural performances by the Goan folk artists depicting the rich cultural traditions and sale of Goan Handicrafts and artifacts by the artisans. Besides the rich Cultural heritage, hospitality will be projected and efforts will be made to promote Goa as an international tourist's destination and attract investment to boost industrial growth and tourism activity in Goa in a big way.

Advertising Associates, a reputed Agency from Goa has conceptualized, designed, erected, and manage the Goa Pavilion and allied activities on the theme chosen by India Trade Promotion Organisation (ITPO) under whose initiative IITF is being held in New Delhi every year.

Prior to the inauguration of Goa pavilion the India International Trade Fair was inaugurated by the Union MoS Commerce and Industry, Smt Anupriya Patel and Union MoS for Commerce & Industry, Shri Som Prakash Government of India, Shri. Piyush Goyal as per the prevailing practice and subsequently the participating states and union territories besides foreign countries inaugurated their stalls to pave way for the people to visit their respective stalls.

In the past the Goa pavilion has won accolades and adjudged as the best pavilion for excellent display among the smaller States in the country.

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