

GOA PAVILION INAUGURATED AT IITF NEW DELHI

Panaji: [November 14, 2024](#)

Goa Pavillion at the much-awaited 43rd India International Trade Fair, an initiative of India Trade Promotion Organisation (A Government of India Enterprise), based on the theme "Vikasit Bharat @2047" a mega event was inaugurated by Shri Dipak Bandekar, Director of Information and Publicity [today](#).

Assistant Information Officer, DIP, Shri Shanto Naik; Information Assistant, Shri Siddhesh Samant; Administrative Officer, IPB, Shri Sadashiv Pandit; Manager, Goa Tourism Development Corporation, Shri Sahadev Gaonkar; Deputy Manager, Goa Waste Management Corporation, Shri Rohan Ghadi; Engineer, Shri Krupesh Dessai; Project Scientist, Goa State Council for Science and Technology, Shri Deepak Parab; Mentor, Department of Science and Technology, Shri Shivraj Naik; Project Assistant, Goa State Biodiversity Board, Shri Rupesh Velip and Shri Arvind Naik were amongst those present on the occasion.

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

IITF is the largest integrated trade fair which 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. visit 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 203 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.

A lively celebration of Goa's rich cultural legacy will take place during IITF 2024 in the Goa Pavilion. The pavilion, which aims to provide visitors with an immersive experience, showcases Goa's cultural heritage and local handicrafts.

Alongside a variety of indigenous handicrafts, the Goa Pavilion is pleased to present the rich legacy of Kaavi Art for the first time at the IITF 2024. Inspired by architectural elements and temple walls, this distinctive art form is renowned for its elaborate red and white murals, which celebrate Goa's coastal culture. Immersion in this cultural experience allows visitors to discover the creativity of Kaavi and a carefully chosen assortment of regional handicrafts that showcase Goa's rich history and artistry.

Besides, aa unique display wall is crafted with a rustic finish to reflect the natural, earthy aesthetic typical of traditional Goan interiors. The wall features a raw, textured surface, enhanced with subtle warm tones to evoke the tropical warmth of Goa. Built-in shelves are incorporated seamlessly to accommodate different handicrafts, from pottery and woven baskets, Coconut craft etc. Small, ambient

lighting fixtures are installed above each shelf to softly illuminate the items, creating a gallery-like effect that highlights each piece's unique craftsmanship. The setup brings together the charm of rural Goa and the elegance of a curated display, making it a captivating focal point for appreciating the artistry of Goan heritage.

The pavilion offers a taste of Goa's renowned cuisine, along with regional specialties and flavors that perfectly encapsulate Goan culinary traditions, in addition to the cultural exhibits. The Goa Pavilion welcomes everyone to discover and savour Goa's rich, diverse heritage in one unforgettable location, complete with traditional crafts and delectable cuisine by live serving of Dodol & Bibinca.

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, Department of Handicrafts, Textile and Coir, Goa Investment Promotion Facilitation Board Directorate of Planning, Statistics and Evaluation; Goa State Biodiversity Board; Goa Waste Management Corporation and Department Of Science, Technology and Waste Management have also participated in the fair with effective display of their schemes and products.

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 artefacts traditional Goan products/items and also GI-tagged products/items 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.

Mr. Sanman Kenkre & Mr. Aryan Khedekar, owners of M/s. Mirchi Republic Media Production, a reputed Agency from Goa has conceptualized, designed, erected, and will 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 Minister of Commerce and Industry, 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.

Managing Director, Delhi State Industrial and Infrastructure Development Corporation, Shri Ravi Dhawan, IAS visited the Goa Pavilion.

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.

The highlight of the Goa Pavilion will be the performances of Goan artists on a daily basis who will enthral the visitors with their artistic talent and captivating music by presenting Goa's rich cultural traditions.

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