

## GOA PAVILION AT IITF 2024, RECEIVES GOLD AWARD

Panaji: [November 28](#), 2024

The Goa Pavilion at the IITF, 2024 was bestowed with the Gold Medal award for excellence in "Swachh Pavilion" displayed at the 43rd India International Trade Fair, 2024, which concluded at the iconic Pragati Maidan in New Delhi. The Special Appreciation Award was presented by the Chairman and Managing Director, ITPO Shri Pradeep Singh Kharola.

Information Officer, DIP, Shri. Kiran Munankar, Photographer DIP, Shri. Chandu Korgaonkar and proprietors of Mirchi Republic Media Production, Shri Aryan Khedekar and Shri Sanman Kenkre received the award for the Department.

This recognition is a testament to the creative vision, cultural richness and unique heritage of Goa, which were beautifully showcased at this esteemed event. The Goa Pavilion stood out for its innovative design, immersive experience, and the way it brought to life the spirit of Goa's history, art, and traditions.

This year's IITF, an initiative of India Trade Promotion Organisation (A Government of India Enterprise) was based on the theme "Vikasit Bharat @2047". The Goa Government used this platform to spread awareness about their programmes and policies among the public.

The Department of the Information and Publicity was 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 showcasing their progress and development.

Mr. Sanman Kenkre & Mr. Aryan Khedekar, owners of M/s. Mirchi Republic Media Production, a reputed Agency from Goa has conceptualized, designed, erected, and managed the Goa Pavilion and allied activities on the theme chosen by India Trade Promotion Organisation.

A lively celebration of Goa's rich cultural legacy was showcased at the Goa Pavilion. The pavilion provided visitors with an immersive experience, showcased Goa's cultural heritage and local handicrafts. Alongside a variety of indigenous handicrafts, the Goa Pavilion presented the rich legacy of Kaavi Art for the first time at the IITF. Inspired by architectural elements and temple walls, this distinctive art form elaborated red and white murals, which celebrate Goa's coastal culture. Immersion in this cultural experience allowed visitors to discover the creativity of Kaavi and a carefully chosen assortment of regional handicrafts that showcased Goa's rich history and artistry.

Besides, a unique display wall was crafted with a rustic finish to reflect the natural, earthy aesthetic typical of traditional Goan interiors. The wall featured a raw, textured surface, enhanced with subtle warm tones to evoke the tropical warmth of Goa. Built-in shelves incorporated seamlessly accommodated different handicrafts, from pottery and woven baskets, Coconut craft etc. Small, ambient lighting fixtures were installed above each shelf to softly illuminate the items, creating a gallery-like

effect that highlighted each piece's unique craftsmanship. The setup brought 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 offered a taste of Goa's renowned cuisine, along with regional specialties and flavours that perfectly encapsulated Goan culinary traditions, in addition to the cultural exhibits. The Goa Pavilion welcomed 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.

Goan artisans engaged through the Department of Handicrafts, Textile and Coir had set up their stall and sold their traditional Goan products/Items. Sale of Goan Handicrafts and artefacts traditional Goan products/items and also GI-tagged products/items by the artisans. Stress was laid to promote only traditional Goan Products at the Goan Stall. The Goa Pavilion also provided a platform to have direct interaction between producers and potential buyers and consumers.

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