

## GILL VISITS GOA PAVILION AT IITF, 2025

### *Commends State's Innovative Showcase & Execution Excellence*

Panaji: November 19, 2025

The Goa Pavilion at the India International Trade Fair (IITF) 2025 received an inspiring visit today from the Commissioner cum Secretary(I&P), Shri Sarpreet Singh Gill, IAS who evinced keen interests in the state's exhibits and interacted with officials, artisans, artists and entrepreneurs participating in the event.

Shri Gill was received by Shri Allwyn Xavier Pereira, Information Officer and Shri Govind Gaonkar, Assistant Information Officer on his arrival at the Pavilion. He was warmly welcomed in the Goan traditional way with the drumming of Dhol and Tasha.

During his visit, the Secretary appreciated the creative presentation, thematic design, and immersive experience offered by the Goa Pavilion, which highlights the State's advancements in tourism, industries, rural development, handicrafts, rich Goan culture and emerging sectors.

Shri Gill lauded the efforts of the Government of Goa and the implementing departments for their commitment to delivering a vibrant pavilion.

"The Goa Pavilion truly reflects the spirit, culture, and progress of the State. I am deeply impressed by the meticulous planning, innovation, and hard work that has gone into its creation. The Government of Goa and its departments deserve special appreciation for executing such an outstanding showcase at a national platform like IITF," he said.

He further noted that platforms like IITF play a crucial role in promoting states' culture, achievements, investment potential, and unique products to a diverse national and international audience. We need to encourage more and more departments to showcase their products at such events, he added.

The Goa Pavilion has been attracting significant footfall since the start of the fair, with visitors showing keen interest in the State's traditional crafts, tourism offerings, startup ecosystem, culture and sustainable development initiatives.

The Secretary also interacted with participating Goan entrepreneurs, Artists and encouraged them to continue leveraging such platforms for expanding their markets and strengthening brand Goa.

Goa's vibrant culture, traditions, and artistic heritage is also prominently showcased at the India International Trade Fair (IITF), earning widespread appreciation from visitors across the country. From traditional crafts and folk art to tourism offerings and local entrepreneurship, the Goa Pavilion highlighted the state's unique identity and cultural richness drawing admiration for its creative presentation and authentic representation of Goan life. The initiative underscores the Government of Goa's commitment to promoting the State's culture and talent on national platforms.

Ms Jyoti Kumari, IAS Secretary (Tourism) Andaman and Nicobar Islands who previously served Goa as Collector also visited the Goa Pavillion. She said “I am delighted to visit the Goa Pavillion. It is wonderful to see Goa’s vibrant spirit reflected so elegantly here. The Pavilion showcases not just tourism, but the warmth, creativity, and innovation that Goa is known for”.

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