

GOA PAVILION INAUGURATED AT IITF NEW DELHI

Panaji: November 14, 2025

Goa Pavilion at the much-awaited 44th India International Trade Fair, an initiative of India Trade Promotion Organisation (Government of India Enterprise), based on the theme “Ek Bharat Shreshtha Bharat” a mega event was inaugurated by Shri Dipak Bandekar, Director of Information and Publicity at Pragati Maidan, New Delhi today.

Assistant Information Officer, DIP, Shri Shanto Naik; Information Assistant, Shri Siddhesh Samant; Investment Relations Officer, IPB, Shri Vishant Pilarnkar; Nodal Officer, GI, Shri Deepak Parab and officials of other participating Departments 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.

Goa Pavillion is set up on a space admeasuring 200 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 2025 in the Goa Pavilion. The pavilion aims to provide visitors with an immersive experience, showcases Goa's cultural heritage and local handicrafts.

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 & Bebinca.

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; 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, 2025. The Goa Pavilion also provides a platform to have direct interaction between producers and potential buyers and consumers.

Also koku a drink from kokum (garcinia indica) an refreshing time tested beverage brought from heritage of western ghats of India which will rejuvenate as coolant, antioxidant, digestive and much more was launched. This drink is made by GoVan State Umbrella Brand of Goa State under the project of Goa State Biodiversity Board in collaboration with team 24.

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. Siddhesh Dessai partner of Vinayak Decorators, 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.

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 enthrall the visitors with their artistic talent and captivating music by presenting Goa's rich cultural traditions.

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