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Goa's art forms like theatre, dance, music and handicrafts have traditionally been encouraged from time immemorial. Also, Goa's local food and cuisine is slowly turning out to be an art form and helping visitors and tourists discover this rich heritage. Self Help Groups with active support from the Government of Goa are making a huge difference in promoting art and culture. This not only makes Goa known globally, but also helps toiling artisans earn a supplementary income. Goa is famous for wood carvings, fabulous terracotta, brassware, and wonderful works of art from sea shells. The crafts of crochet and embroidery are also very much alive, and lend a beautiful touch to this sector. Dances inspired by the Portuguese and theatre locally referred to as "Tiatr" keep this form of art alive. Music they say runs in the blood of Goans and this can be witnessed in the musical centers that are encouraged in many schools across Goa. However, this sector needs a big lift as it can help bring in the much-needed economic prosperity. With this in view, World Trade Center Goa organized a webinar titled 'Goan Arts and Handicrafts - Paving the way to Global Markets' to understand the current scenario of this sector and to put forth various strategies through which Goa's art and handicrafts could reach international markets. Delivering the key note address, Mr. Sagun R Velip, Director, Directorate of Arts & Culture, Government of Goa, spoke about the training classes they conduct, which are now showcased in the various institutes like Menezes Branganza etc. Mr. Velip threw light on the 292 music centers that the Department has set up to train students in various musical instruments of their choice. He mentioned that his department has association with like-minded states in India, where they have exchange programmes to encourage this art form. Mr. Velip also informed about 'Lok Utsav', an exhibition that is organized by his department for artisans from all over the country to display their products, "this exhibition gives the local artisans a good opportunity to learn of the different products that are made in the other states of India and also gives the consumers a wider variety of choice" explained Mr. Velip. While speaking on the Global Trends in the sector, Mr. Charudutta Panigrahi, Indian Thinker and Futurist, took stock of the vibrant Self-Help Groups that are present in Goa, which he said were brimming with talented people who are looking to supplement their incomes through global trade. Mr. Panigrahi was of the view that 'Brand Goa' is an idea that could have international success as Goa is considered truly cosmopolitan. He pointed out that World Trade Center Goa has a tremendous reach in India as well as globally, and could help nurture all the arts and crafts through cross fertilization of ideas. Mr. Panigrahi recommended taking serious measures on promoting Goa's art and culture globally to give sustainability to rural entrepreneurs. Mr. Panigrahi concluded his speech by suggesting the idea of setting up a Task Force to promote the arts and handicrafts of Goa. Ms. Darpana Athale, Director, Sarvasva Designs Pvt. Ltd and Founder, In.Kaa Goa, spoke on the professional packaging and marketing of the handicrafts. She emphasized on the importance of appropriate packaging, which according to her would bring about new ways of promoting products. She also recommended environmentally friendly packaging, as it would definitely increase the sale of the products. Ms. Athale spoke on the importance of weaving in stories of the artisans making the products, as this will help establish a unique bond between the artisans and their potential buyers. She opined that social media platform such as Facebook and Instagram, if used professionally, could help the artisans sell their products online. Speaking about the local traditional handicrafts in Goa, Ms. Revati Sanzagiri, Proprietor of Reva's, shared the experience she gained through her prolonged stay in the country of Oman, where she organised events to showcase Goan arts and handicrafts. She pointed out that Goa is blessed with a rich cultural heritage and manufactures a variety of bamboo, jute and coir articles which have an international appeal. Ms. Sanzagiri spoke on the various long forgotten toys from her childhood which could be revived and marketed to the Goan Diaspora that is present globally. She also announced that she plans to make

Goan handicrafts a big success so as to keep the Goan Heritage alive. At the end of her speech Ms. Sanzagiri appealed to Goan designers to join hands and help local artisans to showcase their traditional art in a modern avatar, which will go a long way in boosting sales of their products globally Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa, while thanking the esteemed speakers and participants shed light on the need for better branding and marketing strategies, which are vital for success in global markets. He also said that the idea of having a Task Force to promote Goa's arts and handicrafts and help artisans reach the global markets could be looked into and would be ably supported by the network of World Trade Centers present around the globe.

The webinar was held on August 12, 2020