

DATE: 6 OCTOBER 2021

### **JOY OF GIVING - PAVING THE ROAD FOR GLOBAL MARKETS**

The "Joy of Giving week", also known as the "Daan Utsav" or the "Festival of Giving" is celebrated annually in the first week of October to showcase the spirit of Indian Philanthropy. In keeping with the spirit of contributing to the less fortunate, World Trade Center Goa teamed up with the Rotary Club of Vasco Port Town, Mall de Goa, Goa Biodiversity Board and Bal Bhavan Goa to organize "Sampoorna" a Pop-Up Bazaar. This exhibition was organized to bring artisans on a single platform to showcase their products and leverage their individual strengths to be one cohesive unit that could influence trade, both nationally and internationally. An impromptu song and music performance by the students from the music wing of Bal Bhavan Panaji lit up the atmosphere spreading happiness, cheer and positive vibes around the exhibition area. Also on display were products in the categories of Clay Pottery and Paintings by artists supported by Bal Bhavan. These artisans and crafts persons are encouraged to hone and polish their skills to produce quality art and crafts for the world market. A plethora of eminent personalities delivered special address on the occasion. On display were a variety of local products such as paintings, pottery items, fabrics, wall hangings made in crochet etc. Also seen were items that are being promoted by the Goa State Biodiversity Board, which works closely with the local producers to help them enhance their product quality and productivity, preparing them for international markets. These products will be marketed under the "GoVan" brand and the product range include spices, readymade masalas as well as fruit and vegetable-based thirst quenchers. A key highlight of the exhibition was a display dedicated to the habit of reading and learning without stress, especially aimed at young children.

The Exhibition was held at Mall de Goa, Porvorim - Goa on October 6, 2021