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BRINGING WORLD CLASS HANDICRAFTS TO GOA

Goa is a unique tourist destination and visitors from across the country as well as the globe flock to its shores for rest, rejuvenation, relaxation, party and adventure. This can facilitate a very large market for different varieties of goods and services. Especially handicrafts, which assuredly will grow and ON TRADE Mr. John De Souza, Deputy General Manager, EDC Limited interacting with the representatives of an MSME. Extended tax benefits, v) a booster in getting Government tenders, and many more. EDC Limited - a Government of Goa undertaking that offers many financial solutions for MSMEs, showcased their entire portfolio through the good office of their representative Mr. John De Souza, Deputy General Manager. Mr. De Souza was available at the campsite and interacted with the representatives of the MSMEs and explained to them the eligibility and the various formalities that they need in order to avail of the various financial solutions. The camp was a major success with an attendance of numerous MSME representatives who got their Udyam Registration completed. The camp was held on November 30, 2022 at World Trade Center Goa. n f flourish in this scenario. This not only presents an excellent opportunity to purchase world class premium handicrafts in Goa, but also helps local businesses gain a sustained livelihood, in turn bringing economic prosperity to Goa. Tisser Artisan's Trust - an entrepreneurial venture functioning as a tool for social upliftment of rural clusters of India as well as the handloom and crafts industries built and developed by the rural artisans. They provide means to earn a livelihood for almost 60% of artisans present in India. Tisser Artisan's Trust has a network of more than 10,000 artisans, and SHGs across South Asia, and work with 100 art forms. Tisser's Handmade products will be of immense importance for a tourist destination like Goa. World Trade Center Goa organized a meeting with the representatives of Tisser Artisan's Trust and discussed the many possibilities like: i) store / retail/ permanent display space ii) corporate gifting iii) corporate event tie up iv) hotel tie ups for bed linen /beach robes/pool robes, etc. v) in shop / in hotel space for retailing the handicrafts. Two associate members viz. Mr. Roque Quadros and Mr. Pankag Bhandekar who were present at the meeting expressed keen interest in displaying and selling Tisser's Handicrafts collection in their store premises. Ms. Shruti Singh, Corporate Associate, Tisser Artisans Trust expressed her happiness to have been an integral part of the meeting that bears immense potential for promoting Tisser's range of Handloom products in Goa. She also mentioned that she looks forward to being a part of more such meaningful dialogues which had the potential to change the face of the Handloom sector in Goa. "All efforts will be made and support will be offered by World Trade Center Goa", said Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa, while lauding the big step taken by the Tisser Artrisan's Trust to set foot in Goa. He further pointed out that the coming months being the main tourist season, are of vital importance for forming a distinct plan to usher in these Handloom Products into Goa, and assured absolute support of WTC Goa in this endeavour.

The meeting was held on December 17, 2022 at World Trade Center Goa.