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WTC GOA REACHES OUT TO SELF HELP GROUPS AND WOMEN ENTREPRENEURS TO INTEGRATE WITH GLOBAL MARKETS

A World Trade Organization (WTO), in April 2019, India's share in the global exports for merchandise for the year 2018, was 1.7 per cent and 2.6 per cent in global imports. Similarly, India's share in global exports for the service sector was 3.5 per cent and imports was 3.2 per cent. Further, the report suggests that only one in every five Indian exporters is a woman entrepreneur. These figures underline the fact that India has immense potential to increase its share in global trade, by bringing more women entrepreneurs in the field of exports from India. Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Mumbai, was invited to share his views on integrating self-help groups with global markets, at a webinar on 'Empowering Goan Women to Conquer Global Markets' organized by the Rotary Club of Vasco Port Town in association with the women's wing of Goa Chamber of Commerce and Industry. This webinar was organized with the objective of encouraging women exporters in India. Mr. Cyril Desouza, in his speech spoke about the role played by World Trade Centre (WTC) in encouraging India's trade globally. He highlighted that WTCA, New York has a network of over 300 WTCs spread across 90 countries, connecting one million businesses across the world, thus facilitating international trade and investment. While speaking on the efforts made by WTC Goa to encourage Self Help Groups through mindset change, impart training and encourage them to participate in global initiatives promoted by WTC Goa, Mr. Desouza pointed out that Self Help Groups are now making strong efforts in banding together multiple groups of unorganized small entrepreneurs into viable economic entities at the grass root level. In the area of education, Mr. Desouza shared about the trainings in marketing and creation of sustainable global value chains that WTC Goa imparted to the Self-Help Groups through Goa Institute of Public Administration and Rural Development (GIPARD) of the Government of Goa. Further, Mr. Desouza mentioned that World Trade Center Institute in Mumbai has opened admissions for the online course namely 'Post Graduate Diploma in International Trade', which will provide women entrepreneurs of Goa thorough knowledge of the different nuances of foreign trade and help them run a successful business in exports and imports. Elaborating on various events and programmes conducted by WTC Goa for women empowerment, Mr. Desouza mentioned about the participation of District Rural Development Agency (DRDA), Government of Goa, at the World Trade Expo 2019 organized by World Trade Center Mumbai, which provided a platform for Goan entrepreneurs, including rural women of Goa, to interact with diplomats, experts and representatives of various MNCs from over 30 countries and also exhibitors from 6 Indian states, to discuss trade and investment opportunities at the global level. He also spoke about the various programmes and exhibitions organized in Goa to promote women entrepreneurs and Self Help Groups, for example a programme organized during the visit of his Excellency Mr. Md. Lutfor Rahman, Deputy High Commissioner, Bangladesh Deputy High Commission, Mumbai to Goa and an exhibition held at the Mall de Goa during the month of December 2019 to help Self Help groups book orders for locally made food and clothing for Christmas. Mr. Cyril Desouza concluded his speech with the assurance that the recently launched digital app –'Digital Baila' and the various facilities offered by WTC Goa would go a long way in integrating and encouraging Self Help Groups as well as women entrepreneurs from Goa to understand and be successful in the global markets. The other esteemed speakers of the webinar included Ms. Pallavi Salgaocar, Chairperson, GCCI-WW, Ms. Poonam Shirshat, Co-Chairperson, GCCI-WW, Ms. Priti Kerkar, Internal Mentor, DRDA, Mr. Richard Noronha, Designated Officer (Licensing) FDA, Government of Goa, Advocate Eeshan Usapkar, and Corporate Trainer, Ms. Mayuri Bhate, Co-Founder, Ecotopia, Ms Darpana Athale, Director, Sarvasva Designs Pvt. Ltd., Ms. Anneli Ohrvil from Estonia and Dr. Maria Cordeiro, Managing Director, Goan Pharma Pvt. Ltd. The welcome address was given by Ms. Radha Lawande, President, Rotary Club,

Vasco Port Town and the vote of thanks was proposed by Ms. Kavita Dialani. The webinar was moderated by Ms. Madhumita Arolkar. This two-day webinar highlighted different aspects of marketing for global buyers such as need for branding, good communication and marketing skills and networking opportunities, etc. that are required for Self Help Groups and women entrepreneurs to successfully set up businesses and trade internationally.

The webinar was held on September 3 - 4, 2020