

DATE:24 Feb 2020

### **BUILDING MARKETING AND BUSINESS STRATEGIES ATTUNED TO CONSUMER NEEDS AND GLOBAL TRENDS CAN LEAD TO SUSTAINABILITY**

Goa Institute of Public Administration and Rural Development (GIPARD) organised a three-day training programme on 'Sustainable Livelihood' in association with National Rural Livelihoods Mission (NRLM), Non-Farm Livelihoods for the Cluster Resource Persons (CRPs) and Block Resource Persons (BRPs). CRPs and BRPs primarily operate in rural areas of Goa empowering the Self-Help Groups (SHGs). Marketing and Business Strategies are two very important aspects of business. A step-by-step approach and understanding of domestic markets and trends in international markets can pave the way for businesses to succeed and sustain. Considering their importance, World Trade Goa was invited by GIPARD to conduct a session on 'Marketing and Business Strategies'. The session was conducted by Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa. Mr. Desouza made a detailed presentation where he introduced and analysed different types of business and provided tips on running them successfully. Mr. Desouza explained the five Ps of marketing and to successfully adapt them to consumer needs and rural business environment are very important. The concepts of marketing such as production, product and selling concepts featured in the discussion, with the objective of maximising human welfare vis-a-vis balancing consumer satisfaction and company profits. Mr. Desouza also spoke about the World Trade Center (WTC) and its role in promoting local businesses in the global markets through the network of World Trade Centers Association, New York of approximately 330 WTCs in 90 countries connecting one million businesses.

The session was held at Seminar Hall of Government College of Commerce and Economics at Borda, Margao Goa on February 24, 2020.