



WORLD TRADE CENTER®

GOA

Promoted by MVIRDC®

M. Visvesvaraya Industrial Research and Development Centre

World Trade Centre Goa, E-Newsletter Vibrant International Trade

Volume 2, Issue 1, January - March 2019

From the Director's Desk

It is our pleasure to bring out a synopsis of all the happenings at WTC Goa for the first quarter of 2019. This quarter WTC Goa organized path breaking events in the realm of Energy Efficiency, SME listing on the Stock Exchanges and Intellectual Property Rights.

Besides WTC Goa provided an exposure to Farmer Producer Organisations in Goa to participate in the Global Economic Summit 2019 at WTC Mumbai. The farmers had structured meetings with representatives from the consulates of Poland and Ethiopia and trade promotion authorities from Jordan, who pledged support in exports to these countries. WTC Goa members in the agriculture sector especially in the Tea Industry displayed their products at the Exhibition and were hopeful in tapping global business.

The officials of World Trade Center participated in 2019 WTCA India/Asia Pacific Regional Meeting of World Trade Centers Association, New York (WTCA, NY) hosted by World Trade Center Mumbai and made a brief presentation on the activities initiated by WTC Goa for the benefit of the participating WTC delegates.

Apart from the above events, the current issue carries reports on two important festivals celebrated in Goa namely, Carnival and Shigmo and also carries a story on a offbeat festival the Bodgheshwar Zatra that is celebrated with much piety and grandeur. It also carries a write up on Mr. Gavin D'souza one of the new members who is doing wonderful work in transforming the business landscape of Goa.

We are confident that this issue will provide contents for interest reading.

Yours sincerely,
Y. R. Warkerkar

CONTENTS

Activities

Know the
Entrepreneur

New Members

Cultural
Highlights

Activities January 2019

Importance of Energy Efficiency for MSMEs

World Trade Centre Goa along with the PHD Chamber of Commerce and Industry organized a Seminar on the Importance of “Energy Efficiency for MSMEs” on 30th January 2019 at Panaji Goa.

Mr. Vishwanath, Chairman, MSME Committee, PHD Chamber of Commerce and Industry in his Welcome address said that MSMEs need to keep a tab on the energy they consume and the use of natural lighting, he said, would be a big factor in saving of energy consumed. Mr Vishwanath also encouraged the MSMEs to carry out periodic Energy Audits so that wastages in energy consumption can be identified and suitable measures can be put in place to plug energy wastages and thus add to the profitability of the organization.

Mr. H. P. Kumar, former CMD, NSIC, in his Special Address, informed that in... [READ MORE](#) 



Participants of the Seminar along with the speakers and WTC Goa officials.

Activities February 2019

Knowledge session on: “SME Listing and Currency Risk Management”

World Trade center Goa, partnered with Goa Dimensions and the Women’s Wing of the Goa Chamber of Commerce and Industry to jointly host a Knowledge Session on “SME Listing and Currency Risk Management” on 20th February 2019 at Velsao, Vasco, Goa.

The objective of the Knowledge Session was primarily to empower Small and Medium Enterprises (SMEs) to unlock their true potential by tapping potential investors and inviting them to invest in their companies through the platform of the National Stock Exchange (NSE) of India Limited.

In his Welcome address, Mr. John Rodrigues, Business Manager for Machado & Sons, lauded the World Trade Centre Goa for organizing topical programmes that are very beneficial for... [READ MORE](#) →



Participants of the Seminar along with the speakers and WTC Goa officials.

Activities March 2019

WTC Goa Participates at GES 2019

World Trade Center Goa participated at the Global Economic Summit (GES) 2019 held at Mumbai from 6th to 8th March 2019. GES 2019, organized by WTC Mumbai and All India Association of Industries.

The summit had the theme "Services; Enabler of Growth for Trade and Industry".

GES 2019 which also hosted a concurrent Exhibition saw the participation of delegates from over 25 countries and more than 75 companies showcased their products and services at the exhibition... [READ MORE](#)



Mr. Vishal Prakash, CEO, Goa Investment Promotion and facilitation Board, Government of Goa, visited GES 2019.

Activities March 2019

WTC Goa Participated at the WTCA Asia Pacific Meeting 2019

The Asia Pacific Meeting of the WTCA was held on 8th March 2019 at WTC Mumbai, which was attended by delegates representing around 20 WTCs in Asia Pacific region including WTC San Marino. The program was developed to provide updates of WTCA global and regional network, best practice sharing between participating WTCs, and networking opportunities to create critical connections and synergy within WTCA family and beyond.

Mr Scott Ferguson, CEO of the WTCA , Mr. Scott Wang, Vice President, Asia Pacific, WTCA were the main facilitators for this programme. Best practices of were shared by WTC Bangalore, WTC Mumbai, WTC Noida. WTC Pune, WTC Perth, WTC Taipei. There were two Expert Sessions arranged at the meeting for the benefit of the participants. Mr. Anil Wadhwa IFS, Former Ambassador, Govt. of India on Trends and Opportunities in International Trade & Issues Shaping Global Trade and Investments and Mr. Aditya N. Vora, Director, Adytum Designs Pvt. Ltd. on the topic "Evolving Real Estate..." [READ MORE](#) ➔

..



Signing of MoU with WTC Pune. (L - R): Mr. Cyril Desouza, WTC Goa, Mr. Nikhil Oswal, WTC Pune, Mr. Y.R. Warerkar, Director General, WTC Mumbai and Ms. Sonia Rocha WTC Goa

Activities March 2019

Awareness programme on Intellectual Property Rights

World Trade Center Goa along with Micro Small and Medium Enterprise (MSME) Development Institute and the Goa Gold Jewellery Cluster organized an awareness programme on "Intellectual Property rights", on 20th March 2019 at Goa.

Mr. Sourav Dan, Associate, Khaitan & Co in his opening address said that copyright confers a person a right for his lifetime + 60 years. This especially applies to the person being the exclusive owner of the creation and hence for taking copyright, ownership has to be proved. Mr Dan was of the opinion that this would be a great asset for Jewelers who have created their own design and want to safe guard from being be easily reproduced by others. Mr. Jayesh Varavadekar, also an Associate, Khaitan & Co, spoke on Intellectual Property rights. He said money is movable asset whereas intellectual property is tangible asset which one makes by use of his own perceived ideas. He defined it as the right that a creator can hold for a specific period of time without the worry of a competitor using the same... [READ MORE](#)



(L-R): Mr. Kamlesh Chodankar, President, Goa Gold Jewellery Cluster, North Goa, Mr. Saurav Dan, Associate, Khaitan & Co, Mr Shashi Kumar, Assistant Director, MSME -Di, Mr Jayesh Varavadekar, Associate, Khaitan & Co and Mr. Cyril Desouza, Assistant Director, Trade Promotion, WTC Goa.

Know the Entrepreneur

Lila Digital and Environmental Solutions Private

Lila Digital and Environmental Solutions Private (Originally known as Lila Technologies) Limited is a Goa based Water Engineering Company. LILA is lead by Gavin DSouza, Director and is supported by his team who are rich in experience with qualified Mechanical, Civil, Electrical and Plumbing Engineers.

Operating since the year 2004, over 100+ varied projects have been completed, resulting in full compliance by clients to Clean Environmental standards & Legal requirements. Prominent clients include Government of Goa, Megawide Construction DMCC (Mopa Airport), MRF, Pentair, Mormugao Port Trust, among others.

A Turnkey Solutions Provider.

During interactions with various corporates in the course of project implementations, it was felt that there was a need for a one stop solutions provider for all water conservation and treatment related jobs. With different agencies doing different parts, the dependencies on multiple vendors was not only high but also it often caused delays and cost overruns for the clients. Being passionate about the environment LILA also felt that we need to play our bit for it and thus our Environmental Engineering Division was born.

LILA is now a one stop turnkey solutions provider for Water Management, Treatment and Conservation.

Goal 6 of the United Nations Sustainable Development Goals -Clean Water and Sanitation.

LILA focusses towards achieving **Goal 6** of the SUSTAINABLE DEVELOPMENT GOALS of the United Nations which is: **Clean water and sanitation** by working intensively in the following areas.

- Sewage and effluent treatment projects to convert waste water into a reusable form and ensure ground water is not polluted.
- Projects that are undertaken in relation to this goal include design and supply of Water/Sewage/Effluent Treatment, Water/RO Treatment Plants and Solid Waste Management Solutions.
- In Sewage Treatment LILA provides technologies like FAB – Fluidized Aerobic Bioreactor, FBR – Fed Batch Reactor, MBBR – Mixed Bed Bioreactor, SBR - Sequential Batch Reactor, MBR – Membrane Bioreactor, SAFF - Submerged Aerobic Fixed Film, Tube Settler, RBC – Rotating Biological Contactors, UASB – Up Flow Anaerobic Sludge Blanket, ASP – Activated Sludge Process, CSTP - Combined (effluent) Wewage Treatment Plant, Phyto-remediation (Root Zone Treatment Method) etc.

Rainwater Harvesting

Rain Water Harvesting a key focus area for the organization. Recharge of water from rooftops and other open areas are filtered and stored in tanks. The excess water than cannot be stored are recharged using direct borewell recharge or aquifer recharge by using percolation systems and recharge wells. There are particular projects where dry borewells have started yielding water and other projects where during the rainy seasons industrial clients achieve huge savings in terms of avoidance of tanker and PWD water costs.

Complete Plumbing and Irrigation Solutions

LILA is also a distributor for **Birla Aerocon Pipes** as thus is a turnkey plumbing solutions provider for plumbing and sanitary fittings. A recent association has been with the Drip Irrigation division of **Jain Irrigation**. Drip irrigation and utilizing of sprinkler systems enables farmers, residences and industries to save water and nutrients/fertilizers by allowing water to drip slowly to the roots of plants, either from pipelines laid above the soil or buried below the surface. Water distribution can easily



Gavin DSouza

Director, Lila Digital and Environmental Solutions Private

Know the Entrepreneur

Lila Digital and Environmental Solutions Private

be remotely controlled, optimized and saved using these systems. This solution can be applied to farms, gardens, lawns etc.

Complete Operations and Maintenance

As it is observed many projects fail due to improper running and maintenance, to ensure project success LILA offers turnkey operation and maintenance services. Plant operators undergo extensive training and are well equipped to operate the plants. The smooth operation of the plant is ensured through constant monitoring and maintenance.

With the client as the main focus LILA strives to deliver quality services. Selection of the best possible system/solution happens after careful analysis by taking into account the surroundings and the resources at the disposal of clients. With years of experience, LILA have advanced in the field, refining knowledge with every new project. LILA ensures delivery to clients of nothing but the most effective solutions.

Welcome to our New Members

Koraga Tea Trading Pvt Ltd

[READ MORE →](#)

Lila Digital and Environmental Solutions Pvt. Ltd

[READ MORE →](#)

Cultural Highlight

Carnival

One of the most colorful and popular festival of Goa is the Goa Carnival. This three day extravaganza, of fun, frolic, amusement and merry-making, takes place in the month of February. The Goa Carnival festival is one of the most eagerly awaited events of the year. Though essentially a Christian festival, all people of Goa, irrespective of their faith and religion take part in this festival. The word Carnival has been derived from the Latin word "Carnavale" which means to throw away meat.



The Carnival is uniquely Goan and is not celebrated anywhere else in India. The highlight of the interesting frenzy of cheerfulness is the appointment and arrival of "KING MOMO" and his followers to the capital city Panaji on the eve of Carnival.



They form the head of a parade of colorful floats and troupes of masked revelers attired in stunning costumes singing and dancing in gay abandon to lively music that is usually performed live. The best floats are given handsome prizes. Carnival is also celebrated in the Goan countryside by the Christian populace and is called 'Intruz'.

It assumes a unique form of creative spontaneity wherein folk songs (Cantars) are sung from door to door in villages by troupes of mainly Christian peasants, dressed in colorful masks and outfits, inviting everyone to join in the celebration.

Festival of Shigmo

Shigmo parade is a religious Hindu festival filled with colors, music, dance and floats celebrated by the Konkani diaspora of Goa. It depicts the life of a Goan in elaborate traditional folk dances like "Ghode Modni" and "Fugdi" performing on streets in massive troupes along the procession, showcasing the tradition of Goa. The streets of Goa during Shigmotsav are lit up with attractive décor, lively parades and is accompanied with delicious Goan delicacies, music and dance performances.

The parade begins with a bang when the people of Goa dress up in colourful outfits, holding multi coloured flags and playing large musical instruments like the Dhol Tasha and flutes in processions across the cities.

Like each festival in India, Shigmo too has a history behind its celebration. In earlier days, Shigmo festival was celebrated to honour the homecoming warriors who left their families back home at the end of Dusshera (another important Hindu festival) to fight the invaders. In order to welcome them, people performed various traditional folk dances and enacted various scenes from mythological stories making it a huge celebration.



The festival is also celebrated to mark the farewell of the winter season thus ripening of the winter crop also takes place during the Shigmo festival. There are two variants to Shigmo festival; Dhakto Shigmo (small Shigmo) and Vhadlo Shigmo (big Shigmo). The small Shigmo or the Dhakto Shigmo is generally celebrated by the farmers, labour class and the rural population; whereas the Vhadlo Shigmo is celebrated on a major scale and everyone takes part in the same. This festival is celebrated around March every year

Cultural Highlight

Bodgeshwar Jatra

The Shri Bodgeshwar temple is situated near Mapusa at about 12 kms from Panaji. The shrine is dedicated to Kanakeshwar Baba or Bodgeshwar, locally known as Bongini. The festival of the God Kanakeshwar Baba is usually celebrated during the months of December / January at the Shree Dev Bodgeshwar Temple, Mapusa, Bardez; Goa.

The famous five-day jatra of Lord Bodgeshwar began with religious fervor in the month of January, this year marks the 84th year of celebration.

Bodgeshwar Jatra Festival is observed from Paush Shukla Paksha Tryaodasi tithi to Purnima tithi or the thirteenth day to full moon day in Paush month as per traditional Hindu lunar calendar followed in Goa.



Legend has it that the deity would stroll around a certain route of Mapusa at precisely 12am daily. This was at a time when people wouldn't venture out after dark. Residents along the route would often keep coconuts or beedis (local cigarettes) for him. "Every morning, the beedi would disappear and people believed it was the deity himself who used it," said, a resident of Mapusa. Even today some people claim to see him strolling, but the things left for him are untouched.

It is believed that Bodgeshwar bestows blessings on newly-weds, owners of new vehicles, students answering exams and those in distress. Agriculturalists residing in the area pray for a better produce by offering bananas and coconuts. The business community still visits the temple every Sunday for good fortune. Besides farmers, fisherfolk, rickshaw and lorry drivers worship the deity by way of a pooja during the festival. The shrine and its premises are beautifully decorated during the period with flowers, lamps and lights. A small fair attracts hundreds of devotees. Tempting food, the joy rides are another attraction of the fair.

World Trade Centre (Goa) Association

Contact us:



WORLD TRADE CENTER®
GOA

Promoted by MVIRDC®
M. Visvesvaraya Industrial Research and Development Centre

**A Off-26, EDC House, Dr. A. B. Rd,
Panaji, Goa - 403 001, India T: + 91 832 2431108 / F: +91 832 2431107
E: cyril@wtcgoa.org | W: www.wtcgoa.org**