

Embassy of India Guatemala City

The Embassy of India in Guatemala organized an event 'Namaste India: Door to Opportunities' at Cayala, Guatemala City on 2-3 November 2019. This was the first Indian festival organized in Guatemala. The event was held in the plaza area of Cayala. A tent was erected in an area of 16 meters by 45 meters for stalls and an open space of 5 meters by 45 meters was earmarked for display of vehicles. Thirty-six companies participated in the event.

The event was organized primarily to showcase India's economic strength and export potential. The two day event also had a full calendar of cultural programme. Indian restaurants in Guatemala participated at the event.

The Minister of Economy-designate, Mr. Tony Malouf and his spouse along with Ambassador of India and spouse inaugurated the event. More than 15 Ambassadors participated from the diplomatic community. An estimated 6000 visitors visited the two-day event, including heads of various international organizations, representatives of the diplomatic corps, representatives of local government, prominent Guatemalan nationals, members of Indian community and people from different walks of life.

Various Indian companies like Mahindra, Bajaj, Royal Enfield, Hero and Sonalika Tractors participated in automobile sector. Several pharmaceutical including Caplin Point, Seven Pharma and Bharat Serums at the event. Major Indian textile companies such as Raymond, Welspun, Aditya Birla's Raysal, Arvind, Aarvee and Nagreeka participated at the event. Parle Biscuits participated in the event.

ICCR sponsored an Indian Kathak dancer Ms. Meenal Sajwan and a Tabla player Mr. Mallar Mukherjee. The group enthralled the audiences with their delightful and captivating performance. Separately, Bollywood dance performances, henna workshops, saree draping and fashion show of Indian textiles were organized at the event. A Sitar player from Guatemala, Mr. Diego Arturo Calderon Alfaro, and Tabla player from El Salvador, Mr. Alejandro Lopez, also participated at the event.

Various workshops on Yoga, Ayurveda, Art of Living, Bollywood dance, Ayurvedic cooking, were conducted. Barefoot College also conducted a

workshop on solar panels by indigenous women who recently completed their ITEC training for Solar Mamas at Tilonia, Rajasthan.

India Tourism, New York participated at the Namaste India event. They presented the 'Know India seminar' at the event and also hosted a reception for 53 tour operators and briefed them on India's tourism potential. A planetarium for kids was set up and videos of Incredible India was played.

A raffle competition for all the visitors was organized. Approximately, 3600 people participated in the raffle competition, which was organized in three stages. Bajaj offered a V15 motorcycle as a bumper prize. Air India offered a ticket from US to India and back. All companies who had stalls at the event participated in the raffle by providing gifts for winners. Spice Board of India and Tea board of India offered their gift packs for raffles. In total, 110 raffle gifts were offered.

Bollywood movie 'Hindi Medium' was also shown at the end of the two-day event.