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RNI No.TNBIL/2021/81709
Daily Morning Newspaper
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Celebrating the Joy of Cinema: IFFI Parade Brings Goa's Cultural Extravaganza to the Streets

CHENNAI – 26 Nov, 2026 Taking the celebrations of the 57th International Film Festival of India (IFFI) beyond the cinema halls and festival venues, the spectacular IFFI Parade, themed 'Celebrating the Joy of Cinema', transformed the streets of Panaji into a vibrant showcase of Goa's artistic and cultural heritage today. The parade commenced from the Entertainment Society of Goa (ESG) premises and proceeded to Kala Academy, bringing together a display of colourful floats, traditional craftsmanship, folk performances and enthusiastic community participation.

A visual celebration of Goa's rich cultural traditions, the parade featured the award-winning floats from the state's Carnival and Shigmo Utsav celebrations, alongside captivating folk dance performances. Blending the festive spirit of Goa with the universal appeal of cinema, the procession offered visitors, delegates and residents a unique opportunity to experience the state's cultural vibrancy. It also reflected the spirit of IFFI's theme, 'Stories Without Borders', demonstrating how art and cultural expressions transcend linguistic and geographical boundaries.

Inaugurating the parade, Dr. Pramod Sawant, Chief Minister of Goa, welcomed the dignitaries, artists and visitors to the festival and reiterated the State Government's commitment to the vision of Atmanirbhar Bharat. He emphasised the importance of nurturing local talent, preserving cultural traditions and promoting self-reliance through community-led initiatives. Highlighting the Aakash Kandil competition, he appreciated the enthusiastic participation of Goans in showcasing their creativity through handcrafted traditional lanterns. He noted that such initiatives not only celebrate artistic expression but also strengthen community participation and keep age-old traditions alive. Observing that IFFI's theme, 'Stories Without Borders', found a natural reflection in Goa's traditional float parades and folk performances, he said that these cultural expressions enable visitors to appreciate the State's artistic heritage beyond language barriers. He congratulated the participating artists and organisers and described the ongoing edition of IFFI as one of the most successful, extending a warm welcome to visitors on behalf of the Government of Goa.

