DITE&C launches #EmpoweredInGoa campaign

As Goa continues to evolve beyond its image as a tourist hotspot, a new movement is reshaping the State's identity, one that's rooted in innovation. The Department of Information Technology, Electronics and Communications (DITE&C), has recently launched the **#EmpoweredInGoa** campaign which aims to celebrate how Goa is enabling its people to realise their fullest potential in the digital age.

Speaking about this people-centric campaign, **Hon'ble Minister for Information Technology, Electronics and Communications (ITE&C), Shri Rohan Khaunte** said, "The biggest strength of Goa lies in its people. With #EmpoweredInGoa, we are not just highlighting the digital advancements the State is undertaking, but we are creating opportunities that allow every citizen to participate in the State's digital journey. This campaign is about celebrating how people are using technology to build, learn and create and we want every Goan to be part of this transformation and shape the State's future together."

The **#EmpoweredInGoa** campaign highlights how technology is being used to uplift communities, simplify governance and enhance quality of life. Whether it's launching new businesses, honing digital skills, accessing vital public services, embracing flexible work options or co-creating innovative solutions for governance and society, Goa is paving the way for empowerment in every sense.

On the tech front, Goa is making it easier than ever for entrepreneurs to thrive. Through the **Department of Information Technology, Electronics & Communications (DITE&C),** the

State's IT policy has streamlined processes for ease of doing business and is also providing infrastructural and fiscal incentives to support new and existing IT units.

Furthermore, the advancements in connectivity, ranging from free WiFi hotspots to initiatives like the Har Ghar Fibre that is providing high-speed internet to every household and Gramin Mitra that is making it easier for senior citizens to access government schemes without the hassle of travel, are ensuring digital progress benefits all.

Emphasising on the inclusive nature of the campaign, **the Director of DITE&C, Shri Kabir Shirgaonkar** said, "Empowerment begins with access to technology, opportunities and knowledge and our department is committed to delivering this. Through initiatives like the Mahila Digital Sashaktikaran Yojana (MDSY), IT Knowledge Centres and Free Laptop Distribution Scheme for Meritorious SC/ST Students we are ensuring digital literacy reaches the remotest corners of Goa, empowering communities at the grassroot level."

A driving force behind the State's thriving startup ecosystem, the Goa Startup Policy 2025 is helping founders grow through seed funding, infrastructure support and skill development, contributing to the vision of an empowered Goa. To further promote innovation, initiatives like the Goa Open Innovation Challenge 2025 and the upcoming Goa Startup Accelerator, a five-month program, is also helping startups scale and succeed.

Goa is embracing its role as India's Creative Capital, a place where progress is people-driven and empowerment is woven into the fabric of everyday life. As the State continues to chart its path towards inclusive growth, the **#EmpoweredInGoa** movement reaffirms that empowerment is not just a policy goal, but a shared journey.