

Curtorim goes Global

Internet portals, which were predominantly used for communication and entertainment among other things, now helps us learn our land better, giving us a peek into one of Goa's many villages, showcasing its unique assets

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HERALD FEATURES

The internet has become one of the most widespread tools of mass communications, building virtual bridges into worlds earlier only heard of, not ventured by any ordinary man. For instance, someone living in Canada would never have known that there existed a village called Curtorim in a country halfway across the world. But now with the power of the internet, it is all possible, and the makers of the website 'www.cutorim.com' have proved it.

Curtorim, one of the biggest villages in Goa, is now accessible to people sitting in any corner of the world with just a click of a button. In an attempt to get their hometown to the reaches of the world, two 'Curtorcars', as they call themselves, Percival De Costa and Rabindra Pimenta, have taken the initiative to bring their culture to the world.

It all started with the founding of a group in a social networking website. "We then realised that the network site has certain limitations and couldn't do much more than just gather members and post a few comments. We decided to expand our reach and develop a web portal. Also, there were some people who found it a little confusing to navigate on the group, so, in order to provide a more user friendly base, we developed the website," say the makers, De Costa and Pimenta.

The website is an easily accessible doorway into the village, and gives the viewer a gist of the green and quiet village life of Curtorim. The homepage has a background of the fields with pictures of various sights of the village flashing in one corner. "We wanted to take Curtorim to the doorsteps of 'Curtorcars' abroad who have left their land and miss their home, because although I am a native of Curtorim, I work in Kuwait and Percival works in Dubai. We know how it feels to be away from home," says Pimenta. The website is a place where the people of Goa can keep themselves updated of the happenings in and around the state.

The website could serve as a perfect example of how one can take the culture of their land to the world and help facilitate their enterprises at the same time. The website has a space for the advertising of the small-scale enterprises thus providing advertising a larger and different dimension. One page is dedicated to an interactive forum where members can discuss any topic that will benefit the people of Goa at large and Curtorim specifically. "We work in close co-ordination with each other and get valuable inputs and updates from the people back in Goa who contribute via email and get the



information needed," say the makers of the site. They continue, "Our sole aim is to bring out the best for the state and the village, we are trying to do as much as we can for the state," says De Costa.

The articles and the interviews posted on the website are evidence of the networking of the makers of the website. The spread of culture

can be seen in the various pictures of the village. It also has a music player which is loaded with 'Mando' songs which transports the listeners to the villages of Goa, thus helping in preserving the identity of Goan culture. The website keeps its visitors updated about the happenings in Goa through the internet links of the various local dailies.

The website has been visited by more than 1000 visitors all over the world, in just two weeks since it started, thus showing the widespread reach of the internet. By popularising the website on social networking sites, the website ensures a further reach.

The power of the internet has touched the lives of many people and Goa is not far behind; the makers of the website are tapping this powerhouse to spread their message. "The IT scene in Goa has made tremendous progress. It is very gratifying to see it grow by leaps and bounds by the day. We believe that Goa can become one of the best places in the field of IT in India," conclude the makers.