

The Impact of Covid-19 on the Feni Industry in Goa

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Abstract: *The Covid-19 pandemic has had a profound impact on various industries worldwide, including the alcoholic beverage industry. This study examines the impact of Covid-19 on the Feni industry in Goa, including changes in production, marketing, and consumer behavior. The study also explores strategies adopted by the industry to overcome the challenges posed by the pandemic..*

Keywords: Feni industry, Covid-19, production, marketing, consumer behavior, challenges, strategies