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## 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

