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## Swadeshi Fest Beckons All

Instilling Gandhi's Ideology of self sufficiency | By Yentha

On Apr 03, 2011

**Trivandrum** : A Swadeshi festival is being organised by Kerala Gandhi Smarakanidhi in association with the Gandhi Centre for Rural Development from April 1 to 11 at Gandhi Bhavan, Thycaud. The festival includes exhibition of home-made products, training programmes for manufacture of products and seminars on Swadeshi and allied aspects.



*Dr N Radhakrishnan during the function*

The inagural address was given here on Saturday by K C Shashidhar, Chief General Manager, NABARD. Other dignitaries who graced the function include Dr. Jacob Pulickan, Director, Gandhi Centre for Rural Development, Dr. N Radhakrishnan , Working Chairman, Kerala Gandhi Smarakanidhi and Dr. T Mathew Philip, Chairman, Gandhi Centre for Rural development.



*Mr K C Shashidhar during the inauguration*



*Swadeshi products on display*



Special training for manufacture of consumer products will be given. Trainings for jewellery making (April 1,2,3), soap (April 4,5,6), umbrella (April 10,11) and food



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Shashidhar highlighted the large market that Swadeshi products can take advantage of. He pointed out that inspite of the huge demand for Swadeshi products from all sections, there is the issue of unavailability of the product which also needs to be addressed.

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Women during the training session

Dr Radhakrishnan added that there is a sharp decline in productivity and a favour for foreign products, which have a dangerous impact on the nation's growth. There was further need to popularise Swadeshi which will avoid economic dependence on external market forces that could make the village community vulnerable.

processing and jackfruit product-making (April 7,8,9) are being organised. A seminar on Swadeshi : Its meaning and Relevance; Annu Uppu, Ennu Soap; Swadeshi an Alternative to Consumerism and a seminar on Jackfruit and medicinal values will be held. The Swadeshi exhibition includes soap products, liquid soap items, consumer items like hair tone, Brahmi oil, Shampoo, Agarbathi, Candles, Pain balms, umbrella, food items like squash, syrup, jam, jelly, snacks; herbal and Ayurvedic items; Jack fruit, jathikka products and items of medicinal value are also available. Those interested in joining the programme may contact Director, Gandhi Center for Rural Development at 0471- 6582672 / 2543383 / 94959 54338.

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