

Swadeshi Festival overrules Globalisation

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Trivandrum: Swadeshi Festival, a joint effort by Gandhi Centre for Rural Development and Kerala Gandhi Smaraka Nidhi is drawing good crowd. Claiming to be an alternative for globalization, the ongoing Swadeshi Festival at Thycaud is exhibiting a range of items which are purely natural. Folks of the capital city may be familiar with Shathavari, Pulinchika (Bilimbi), Jaathika (Nut- Meg), Loulolia (Red Gooseberry), Jaambakka (Wax Apple) but the food items prepared from those may not be accustomed. As no artificial ingredients are used, the medicinal values of these stuffs are high. Inspired by Mahatma Gandhi's thought of 'self- reliance', the festival emphasizes training programmes for manufacturing umbrellas, candles, incense sticks, etc.



Striving hard to beat the Multinational brands, Swadeshi festival is exhibiting and marketing around 300 products. Virgin oil, jackfruit jellies, naruneendi adds attraction to the fair. In addition, a wide range of home made products exhibition is also arranged along with the festival in order to give firsthand information to the people.

"We are aiming to make our economy grow within the country. We are trying to be self reliant to beat globalization. Globalisation has affected our tastes in every facets of our life. We are trying to retrieve our tastes and make awareness within our people. We don't speak about Gandhiji but walk through his path. The three aims of this fair are training, exhibiting and enhancing swadeshi concepts. Government is not supporting any of our initiatives but we are finding platforms for encouraging swadeshi goods. We provide job opportunities for the jobless", said C K Viniraj, Malabar Area coordinator.

Coffee powder without chicory, virgin coconut oil, soap made of natural perfumes makes this fete unique. "The detergents and whiteners are much effective than any other branded goods in the market. I usually visit outlet at Pattom. From a cosumer's perspective, I'm happy with the quality", said Shyju.

The fair will conclude on Saturday. This festival will be conducted at Ernakulam, Kozhikode, Kannur , Wayanad.

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