

## **A venue to promote home-made products**

### **The Times of India.Oct.16,2012.**

THIRUVANANTHAPURAM: Residents of the capital are now taking to more 'desi' ways. The training classes for making home-made products are registering a good turnout at the ongoing Swadeshi festival at Gandhi Bhavan. Various home-made products like natural soap, cleaning lotion, washing soap, detergent powder, hand wash and cholesterol controller tonic are also put up for sale as part of the festival.

"Around 600 participants from different parts of the state are attending the courses. The classes are not conducted for a homogenous group. Whoever comes to this festival leaves here with an in-depth knowledge in the theoretical and practical areas on the courses they attend," said director of Gandhi Center for Rural Development (GCRD) Dr Jacob Pullikkan.

The 11-day festival holds classes on soap making, jewellery making, paper bag making and food processing, organized by the GCRD along with Kerala Gandhi Smaraka Nidhi. It also offers raw-material support, packaging support and marketing support to the participants.

Shyamala and Seetha from Vazhuthacaud have been attending the training in soap making and food processing with a desire to make soaps and food products to use at home. "Most of the products that are available in the market contain a lot of chemicals which would have harmful effects on our body. We think that the products we make will show an organic way to our families. Herbal soap making is cost effective when compared with branded ones. It's good for health too," said Seetha.

More than 300 swadeshi items made by the participants of the festival and the swadeshi workers are exhibited here.

"We intend to remind the public about the importance of swadeshi products. People now tend to buy goods which have attractive packages and advertisements. Here, we sell quality products in affordable prices that too made at our own homes," said Jayakumari, a swadeshi worker.

Raj, a central government employee, who has come all the way from Kochi to attend the soap making course said: "It is worthy to attend the classes. The coordinators here give a detailed idea about soap making." The swadeshi fest will conclude on Tuesday.