

Taking the Swadeshi brand to the market

The Hindu, Kochi. 6 June 2011.

Special Correspondent

KOCHI: Gandhi Centre for Rural Development, an organisation engaged in providing training for making various products at home and conducting exhibitions for marketing them, is conducting a training session and an exhibition at Gandhi Bhavan in the city.

The 10-day programme will conclude on June 12. The products on sale at the exhibition include a host of food items, herbal products, soaps and jewellery. Groups of people, mostly women, are trained at the venue. Sessions are being held under categories such as soap making, food processing, jewellery making, paper bag production and direct marketing.

The message of self-reliance taught by Gandhi through consumption of products of everyday use is being spread by the Gandhi Centre for over two decades, says Jacob Pulickan, director of the centre. About one lakh people are involved in the projects taken up by the organisation in all the districts in the State. There is an increasing awareness of the products made by the Swadeshi initiative, he says. Direct marketing is the methodology adopted in most parts of the State. There are some direct sales counters as well.

K. Babu, Excise Minister, who inaugurated the exhibition on Saturday, called for concerted efforts to strengthen the move for self-reliance. Dominic Presentation and Hibi Eden, MLAs, K. S. Radhakrishnan, former Vice-Chancellor of Sri Sankaracharya University of Sanskrit, were among those who addressed the gathering.