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### Kochi's chance to go swadeshi

June 3, 2011

By **Keerthy Ramachandran**

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The swadeshi workshop was a hit with people last year

Walk to the boutique next door and a whole range of foreign wear welcomes you.

The little supermarket in the vicinity is full of imported goods.

The Gandhi Centre for Rural Development has selected Kochi for their 13th annual Swadeshi workshop, which will train people to make indigenous products at home. Organised in association with the Ernakulam Gandhi Bhavan Committee and Poornodaya Book Trust, the workshop will be held from today to June 12 at the Ernakulam Gandhi Bhavan.

The director of the workshop, Dr Jacob Pullickal, who was once the head of the University of Kerala's Gandhi Studies, along with a team of six members will be teaching people on how to make a range of products using easily available raw material.

All the raw material along with the packaging will be given free of cost to all participants after they register with a nominal fee of Rs 100

"Today, even v  
this regard. Ini



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efficient in this regard," says Dr Jacob. He also pointed out that 26 per cent of the soaps in the market are swadeshi products which are delivered exclusively through door-to-door marketing.

The workshop ranges from making homemade products, exhibiting the products and holding a seminar on the relevance and use of swadeshi products as an alternative to consumerism. Special training will be given in jewellery making, soap making and food processing by the organisers.

The official inauguration of the workshop will be done together by all the newly elected MLAs of the Ernakulam Corporation at the Gandhi Bhavan premises on June 4.

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