

Swadeshi festival to promote homemade and ethnic products

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Kochi: The Swadeshi festival in Gandhi Bhavan, being organized by the Gandhi Centre for Rural Development (GCRD), is all about selling natural and ethnic products manufactured in the state. Showcasing around 300 products, the festival has products ranging from squash, jam and jackfruit products to ayurvedic medicines. Established in 1998, the Gandhi Centre for Rural Development is the premier rural development agency in Kerala that tries to regenerate Mahatma Gandhi's swadeshi concept among the people of Kerala.

The programme aims to provide professional training for people in making homemade products, raw material, packaging and marketing support through Swadeshi exhibitions and shops.

A lot of people come forward for training in all the centres, said Viniraj C K, co-ordinator, Gandhi Centre for Rural Development events in the state.

The training classes are led by Jacob Pulikkan, director, Gandhi Centre for Rural Development. A two-day course on marketing the products will also be organized. The festival will conclude at the end of the month.

