

SWEETENING THE POLLS

Everyone bites into 'Joynagarer moa'

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JOYNAGAR: It may be hard to digest in this poll season, but one of Bengal's most celebrated sweets, 'Joynagarer moa', has become an election issue!

In Joynagar constituency of South 24 Parganas district, the place from where it derives its name, both the ruling Trinamool Congress and the BJP, an opposition

party that has considerable influence in the area, are claiming credit for helping the humble moa bag GI status in March last year.

GI, or Geographical Indicator, is an internationally recognised mark given by a Geneva-based body that guarantees

authentically of the product and prevents prod-

ucts produced in other areas to be passed off as originals. For example, tea produced anywhere else cannot be passed off as Darjeeling tea, or whiskey produced anywhere other than Scotland cannot be called Scotch. It is a coveted label for the makers of all tra-

ditional products, right from our home-grown Baulbharati sarees to France's Champagne.

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