

markets.

Regional products are clamouring for a GI tag. Do not mock the Joynagarer Moa. The palm sugar (*nolen gur*) and sugary puffed rice sweet joined the exalted league of traditional products identified with a place when it received a certification last year. The sweet, made by the Joynagar Moa Nirmankari Society, a co-operative of traditional sweetmeat makers in Joynagar, 50 kilometres south of Calcutta, was the first Bengali sweet to get the recognition.

A GI tag is granted by the Geographical In-