

# GI-tagged Joynagar Moa to turn winter sweeter

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**Kolkata:** Joynagar Moa has long been synonymous with winter in Bengal and beyond. But the GI tag is likely to increase the sweetness quotient of the delicacy by many folds this year as packets of Joynagar Moa, bearing the authenticity tag, are on their way to the shelves—not just at your para shop but swanky malls across the city.

The specially designed packets will bear the GI stamp and the approved logo to prove that what lies inside is authentic and different in taste and quality compared to what we are generally used to. This is the first sweet from Bengal to make its appearance post GI re-branding. The others in queue are 'Burdwaner

minhidana and sitabhog' and 'Banglarasogolla'. The state food processing department, which was the applicant for the GI tag, is working out the branding for the Banglar Rasogolla, over which it won a prestige fight against Odisha.

The Joynagar Moa Nirmanakari Society, the association of moa makers that partnered with the state government in the quest for the GI tag, has a total of 265 members. Of these, just two have been given permission to use the tag after they were able to follow all the stringent procedural elaborations that have been laid down by the patenting authorities while awarding the certification. The two sweet makers, Shatadal Moa and Bakrahat Moa, will be preparing these GI-tagged

## TEST OF TASTE

**265** | Total registered moa makers

**2** | Moa makers, Shatadal Moa and Bakrahat Moa, who have the permission to use GI tag

**₹400** | Price of authentic Joynagar Moa

**10** | Moas in 500gm packet

Joynagar Moa won the GI tag on March 23, 2015

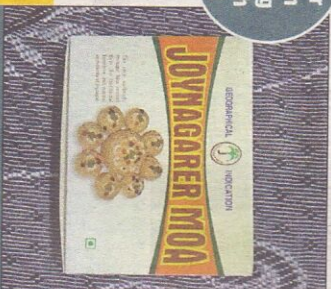


### SWEET FORMULA

- GI-tagged moas will have to be made out of Kanakchur khoi
- There are specifications for khejur ras, cashew and raisins

Joynagar Moa and supply them to the stores. According to the specifications,

the GI-tagged sweets will have to be made out of Kanakchur khoi, which is a rarity and has special flavour



The packet with the GI tag that will be available in market soon

and taste. The ordinary moa that we see around us are made out of other varieties of khoi that are easily available. "Apart from this, the khoya kheer—or condensed milk—that we need to use are specially prepared by us and cannot be bought from vendors. Again, the gur or jaggery used for GI-tagged moas, have to be prepared by designated collectors of khejur (date-palm) ras (juice) and specific varieties of cashew and raisins. Workers making moas have to wear gloves, caps and masks to maintain hygiene," said Ashok Kumar Koyal, secretary of the Society. The authentic sweets will be sold at Rs 400 a kilo. Packets of 500 grams of moas are getting made, each packet containing 10 sweets, Koyal added.

