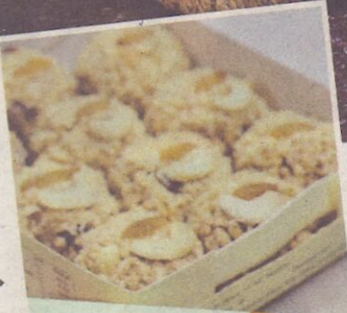




Satwik Paul

REGISTRATION MUST TO SELL MOAS



A packets of moas with GI patent mark

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You can see every small and big sweet shop in Kolkata selling Joynagarer moa in winter. These moas taste bad, and they are not Joynagar moa at all. An authentic Joynagar moa smells and tastes very different from these. To ensure the quality of the moa and to save the authenticity of the heritage food item, this GI patent was much needed," said Ashok Kumar Kayal, secretary, Joynagar Moa Nirmankari Society, adding that there are at least 100 shops in Joynagar that are registered under the society and only those shops are authorised to sell moas under the Joynagar brand.

But, what about a quality check within the shops registered under the society? "We have founded a quality monitoring committee under the society which comprises 13

members. They have started visiting the registered shops in Joynagar one by one. If a shop fails to qualify their test, that shop will have to down their shutter or improve the quality of the product within a stipulated time," informed Kayal.

WHAT ABOUT MOA LOVERS OUTSIDE JOYNAGAR?

As per the GI patent, a shop selling duplicate moas under the tag of Joynagar can be sued by the Joynagar Moa Nirmankari Society. So what about the thousands of moa connoisseurs outside of Joynagar? The society has recently launched a website which sells original moa online. To protect their product from duplication, the shops are using GI stamp on every box that is being shipped. "On jaynagarblogspot.com, we have special and super special moas, priced at ₹300 and ₹400 respectively. Also, if the reputed shops of the city wish to sell Joynagar moas, they have to get registered with us and we will be supplying authentic moas, complete with the GI stamp, to them," stated Kayal.

— Amita.Ghose@timesgroup.com



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