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Title: Need to take necessary steps for promotion of Joynagar Moya, a traditional Bengali sweet.

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SHRIMATI PRATIMA MONDAL (JAYANAGAR): Joynagar moya, which ranks very high on the sweet charts of West Bengal, makes a seasonal appearance in December and vanishes by the end of winter in West Bengal.

In 1929 when pioneers like Purnachandra Ghosh and Nitiya Gopal Sarkar established moya manufacturing units and shops for selling the sweet delicacy at Bahuru near Joynagar, it was named after its market place Joynagar and not by its birth place Bahuru. Subsequently, most of the units migrated to Joynagar, procuring the ingredients from Bahuru.

While the cutting of date palm trees for urbanisation is a reason for dwindling joynagar moya trade, fake joyanagar moya poses a serious threat to the original variety with such malpractices as the use of cheaper ingredients and attractive packaging. Very recently Jonagarer moya received geographical indication patent.

I would like to request the concerned ministry to take necessary steps and allot more fund to save Bengali traditional sweet- Joynagar Moya. Joynagar Moya Marketing Society needs fund to preserve this sweet for marketing purpose throughout the year and also for export.