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Title: Need to declare Joynagar Moa, a traditional Bengali Sweet as one of the heritage foods of the country.

SHRIMATI PRATIMA MONDAL (JAYANAGAR): My parliamentary constituency is Joynagar and the place is popular for its famous Sweet, the Joynagar Moa. The word 'Moa' comes from 'mo' means madhu or honey.

Late Ashutosh Das, resident of Sreepure village at Joynagar I Block under South 24 Parganas district first started the Moa industry. His son Jawahar Lal Das now aged 90 years has been associated with this industry since his childhood. The Moa is basically a unique combination of puffed paddy named 'Kanak chur' (special aromatic rice plant with molasses named nalen gur, ghee, cheese, Cardamom, Kismis). Joynagar Moa has the distinctive & naturally occurring organoleptic characteristics of taste and aroma that have won the patronage and recognition of discerning consumers all over the world.

Like Darjeeling tea, Joynagar Moa has established a traditional base in the Bengali life. It is now a part of Bengal's heritage. We may treat Joynagar Moa as food Heritage of West Bengal. Nearly 20,000/- people of entire Joynagar Block are directly associated with this food product.

Joynagar Moa Nirmankari society has obtained Geographical Indication Registration for Joynagar Moa. The economic & social development of the entire Joynagar Block will reach a new height as the Heritage food status of Joynagar Moa will bring about changes in the socio-economic life of the villages of Joynagar, if we take into consideration the entire project i.e. cultivation, production, preservation & global marketing of Joynagar Moa as a whole.

So, I urge the Government to declare Joynagar Moa as a Food Heritage.

I would like to request the Hon'ble Minister, Food Processing Industries to allocate fund for the same and necessary steps should be taken for its promotion.