

STAR OF MYSORE

Four-day GI Mahotsav 3.0 begins in city

Seven GI products of Mysuru among 48 products on display at CFTRI



CFTRI, Mysuru, Director Dr. Giridhar Parvatam (centre) holding Nanjangud Rasabale, a GI tagged banana variety, along with other dignitaries, during the exhibition organised as part of GI Mahotsav 3.0, at CFTRI campus in the city this morning. Picture right shows visitors having a look at GI products on display.

Mysuru, Dec. 5 (MTY&BS)- The four-day GI Mahotsav 3.0, organised by Madurai Agri Business Incubation Forum (MABIF), was inaugurated at CSIR - Central Food Technological Research Institute (CFTRI) in the city this morning.

The event has been organised in collaboration with Ministry of Micro, Small and Medium Enterprises, Government of India, National Bank for Agriculture and Rural Development (NABARD), Tamil Nadu Agricultural University (TNAU) and CFTRI. It concludes on Dec. 8.

As part of the programme, the exhibition of 48 Geographical Indicator (GI) products has

been organised at 54 stalls, set up at CFTRI premises. It will be open from 10 am to 5 pm.

The highlight of expo is seven GI products of Mysuru—Mysore Mallige (Mysore Jasmine flower), Mysore Veeleyedele (Betel leaf), Nanjangud Rasabale variety of banana, Mysore Sandal Soap by Karnataka Soaps and Detergent Limited (KS&DL), Mysore Traditional Paintings, Mysore Rosewood Inlay, Mysore Agarbathi and Ganjifa cards of Mysore.

Notable among other GI products are: Coorg Orange, Channanapana dolls, Byadgi Chili from Byadgi in Haveri district, Monsooned Malabar Arabica Coffee of Coffee Board, Indi

Lime, Gulbarga Tur Dal, Karnataka Handicraft Department, Kolhapuri Chappal from LDKAR, Hase Chittara, Udupi Sarees, Dharwad Pedha, Marthandam Honey, Thanjavur Netti Work, Kovilpatti Kadalai Mittai, Nilgiri tea, Palakkadan Mata Rice to name a few, spanning the States of Kerala and Tamil Nadu.

Kodaikanal Malai Poondru (Bellulli in Kannada), a distinct variety of garlic from TN, which has five medicinal qualities and a shelf life up to one year, is also on display.

For foodies, Manapparai Murukku, a distinct variety of crunchy snack from Tiruchi in Tamil Nadu, which got the GI tag in 2023, is also a part of the exhibition.

CFTRI Director Dr. Giridhar Parvatam said, the previous two GI Mahotsav was held in Madurai and Kanyakumari respectively and third is being held in Mysuru. Buoyed by the good response, the event is organised here to market the products further and make the artisans and farmers involved in the production of these distinct products more self-reliable, so that the derive inspiration from them.

"India's GI Products command a good demand in USA, UK and other countries. Rural products and farm products get more priority, with an aim to generate local employment opportunities. The farmers and craftsmen should

make use of the facilities available to tap the GI tag," he added.

Speaking at the press meet, Dr. Parvatam said, the event is not just restricted to CFTRI food products, but also for agriculture, handicrafts, leather and other diversified products.

Earlier, a Memorandum of Understanding (MoU) was signed between CFTRI and MABIF.

Dr. D. Usharani, Senior Principal Scientist, CFTRI, proposed the vote of thanks. Dr. P.P. S. Hendran, Dean, AC & RI, TAI Campus, Madurai, Dr. P. J. Masundaram, Director, DAI TNAU, Coimbatore and S. S. Sathi Vinayagam, Director, IIP were present.



CFTRI to develop nutritious food technologies for seniors

Institute already offers solutions tailored to Gen Z

SHILPA P
MYSURU, DHNS

CSIR-CFTRI Mysuru, which is already catering to Gen Z for health and nutritious conscious youth, is now focusing on developing technologies for nutritious food for geriatric population, that is required to meet the entire day's nutritional requirements of senior citizens above 60 years of age.

This is because, even as India currently, has world's highest of about 65% youth population under 35 years, it will have high percentage of seniors above 60 years by 2047.

Dr Giridhar Parvatam, Di-

rector, CSIR-CFTRI, said that they have already developed three products including, nutrition bars for Geriatric population and more products will be developed in next three years.

Ashithosh Inamdar, Chief Scientist at CSIR-CFTRI, said the institute develops around 150 new technologies every year.

Over the years, it has created nearly 5,000 commercially attractive technologies aimed at producing healthy, nutritionally superior and safe food products. These technologies are designed for use across tiny, small, medium and large production sectors.

He added that CFTRI is

Technology transfer

During the launch of four-day GI Mahotsav 3.0, on Friday, CFTRI transferred technology it has developed to an entrepreneur for preparation of chicken wafers; shelf stable egg albumin and egg yolk cubes.

New agreements

CFTRI entered into agreements with three entrepreneurs to develop technologies for food products including shelf life

extension of formulated chicken meat bar; development of crispy mango snack; development of four ready-to-cook fortified food products.

New products

CFTRI launched new products developed for three private entrepreneurs including shelf stable Biryani Paste; Chikki; health mixes; ready mix Idli; ready mix dosa; and bars.

working on technologies for a wide range of convenience foods, as well as food-processing machines and natural food additives. Their work also spans bakery items, beverages, cereal-based products, fruit and vegetable products, meat and marine products, microbi-

ology and fermentation-based products, plantation and spice products, and protein specialty products.

Various products

CFTRI caters to a wide spectrum of food needs, ranging from infant supplementary

foods to specialty formulations such as space food and nutrition products for sports persons. The institute focuses on serving today's health- and nutrition-conscious population, particularly youth, students, and working professionals.

It includes around 50 millet-based products, such as millet cookies, gluten-free barnyard millet, proso millet, foxtail millet pre-bread mixes, protein-enriched ragi vermicelli, pearl millet semolina, sorghum (jowar) products, semolina maize flakes, maize chips, and instant finger millet khichdi mixes, among others.

They have even developed low GI noodles, chocolate, multigrain legume based fortification of Atta for Pasta; buckwheat noodles, pasta; chikki with moringa; sugar free rusk, cup cakes; Gluten free cookie cake, high protein, high fibre semolina; high protein rusk and biscuits to attract youth.



'Mahabalipuram stone sculptures' at GI Mahotsav expo at CFTRI campus in Mysuru.



Shawls, bags crafted with 'Toda embroidery' on display. DH PHOTOS

GI Mahotsav unveils regional heritage through GI-tagged creations

Visitors witness India's artistic diversity and meet GI-preserving communities

SHILPA P
MYSURU, DHNS

GI Mahotsav 3.0, held at the CFTRI campus in Mysuru to celebrate and promote India's rich GI-tagged heritage, is showcasing around 50 authentic Geographical Indication-registered products from across South India, including Karnataka, Tamil Nadu, Kerala, and Andhra Pradesh.

The expo is offering visitors an opportunity to witness the diversity of India's unique art and craft creations, shaped by traditional knowledge, skills, reflecting regional identity and speciality. It also provides an opportunity to meet traditional producers, weavers, and artisans who represent the GI

legacy of communities that have preserved these remarkable traditions for generations.

The event has offered more than just a glimpse of GI products like Nanjangud Rasabale—cultivated by Ravish Kurahatti—and Mysore betel leaves. It has also served as a platform to showcase innovative value-added products derived from these specialties.

The University of Horticultural Sciences, Bagalkot, is presenting a range of such creations, including Nanjangud Rasabale wine, banana pseudostem juice, banana flower tea powder, banana jam, banana pasta, banana flour, banana pseudostem candy, clarified banana juice, and even betel leaf wine. Adding to this innovation, an entrepreneur

has also introduced betel leaf tea.

Innovative products

In order to carry forward the traditional arts by meeting the taste of the modern day world, artists have come up with innovative products too. B Babita has come up with wall hangings, car-rings reflecting 'Ganjifa cards' of Mysuru.

Shyam Kumar from Bidar is portraying attractive 'Bidriware' design bangles, earrings, necklaces.

V Abhisheka from Ooty is exhibiting bags and shawls adorned with traditional Toda embroidery. D Arun Kumar is presenting Mahabalipuram stone sculptures, featuring not only the statue of Sri Ranganathaswamy of Srirangam, but also a creative sculpture of Ganesha holding a laptop.

Visitors can also view intricate miniature models of various temples — including the Madurai Meenakshi Temple — crafted using Thanjavur Netti work.

People are experiencing Mysore traditional paintings; 'Kaavi Kale' and 'Hase Chittara

artifacts; Mysore-rosewood inlay work wall plates; 'Karukurichi' pottery craft including innovative lamps; 'Aranmula Kannadi' (Mirror). They are even purchasing Champanna toys and dolls; 'Vilchery clay toys'; 'Ambasampudram choppsaman' (wooden toys).

Saree collection

It has been a chance for women to add on to their unique saree collections. They are bagging handloom 'Udupi sarees'; 'Gajendragad 'Patteda Anchu' sarees; 'Arani silk' sarees and 'Sandur Lambani embroidery work' clothes. They are even shopping the 'Navalgund Durries' from Farzana; East India leather bags; 'Kolhapuri Chappals and Coimbatore wet grinders' too.

People are also relishing 'Dharwad peda'; 'Manapparai Murukku'; 'Kovilpatti Kadalai mittai'; 'Marthandam Honorey'; 'Palani Panchamirham'; 'Udangudi Panagarupatti' (Palm jaggery).

It has been an occasion to feel the touch of 'Gulbarga Tur dal'; 'Byadgi Chilli'; 'Virudhanagar sambavathal' (Chilli).

'Salem Sago'; 'Palakkadan matta' rice; 'Navara' rice; 'Kaipad' rice; 'Jeerakashala' rice; 'Gandbagashala' rice. It's been time to smell 'Indi Limbe' (lime), 'Coorg orange'; 'Mysore sandal soap'; 'Mysore Agarbatti'; 'Nilgiri tea' and 'Kodaikanal Malai Poondru' (garlic) with medicinal value.

This four-day third edition of Utsav and the expo (10am to 5pm) which began on Friday is organised by Madurai Agri Business Incubation Forum (MABIF), in collaboration with the Union Ministry of MSME, NABARD, Tamil Nadu Agricultural University (TNAU) and CSIR-CFTRI.

The event is being organised to support these traditional producers, artisans, rural entrepreneurs who are safeguarding GI legacy.

It is part of GoI's initiative to promote their sustainable livelihoods by fostering and bridging their traditional skills with innovations and entrepreneurship; to enhance their market visibility; to ensure they get a deserving price for their superior quality authentic products.

India's GI heritage takes centre stage at GI Mahotsav 3.0

SHILPA P
MYSURU, DHNS

India has so far recognised 697 Geographical Indication (GI) products, including 46 from Karnataka, and the Government of India aims to register 10,000 GI products by 2030. To promote the recognition of more GI products and empower the communities that preserve them, the four-day GI-Mahotsav 3.0 commenced on Friday at the CSIR-CFTRI campus in Mysuru.

An initiative of the Ministry of MSME, the third edition of the Mahotsav also seeks to celebrate, protect, and promote India's rich heritage through GI products. The event features an expo showcasing around 50 GI products from Karnataka, Tamil Nadu, Andhra Pradesh, and Telangana, along with technical sessions on recognising and safeguarding GI products, and cultural programs highlighting regional art, culture, and traditions.

It is organised by Madurai Agri Business Incubation Forum (MABIF), in collaboration with the Union Ministry of MSME, NABARD, Tamil Nadu Agricultural University



Dr G. Giridhar Parvatam, director, CSIR-CFTRI inaugurates GI Mahotsav-3.0 at CSIR-CFTRI campus, in Mysuru on Friday. Dr P P Mahendran, Dean, AC and RI, TNAU campus Madurai; Dr E Somasundaram, director DABD TNAU, Coimbatore; K Ganesh Moorthy, ED and CEO NABARD-MABIF; Ashithosh Inamdar, Chief Scientist CSIR-CFTRI; Dr D Usha Rani, Senior Principal Scientist, CSIR-CFTRI; Dr S Senthil Vinayagam, Director, IIPM are seen. DH PHOTO

(TNAU) and CSIR-CFTRI.

Dr Giridhar Parvatam, director, CSIR-CFTRI said that CFTRI is playing a pivotal role in facilitating recognition of GI products, by analysing their value and uniqueness. Among 697 GI products, 140 are food products. So they are even developing technologies for value-added attractive products out of GI tagged crops like flavoured juice with Mysuru betel leaves and so on.

Dr P P Mahendran, Dean, AC and RI, TNAU campus Madurai, said that GI Mahotsav is a move-

ment to protect the living heritage the GI products—the unique creations, shaped by traditional knowledge, skill, and regional practices.

"The GoI has taken several initiatives to empower agri-entrepreneurs towards their sustained livelihood, by promoting their unique regional cultural identity by bridging traditional knowledge excellence with modern innovations. They are measures to empower agri entrepreneurs, farmers, start ups, with end to end support that transforms ideas into scalable

market ready enterprises, from incubation to value addition besides consumer awareness," he added.

Dr E Somasundaram, director DABD TNAU, Coimbatore, said that GI products are India's pride. There is a huge scope for food tourism as people love authentic GI tagged food with superior taste like Dharwad peda, Hyderabad Biryani. Tamil Nadu is already promoting Agro food-based tourism. So the GoI is taking initiatives to enhance the economic prosperity of farmers and improve their standard of life by promoting their GI products in national and international export markets and help them get the premium price the products deserve.

K Ganesh Moorthy, ED and CEO NABARD-MABIF said that all the States are taking initiatives to enhance the number of registered GI products. MABIF Intellectual property facilitation centre at AC and RI TNAU campus, Madurai has facilitated for registration of 72 GI products in Tamil Nadu and 15 has been granted.

Ashithosh Inamdar, Chief Scientist CSIR-CFTRI; Dr D Usha Rani, Senior Principal Scientist, CSIR-CFTRI and Dr S Senthil Vinayagam, Director, IIPM were present.