

## Being vocal for local

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**Taste the unique flavours of tribal cuisine at the Tribes India Aadi Mahotsav at Dilli Haat. The event puts the spotlight on some exquisite GI-tagged products**

One of the most interesting aspects of tribal life is the array of authentic dishes, unique to the different tribes. Authentic tribal cuisine is a major attraction of the ongoing Tribes India Aadi Mahotsav at Dilli Haat in New Delhi. The National Tribal Festival, an annual affair, showcases interesting dishes from across the country. Crowds visiting Dilli Haat have been thronging to the Aadi Vyanjan section, where food stalls from across the country, from states such as Sikkim, Uttarakhand, Telangana, Tamil Nadu, Nagaland and Chhattisgarh have been put up.

Tribal communities have a close connection with nature; their simplicity and reverence towards nature is carried over to the food. The same reverence is reflected in their cuisine; the tribals consider their food to be sacred. Tribal cuisine is not only interesting, but also nutritious and balanced. Be it the daal baati churma from Rajasthan or the litti chokha or Thapdi roti from Jharkhand, or the kadhi from Uttarakhand, tribal food is simple, nutritious and edible. There seems to be a preference of different types of millets among the tribals, hence dishes made out of major and minor millets are available such as ragi pakodas and madwa rotis from Jharkhand, ragi idlis and dosas from Tamil Nadu.

Over the past few days it has been observed that some dishes attracted more attention than the others. Chapda chutney or red ant chutney had many takers. Chapda chutney, made from red ants, is said to be not only tasty but also helps keep diseases at bay. Mahua dishes also garnered much interest. Mahua trees are commonly available all over the forests of central and western India.

One can also enjoy other exotic, tasty foods such as dhuska (deep fried snack made of powdered rice), banjara biryani, thapdi roti, herbal teas and arakku coffee from different parts of the country.

GI products came to a special focus in the ongoing Tribes India Aadi Mahotsav, when Bhaskar Khulbe, Advisor to the Prime Minister of India visited the Aadi Mahotsav.

GI products occupy a prominent place in this edition of the Aadi Mahotsav, and more than 50 such identified products are displayed in stalls across the venue by the tribals. Many visitors have been visiting these stalls with much interest. Apart from this seven new GI-tagged products from Uttarakhand consisting of Aipan craft, Tamta product, Ringal craft, Thulma, Bhutiya Daan Carpet, Chyura oil and Munshiyari rajma, was launched at Aadi Mahotsav taking the tally of TRIFED promoted tribal GI products to 66.

Speaking on the occasion, Khulbe remarked, "I am pleased to note that TRIFED has actively taken up the cause to promote GI Tagged products and transform into a brand, thus empowering tribal artisans. This Aadi Mahotsav is an excellent way to bring all tribal artisans from across the country in a single place. I urge all Delhi-ites to visit this unique fair."

The GI products featured at the Tribes India Aadi Mahotsav include renowned, exquisite items such as Rajasthan's blue pottery, the Kota Dariya fabric, Madhya Pradesh's Chanderi and Maheshwari silk, Bagh print, Odisha's Pattachitra, Karnataka's Bidriware, Banarasi silk from Uttar Pradesh, Darjeeling tea from West Bengal, Kala jeera from Himachal Pradesh, the extremely spicy Naga chilli, and the large cardamom from the North-east.

Geographical indication tagging has acquired a greater significance ever since the focus has shifted towards Vocal for Local and building an Aatmanirbhar Bharat. TRIFED, Ministry of Tribal Affairs has been facilitating the promotion of GI Tagged products along with tribal products and transform them into a brand, symbolising empowerment of tribal artisans. These initiatives are aimed help recognise and promote age-old tribal traditions and methods that in danger of being lost due to urbanization and industrialization.

The Geographical Indication technology, which has been recognized by the World Trade Organization, is used to denote the geographical territory from where a product, be it an agricultural produce, natural product or manufactured, and also conveys assurance of qualities or attributes that are unique to that specific geographic region. India became a signatory to this convention, when, as a member of the WTO, it enacted the Geographical Indications (Registration and Protection Act), 1999, which came into effect from September 15, 2003.

The Aadi Mahotsav festival is TRIFED's attempt to familiarise the people with the rich and diverse craft, culture and cuisine of tribal communities across the country in one place.

Besides these GI products, one can also find other ethnic tribal handicrafts and products and organic items – from the natural and immunity-boosting tribal produce such as virgin coconut oil, organic haldi, dry amla, wild honey, black pepper, ragi, triphala, and lentil mixes such as moong dal, urad dal, white beans, and dalia to artefacts such as paintings be it in the Warli style or Patachitras; from jewellery handcrafted in the Dokra style to bead necklaces from the Wancho and Konyak tribes of the North-East.

The Aadi Mahotsav- A Celebration of the Spirit of Tribal Crafts, Culture and Commerce is on at Dilli Haat, INA, New Delhi till the 30th November, 2021 from 11 am to 9 pm.

Visit Aadi Mahotsav and support the "Vocal for Local" movement and help in building a self-reliant India!

<https://www.dailypioneer.com/2021/vivacity/being-vocal-for-local-being-vocal-for-local.html>