



**‘Made in PONDY’ expo will be held at Gandhi Tidal from February 23 to 26**

Perfumes, garments, papers, you name it and you get it here. Puducherry is not just a tourist destination, but a place where you can get the most exotic products. A wide range of products made in Puducherry will be on display at the ‘Made in PONDY’ expo being held as part of Pondicherry Heritage Festival.

For the first time, Indian National Trust for Art and Cultural Heritage (INTACH) and People for Pondicherry’s Heritage are organising a the expo at the Craft Bazaar at Gandhi Tidal from February 23 to 26. The expo will be inaugurated by Tourism Minister Malladi Krishna Rao.

The brands under the Made in Pondy initiative include Ponfab, Lal, Auromics – Amano and Auroknits, Saran Exports, Golden Bridge pottery, Upasana Design Studio, Sri Aurobindo Handmade Paper, Aquarelles Water Colour Studio, Puducherry Khadi and Village Industries Board, Sri Lakshmi Jewellery, Naturellement, Svaram, Disdis, Offbeat, Geethanjali Artifacts, Magica Auroville, Auroville paper, Maroma, Holii and Hidesign.

“The idea is to make the ‘Made in PONDY’ a nationally and internationally recognised brand. It is inspired from the products sold reliably-verified and certified under the ‘Made In PARIS’ brand logo in Paris. This is printed on the packaging of their products and increases their brand value as well as their sales because customers know they are getting a good product,” Ashok Panda, co-convener of INTACH, told *The Hindu*.

This effort to showcase Puducherry products through the heritage festival will increase the brand value of the products and quality. This will also increase their sales nationally.

Puducherry will also be known as a destination for quality products and the Brand Puducherry now known only through heritage and tourism will become a place for manufacturing and sales of quality products, Mr. Panda said.