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The festival was launched by Minister for Revenue M.O.H.F. Shahjahan in the presence of tourism officials.

Aurovillians and foreign tourists enjoyed applying mehandi on their hands and savouring red rice *idli*, *kelvaragu adai*, *puttu*, *vadai* and many traditional snacks.

Inspired by the festival celebrated in the previous year, many women have come joined their friends to participate in the festival.

Helene Becquart of Ille-et-Vilaine department from France said that the festival was a good beginning to introduce us to the rural life here. "Families come together to celebrate this festival. The display of crafts and sculptor help us learn about traditional crafts in these villages and ways to develop and strengthen them," she said.

She added that through Indo-French cooperation, a project has been initiated to develop this rural heritage centre.

Folk dance was performed by Thilaka Priya Natya Academy and traditional games like *pallankuzhi*, *nondi*, heavy stone lifting, *thayam* and *aadu puli aatam*, *vazhukkumaram eruthal*, kabadi were played.

The festival which will conclude today was held between 10 a.m. to 5 p.m. at the Bamboo Land or Mohanam Cultural Heritage Center (near Isai Ambalam, opposite Imagination), Alankuppam, Auroville.

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