

File No. K-11026/01/2023-MKT Cell- Part (I) E-385551)

Government of India
Ministry of Rural development
Department of Rural Development
(Rural Livelihood Division)

7th Floor, NDCC Building -II
Jai Singh Road, New Delhi 110001
Dated: 19th October, 2023

C I R C U L A R

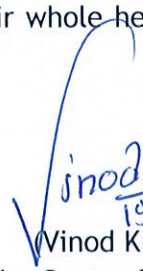
Subject: Extending support and visit to the "SARAS Aajeevika Mela-2023" being organized by the Ministry of Rural Development from 26th October to 11th November 2023 at the Leisure Valley Park Ground, Sector-29, Gurugram, Haryana - Regarding.

The Rural Livelihood (RL) Division of the Ministry of Rural Development (MoRD), Government of India, is organizing "SARAS Aajeevika Mela-2023" at the Leisure Valley Park Ground, Sector-29, Gurugram, Haryana, from 26th October to 11th November 2023 and the Mela will be formally inaugurated by the Hon'ble Minister of Rural Development on 27-10-2023.

2. The SARAS Aajeevika Mela are organized under the National Rural Livelihoods Mission (NRLM) Programme of the MoRD with the objectives of providing marketing opportunities to the rural women members of Self Help Groups (SHGs) from across the country, in cities & urban areas for display & sale of handlooms, handicrafts & food items made / manufactured by the members of SHGs.

3. In the above mentioned SARAS Mela in Gurugram (Haryana), about 800 members of SHGs from various States/UTs from across the country will display and sale unique varieties of products in 250 Stalls. Further, a separate "India Food Court" is also being set up with 30 Live food stalls within the Mela premises for selling of regional varieties of cuisines and the Food Court will be managed by the renowned Kudumbashree NRO under the Government of Kerala. Apart from the above, earmarked "Gaming Zones" for the visitors (both kids and adults) have been set up within the Mela area with varieties of gaming activities.

4. All Officers/ Staff members of the Ministry of Rural Development are cordially requested to visit the above mentioned "SARAS Aajeevika Mela-2023" being held from 26-10-2023 to 11-11-2023 at the Leisure Valley Park Ground, Sector-29, Gurugram, Haryana, along with all family members, to experience the vivacity of SARAS Melas and extend their whole hearted support on achieving the Ministry's objectives of holding the mela.


Vinod Kumar
19/10/2023

Under Secreary to the Govt. of India