

SARAS MeLa

November 28, 2019

Source: PIB

The Union Minister for Rural Development, Panchayati Raj inaugurated the SARAS IITF Mela 2019 at Pragati maidan, New Delhi.

About SARAS

- SARAS Mela is an initiative by the DeendayalAntyodayaYojana-National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), Government of India with **an objective to bring the rural women SHG members formed under DAY-NRLM, in one platform to showcase their skills, sell and build linkages with potential market players.**
- The Fair **aims to eradicate middlemen between the craftsperson and the local buyers** and ensures to increase the margins for the artisans.
- SARAS Fair **also aims at facilitating and motivating the beneficiaries of Self Help Groups (SHGs) supported by DAYNRLM schemes of Ministry of Rural Development** to exhibit and sell their products and provide them with an opportunity for additional income, exposure, and interaction on a large scale.
- SARAS Mela not only provides a platform to these SHG women, but it also provides a **national level exposure** to understand the demand and taste of the urban customers in metros.
- The SARAS IITF Mela is **being organized by the Council for Advancement of People's Action and Rural Technology (CAPART) along with DAY-NRLM, MoRD.**

SARAS MeLa-2019

- The SARAS-IITF Mela 2019 at Pragati Maidan, New Delhi

was organized by the Ministry of Rural Development from 14th to 27th November 2019.

- Many artisans from different states have showcased a wide range of curated collection of products like handicrafts, handlooms and natural food products
- SARAS-IITF 2019 displayed a large variety of handloom and handicraft items made by SHG members of DAY-NRLM, MoRD across States.
- Some of the special attractions in SARAS IITF 2019, PragatiMaidan this year were natural food items, handicrafts, and handloom.