

27th SARAS Aajeevika Mela to be Held in Delhi from September 5 to 22

200 Stalls to Be Set Up; 400 women from SHG Groups across India to Participate

Mela to Allow Urban Visitors to Experience Rural Life

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Union Ministry of Rural Development is organizing SARAS Aajeevika Mela-2025 at Major Dhyanand National Stadium, near India Gate, New Delhi from 5th to 22nd September 2025. Around 200 stalls will be set up, with participation from over 400 rural women belonging to Self-Help Groups (SHGs) from all states and Union Territories in the country. This is the first time that the Mela is being organised in Delhi with all components – food stalls, sale of goods etc.



Giving the details of the Mela at a press conference here today, Ms. Swati Sharma, Joint Secretary (Rural Livelihood) of the Ministry of Rural Development, said that the SARAS Mela is not just a place to buy traditional items but also allows urban visitors to experience rural life while exploring and purchasing products from rural areas. Stating that the cultural programs will be organized every evening during the Mela, she said a number of entertainment and play facilities will also be available for children visiting with their families, making their experience memorable.



The Joint Secretary has mentioned that the women from Self Help Groups are receiving skill and technical training and marketing technics through various organizations. Major companies like Amazon and Flipkart are providing support for this initiative. As a result of these efforts, products made by these women were recently exported to Maldives, she said. The Ministry of Rural Development is also striving, with the help of India Post, to make these products available across the country, she added.



Speaking on the occasion, Dr. Molishree, Director (Rural Livelihood), Ministry of Rural Development, stated that the SARAS Mela serves as a medium for connecting people to their roots. She said that visitors will be able to purchase products that are famous across India. She further explained that under the Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM), the Ministry links people in rural areas and provides them with livelihood opportunities. Dr. Molishree noted that the mission is running in 34 states and Union Territories and has so far connected 10 crore women, of whom more than 2 crore have already become “Lakshpati Didis” (women entrepreneurs who earn over a lakh rupees yearly).



Key Features of Delhi SARAS 2025:

- **Knowledge Pavilion:** Sessions on financial literacy, digital marketing, packaging, and business planning to build capacity.
- **Experience Pavilion:** Live demonstrations of traditional crafts and food preparation, inspirational stories by Lakhpati Didis, and promotion of entrepreneurial thinking.
- **Convergence Pavilion:** Encourages making Lakhpati Didis through coordination with ministries/departments related to agriculture & farmer welfare, dairy & livestock, food processing, MSME, skill development, postal services, etc.

Products To Be Exhibited:

- Various types of sarees -Tassarsarees, Bagru print, Patola from Gujarat, Kanthasarees, Chanderisarees
- Woolen products from Uttarakhand and Himachal Pradesh
- Natural food products
- Woodcraft from Karnataka and Telangana
- Palash and other natural products from Jharkhand

Other Attractions:

- **SARAS INDIA Food Court:** Flavors from across India
- Cultural programs from various states
- Environment-friendly initiatives
- Cart services for senior citizens
- Entertainment zones for children
- Competitions for school and college students

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