

## **SARAS–2026 Exhibition to be inaugurated on 8th January 2026 in Guntur, Andhra Pradesh**

**This is a unique opportunity for local Self-Help Groups to understand National and Global standards, new product avenues and modern marketing strategies: Dr. Pemmasani Chandra Sekhar**

**Mela serves as a vital platform for DWCRA (Development of Women and Children in Rural Areas) women of Andhra Pradesh: Dr. Pemmasani Chandra Sekhar**

**SARAS–2026 will bring together around 300 women artisans and entrepreneurs from 21 States and Union Territories**

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Union Minister of State for Rural Development and Communications, Dr. Chandra Sekhar Pemmasani, while briefing the media about SARAS Mela 2026, said that Guntur will host the prestigious national-level SARAS Mela from 6<sup>th</sup> January to 18<sup>th</sup> January 2026, marking a significant milestone for the region. He added that the event will bring together Women's Self-Help Groups (SHGs) from across all States of India to showcase their craftsmanship and entrepreneurial spirit.



Highlighting the importance of the event, **Dr. Pemmasani** stated that the Mela serves as a vital platform for **DWCRA (Development of Women and Children in Rural Areas)** women of Andhra Pradesh. He said this is a unique opportunity for local **Self-Help Groups (SHGs)** to understand national and global standards, explore new product possibilities, and learn modern marketing strategies to scale their businesses.

The prestigious The **13-day** National-level **SARAS-2026** exhibition will be inaugurated at **4:00 PM on 8<sup>th</sup> January 2026** in **Guntur, Andhra Pradesh**, by the **Chief Minister of Andhra Pradesh** in the presence of the **Union Minister of State for Communications and Rural Development, Dr. Pemmasani Chandra Sekhar**.



This is the **first time an event of this scale is being hosted in Guntur**, marking a significant milestone in bringing a flagship National rural livelihoods initiative to the district. The **13-day Mela** will showcase India's rich cultural heritage and diverse artisanal products, while promoting rural artisans and SHGs by providing them a platform to display and sell their products.

**SARAS Mela** are a flagship initiative aimed at the **economic empowerment of women SHG members through sustainable livelihoods**. As a **National SARAS event**, **SARAS-2026** will bring together around **300 women artisans and entrepreneurs from 21 States and Union Territories**, offering them national-level exposure and market access.



The Mela will showcase **India's rich cultural and craft diversity** through a wide range of authentic handmade products, including **bamboo crafts; handlooms and textiles such as Pochampally and Gadwal weaves; traditional jewellery; handicrafts; home décor items; jute and other eco-friendly products**. Visitors will also be able to experience **India's culinary richness** at a dedicated **All-India SHG Food Court**, offering regional delicacies such as **Royalaseema cuisine, Madugula Halwa, Bheemili Thandra, and Atreyapuram Pootharekulu**.

**Cultural and entertainment programmes** will be organised every evening, with special attractions for children. The event will feature **Inter-State, State-Level and District-Level cultural performances**.

In addition, **structured capacity-building and training sessions** for SHG members will be conducted on key livelihood themes by **expert resource persons**. A dedicated **Lakhapati Didi Pavilion** will showcase the **success stories of women entrepreneurs**, highlighting **district-wise participation** and a wide range of **diverse livelihood activities**.



Comprehensive arrangements have been made to ensure the **safety and smooth conduct** of the event. The venue will be under **24x7 surveillance** with over **100 CCTV cameras**, supported by **round-the-clock security personnel deployed in three shifts**. Participating **SHG members** will be provided **free accommodation, food, and transportation** throughout the event period.

**SARAS-2026** is being organised by the **Guntur Zilla Samakhya**, in coordination with the **District Rural Development Agency (DRDA)** and the **Society for Elimination of Rural Poverty (SERP)**. The event will be held at the **Open Ground opposite Reddy College, Adarsha Nagar, Narasaraopet Road, Guntur**, and **entry will be free for all visitors**.

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