



Rashtriya Gramin Vikas Sammelan 2026 Charts the Roadmap for Viksit Bharat; Launches 'SARAS Shakti' Collection to Boost Rural Women-Led Enterprises

'SARAS Shakti' Coffee Table Book Launched to Showcase the Diversity, Quality and Market Potential of Women SHG Products

प्रविष्टि तिथि: 30 JUN 2026 11:44AM by PIB Delhi

The Rashtriya Gramin Vikas Sammelan (RGVS) 2026, organised by the Ministry of Rural Development and aligned with Prime Minister Shri Narendra Modi's vision of rural transformation, concluded on 29 June 2026 with a shared commitment to accelerate the vision of *Viksit Gram, Viksit Bharat* through stronger Centre-State collaboration, community-led development, and technology-driven governance. The two-day national conclave served as a platform to review the implementation of flagship rural development programmes, exchange best practices across States and Union Territories, and deliberate on the roadmap for the next phase of rural transformation.

The Sammelan was inaugurated by the Hon'ble Union Minister for Rural Development and Agriculture & Farmers' Welfare, Shri Shivraj Singh Chouhan, in the presence of Union Minister of State for Rural Development and Communications, Dr. Chandra Sekhar Pemmasani, and Minister of State for Rural Development, Shri Kamlesh Paswan. Over the two days, the event brought together Rural Development Ministers from States and Union Territories, senior officials, experts from the Central and State Governments, representatives of State Rural Livelihood Missions (SRLMs), and development partners.

A primary focus of the Sammelan was the effective implementation of the VB-GRAMG Act, 2025. The platform also hosted a comprehensive review of major rural development initiatives, including the Pradhan Mantri Awas Yojana–Gramin, Pradhan Mantri Gram Sadak Yojana, Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM), Rural Skill Development Programmes, and the National Social Assistance Programme.

Deliberations centered on strengthening rural development planning, empowering Gram Panchayats, expanding women-led livelihoods, enhancing rural housing and connectivity, and promoting climate-resilient livelihoods. Discussions also mapped out digital interventions to accelerate progress toward creating 6 crore Lakhpati Didis by 2029. Innovative models from various States were highlighted for potential wider replication across the country.

The mission currently supports over 10 crore women organized into Self-Help Groups (SHGs). To strengthen women-led enterprises, the dialogue focused on enterprise financing, digital innovation, branding, and market access under DAY-NRLM.

The Sammelan highlighted the growing scale of Saras Aajeevika, the national marketing initiative of DAY-NRLM. Since the first Saras Mela in 1999, the initiative has evolved into a nationwide marketing ecosystem encompassing more than 25 State brands and generating over ₹200 crore in annual mela business.

As part of the event, the Ministry launched the SARAS Shakti Collection and unveiled the SARAS Shakti Coffee Table Book to strengthen the brand's national identity. The SARAS Shakti Collection features a curated showcase of premium products created by women SHGs nationwide, while the Coffee Table Book documents the diversity, quality, and market presence of these enterprises. Both initiatives reinforce the Ministry's efforts to expand market access and position rural products in premium institutional and wider consumer markets.

Rural Development Ministers and delegates from States including Gujarat, Odisha, West Bengal, Meghalaya, Bihar, Kerala, and Telangana, among other States and Union Territories, visited the Saras Aajeevika Gallery. The gallery showcased a curated collection of handlooms, textiles, home décor, wellness products, and traditional foods. It featured regional artistry including Phulkari from Punjab, Pashmina from Jammu & Kashmir, Ikat and Telia textiles from Telangana, and Paunchei from Mizoram, alongside intricate handicrafts such as Meenakari, Dokra, brasswork, and woodcraft. The gallery also featured Lakhpati Didis representing successful rural enterprises, demonstrating how systematic branding, product development, and market linkages enable women entrepreneurs to build sustainable businesses.

The Rashtriya Gramin Vikas Sammelan reaffirmed the Ministry's commitment to building community institutions, expanding sustainable livelihoods, and creating wider market opportunities. The deliberations underscored the importance of collaborative action between the Centre and States in translating development goals into inclusive, self-reliant rural economic growth.





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(रिलीज आईडी: 2279271) आगंतुक पटल : 1606

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