



SARAS MELAS

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The Ministry has developed and launched the eSARAS platform, which serves as a dedicated digital marketplace for SHG products. In addition to facilitating direct sales through its own platform, eSARAS also enables the onboarding and sale of SHG products on other major e-commerce platforms. The State/UTs wise details of the registered SHGs/FPOs, etc. value and volume of sales on the esaras platform including other major ecommerce platforms (Flipkart, Amazon, Meesho etc.) are provided as Annexure I.

As per the Ministry's guidelines, all State Rural Livelihoods Missions may organize at least two SARASmelas annually in their respective States/UTs. In the financial year 2025-26, four national level melas have been organized with a cumulative sale of Rs. 35.73 crores. The State/UTs wise details are provided as Annexure II.

The eSARAS platform is a digital marketplace developed by the Ministry of Rural Development under the DeendayalAntyodayaYojana–National Rural Livelihoods Mission (DAY-NRLM), in collaboration with the Digital India Corporation, to enable women-led Self Help Groups (SHGs), rural artisans and producer collectives to market their products nationally. To onboard more SHGs, FPOs, rural producers and strengthen their market access, the Ministry has provided digital onboarding support, including online product catalogues, inventory management and secure digital payment facilities. Women associated with SHGs are imparted training in digital onboarding, branding, packaging, product photography, digital marketing, customer service and product pricing. A dedicated Fulfilment Centre has been established to streamline the product collection, packaging, inventory management and last mile shipping of SHG products. The capacity building initiative focuses on digital marketing and facilitation of participation in selected business fairs and exhibitions to promote export ready SHG products. The National Institute of Rural Development and Panchayati Raj regularly conducts capacity building and skill development programmes to support SHG members on product development, branding, packaging, quality improvement, digital marketing, enterprise management, export procedures and documentation, and market readiness to strengthen their access to domestic and international markets.

The Ministry regularly reviews the performance of the eSARAS platform and marketing initiatives, including SARAS Melas through sales reports and periodic consultations with States. The assessment indicates that these initiatives have significantly enhanced market access for women SHGs by connecting them with customers beyond their local markets through both physical and digital channels. SARAS Melas have provided SHGs with direct marketing opportunities, increased product visibility, facilitated interactions with institutional and retail buyers, and generated substantial sales, while eSARAS has enabled year-round online market access.

This information was given by the Minister of State for Rural Development **DR. CHANDRA SEKHAR PEMMASANI** in a written reply in Lok Sabha today.

RC/PU

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