

सचिव वाणिज्य मंत्रालय
Secretary Ministry of Commerce

डायरी सं./Dy. No. 1299441
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Government of India
Ministry of Rural Development
Department of Rural Development
(Rural Livelihoods Division)

7th Floor, NDCC-II Building,
Jai Singh Road, New Delhi-110001
Dated: 28th July, 2025

Office Memorandum

Sub: Organization of Delhi - SARAS Aajeevika Mela - 2025 at Major Dhyan Chand National Stadium, Delhi to be held during 5th - 22nd September, 2025 - Regarding.

Sir/Madam,

As you are aware, Deendayal Antyodaya Yojana -National Rural Livelihood Mission (DAY-NRLM) is the flagship programme of Ministry of Rural Development, Government of India for poverty alleviation in rural India. The programme aims to bring one women from every rural poor household under the fold of Self Help Group (SHG) network and ensure their financial inclusion and sustained livelihood support for coming out of abject poverty. The programme also creates a platform for marketing the products and produces of SHG women entrepreneurs through organizing fairs at the State and National levels.

2. Keeping in view the above, the Ministry of Rural Development is organizing Delhi - SARAS Aajeevika Mela - 2025 at Major Dhyan Chand National Stadium, Delhi to be held during 5th - 22nd September, 2025. In this Mela, Around 400 women artisans of SHGs from across the country will be participating for exhibition and sale of their products in around 200 stalls, including food stalls. The stalls of the SHGs will display the skills, potential and hard work of our women artisans from across India. The products range from handlooms, handicraft and natural food products will be showcased and sold in the above mentioned Mela. SARAS Aajeevika Mela will provide marketing support to the rural women producers a national platform, an opportunity to showcase their products and seek buyers either individuals or bulk buyers for sale nationally/internationally.

3. As the stated above event is dedicated to women empowerment with social cause for upliftment of Rural women SHGs, all the Officers/Officials/Consultants/Staff members of your Ministry/Department are requested to visit the Delhi - SARAS Aajeevika Mela-2025.

Yours faithfully

(Dr. Molishree)

Director (Rural Livelihoods)

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To,

The Secretary,
All Ministries/Departments of Government of India.

Copy for information to:

1. PSO to Secretary (RD)
2. SES to DG (NIRDPR), Hyderabad
3. PPS to Director (RL) / PPS to Joint Secretary (RL-II)

SO (Coord.)