

File No- K-11060/03/2025-Mkt.Cell (392948)

Government of India  
Ministry of Rural Development  
Department of Rural Development  
(Rural Livelihoods Division)

7<sup>th</sup> Floor, NDCC-II Building,  
Jai Singh Road, New Delhi-110001

Dated: 28<sup>th</sup> July, 2025

To,

The CEOs/State Mission Directors,  
SRLM of All States/UTs

**Subject: Invitation for participation in the 'DELHI SARAS AAJEEVIKA MELA-2025' scheduled to be held from 5<sup>th</sup>-22<sup>nd</sup> September,2025 at Major Dhyan Chand National Stadium, Delhi – Regarding.**

Dear CEOs/SMDs,

As you are aware, Ministry of Rural Development, Govt. of India organizes SARAS Aajeevika Melas, to showcase the products made by our Rural SHG women and facilitates the sale of the same at a significant scale. We are happy to inform you that this year, SARAS Aajeevika Mela is being organized in Delhi after a significant gap of time and will be held **from 5<sup>th</sup> – 22<sup>nd</sup> September, 2025, at Major Dhyan Chand National Stadium, Delhi .**

2. In this regard, you are invited to send your selected / nominated SHG members through online portal to participate in this event. The concerned State SRLMs are requested to register recommended SHGs and their details in **online Mela Portal (<http://nrlm.gov.in>)** from 1<sup>st</sup> August to 20<sup>th</sup> August, 2025. All the requisite entries like Product stock with Photo, details of the Participants with photo must be uploaded correctly. No further data entry support will be available at the Mela Ground. The Stalls will be allotted to only those SHGs, who will complete all details in the Mela Portal.

**Further, All stalls in SARAS AAJEEVIKA MELA-2025 will be also provided free of cost for live food through online SARAS Mela Portal (<http://nrlm.gov.in>). The details of the Stall Allotment State Wise may be seen at Annexure-I (Handloom, Handicraft and Natural Food Products) and Annexure –II (Live Food).**

3. The SRLMs are requested to ensure the following:

- a. Participation of new SHGs should be encouraged as far as possible. At least 33% of nominated SHGs should be new SHGs.
- b. Product selection should be done carefully and product repetition among the groups should be avoided.
- c. A group of SHGs should be selected as backup, which can be replaced in case the selected SHG is not able to participate because of unavoidable circumstances.
- d. SRLMs should not send more SHGs than allocated numbers of stalls.
- e. SHGs should bring banners, flexi signs or other appropriate identifiers to be displayed prominently in their assigned stalls.

- f. SRLM should provide a banner displaying the process of making of the product being sold in the stall.
- g. Only two persons, i.e., one SHG member and one assistant will be allowed in a stall. Local hiring of the assistant is not allowed in any case. Any SHG doing so may be debarred from future participation in the events.
- h. SRLM must ensure that each selected participant should bring her original photo ID card, i.e., AADHAAR Card/Voter Card etc. and selection letter issued by the SRLM in the prescribed Performa for the SHGs (**Annexure III**). The selected participants should be physically and medically fit to participate in the event.
- i. The participants should also bring four passport size photographs for making identity cards, exhibition passes, etc., which will be mandatory for them to carry during the entire event. These will be made available to the participants on 5<sup>th</sup> September, 2025 at 11.00 AM at the venue.
- j. Sale of any prohibited items e.g.; animal skins, hair, conch shell, etc., which may attract penal action under the relevant laws is a strict no. An undertaking in this regard may also be given in the given format. (**Annexure-IV**).
- k. Use of plastic bags will be strictly prohibited in the event. Only environment friendly packaging material/ bags should be used during the event.
- l. SRLM should provide four leaf (white - customer, yellow - SHG, pink – CRP-EP and green – sales monitoring committee), printed bill book in the format given in **Annexure-V** to all SHG in sufficient number. SHG members should be trained for use of bill book and instructed strictly not to sell any product without bill.
- m. SRLM should ensure that SHGs should carry sufficient quantity of products to meet the demand during the entire event. It should also be ensured that product should be made by SHGs itself, if any market product found in the stall, the same will be removed immediately and a serious view will be taken.
- n. Transportation Costs/Stay Arrangements/Food of SHGs shall **not be** covered by MoRD. Transportation Cost for the articles to be displayed/ sold in the event shall also not to be covered by MoRD.
- o. SRLM need to make necessary arrangements for SHG members to encourage cashless transactions during the event.
- p. **All food items should have FSSAI certification.**
- q. SRLM should ensure that all products should be hygienically packed and carry a price tag.

4. An Official/Consultant/Programme Manager of appropriate seniority from the SRLMs, well-versed with the SHGs, their products and related matters, should be designated as “State Coordinator” by the State Government/SRLM and deputed from 4<sup>th</sup> to 23<sup>rd</sup> September, 2025 for the event. The designated State Coordinator will have the following duties/responsibilities:

- a. S/he should carry a “Letter of Authority (LoA)” to take all decisions on behalf of the State Government/SRLM and a valid official photo ID card.
- b. **S/he should report to NIRD&PR supporting team on 5<sup>th</sup> September, 2025 at 10.00 AM.**
- c. S/he will take over the charge of stalls allocated to her/his respective State and distribute among the SHGs as per the plan and proper scrutiny of the SHG documents.
- d. S/he will ensure all stalls are ready and well-presented before the beginning of the event.
- e. S/he must ensure that only genuine selected products should be sold at the stalls. Any irregularity in this regard should immediately bring to the notice of on duty officials of NIRD&PR and appropriate action should be taken in consultation.

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- f. S/he should ensure the safe stay arrangements and commutation from event venue and place of residence. The safety of SHG members will entirely be the responsibility of the State Coordinators. Any lapse in this will attract appropriate action to the State Coordinators.
- g. S/he should carry the details of products with specification(s) and its stock and submit it to the registration team. (Format as mentioned in **Annexure VI**)
- h. S/he should maintain the daily sale records and stock (in the format provided in (**Annexure VII**) of the SHG and report to authorized committee. S/he should ensure the availability of sufficient quantity of the products during the event.
- i. Absence from the event without written permission and providing substitute by the concerned SRLM will attract serious action against the State Coordinators.

5. You are advised to strictly follow all the instructions given above. Any violation of any of the above instructions from anyone will attract serious action against the concerned official/SHG member(s).

6. The details of designated State Coordinator including his/her designation, e-mail, mobile number etc. must be provided to the NIRD&PR at the e-mail address: **delhi-office@nirdpr.org.in**. Please confirm your participation in the event and send the necessary information/ copy of documents regarding the State Coordinator and the participating SHGs selected/ nominated by the SRLM, latest **by 20<sup>th</sup> August, 2025** positively. (For any clarification on any matter, you are advised to contact Sh Alok Jawahar, Under Secretary, MoRD( Mob : 9968220689) , Shri Chiranji Lal, Assistant Director & HoD, NIRD&PR, Delhi Branch (Mob: 9810368446, kataria.nird@gov.in) / Shri Sudhir Kumar Singh, Research Officer, NIRD&PR, Delhi Branch 9990201083, sudhirkumars.nird@gov.in).

*Encls: As above*

Yours faithfully,



(Dr. Molishree)

Director (Rural Livelihoods)

Email: [moli.shree@nic.in](mailto:moli.shree@nic.in)

Ph:011- 23438088 23461746

**Copy to for information to:**

1. DG (NIRDPR), NIRD Road, Rajendranagar Mandal, Hyderabad, Telangana with a request to deploy the officials of CMPRPED (Marketing Division) and other officials of NIRDPR Delhi Branch for various tasks related to SARAS Aajeevika Mela-2025.
2. CEO (DIC), Ministry of Rural Development with request for necessary online mela software support for making providing necessary software support for Melas.
3. PPS to JS (RL-II)/Director (RL), NDCC Building –II, MoRD, New Delhi

**Annexure I**

**Allocation of Stalls for 'SARAS AAJEEVIKA MELA-2025 to be held at Major Dhyan Chand National Stadium, Delhi , during 5th – 22nd September, 2025.**

S.No.	States/ UTs	Handloom	Handicraft	Natural Food Products	Total No. of Stalls Allocated
1.	Andhra Pradesh	5	3	2	10
2.	Bihar	5	3	2	10
3.	Chhattisgarh	3	2	1	6
4.	Goa	2	1	1	4
5.	Gujarat	4	2	2	8
6.	Haryana	5	1	1	7
7.	Himachal Pradesh	3	2	1	6
8.	Jharkhand	3	2	1	6
9.	Karnataka	3	2	1	6
10.	Kerala	2	2	2	6
11.	Madhya Pradesh	5	2	2	9
12.	Maharashtra	5	2	1	8
13.	Odisha	3	2	1	6
14.	Punjab	2	1	1	4
15.	Rajasthan	5	2	2	9
16.	Tamil Nadu	4	2	1	7
17.	Telangana	3	2	1	6
18.	Uttar Pradesh	6	2	2	10
19.	Uttarakhand	3	1	2	6
20.	West Bengal	6	3	1	10
<b>VIP Reference</b>					<b>3</b>
<b>FPOs</b>					<b>3</b>
<b>Total</b>		<b>77</b>	<b>39</b>	<b>28</b>	<b>150</b>

**North East State/Union Territory**

S.No,	State/UTs	Handloom	Handicraft	Natural Food Products	Total No. of Stalls Allocated
1.	Jammu & Kashmir	2	1	1	4
2.	Ladakh	1	0	1	2
3.	Arunachal Pradesh	1	1	0	2
4.	Assam	2	1	0	3
5.	Manipur	1	1	0	2
6.	Meghalaya	1	1	0	2
7.	Mizoram	1	1	0	2
8.	Nagaland	1	1	0	2
9.	Sikkim	1	1	1	3
10.	Tripura	0	1	0	1
11.	Puducherry	1	1	0	2
<b>Total</b>		<b>12</b>	<b>10</b>	<b>3</b>	<b>25</b>

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Annexure- II

Allocation of Live Food Stalls for 'SARAS AAJEEVIKA MELA-2025 to be held at Major Dhyan Chand National Stadium, Delhi during 5th – 22nd September, 2025.

Sl. No	States	Total No. of Stalls Allocated
1.	Arunachal Pradesh	1
2.	Assam	1
3.	Andhra Pradesh	1
4.	Bihar	1
5.	Chhattisgarh	1
6.	Goa	1
7.	Gujarat	1
8.	Haryana	1
9.	Himachal Pradesh	1
10.	Jharkhand	1
11.	Karnataka	1
12.	Kerala	1
13.	Maharashtra	1
14.	Madhya Pradesh	1
15.	Odisha	1
16.	Punjab	1
17.	Rajasthan	2
18.	Sikkim	1
19.	Tamil Nadu	1
20.	Telangana	1
21.	Uttarakhand	1
22.	Uttar Pradesh	1
23.	Jammu and Kashmir	1
24.	West Bengal	1
	TOTAL	25

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**Ministry of Rural Development**  
Government of India (RL Division)

**PROFORMA FOR PARTICIPATION IN SARAS AAJEEVIKA MELA-2025, MAJOR  
DHYAN CHAND NATIONAL STADIUM, DELHI**

(Recent passport size colour photograph of the member)

To be attested by the SMD/CEO

To,

The Centre for Marketing & Promotion  
of Rural Products & Entrepreneurship Development (CMPREPED),  
NIRD&PR, Delhi Branch,  
Core 4 B, UG Floor,  
India Habitat Centre,  
Lodhi Road, New Delhi – 110 003

Sir/Madam,

This is to certify that the following members of SHG whose photograph (s) has been attested is nominated by the State Government to display and sale of his/her/their products in the stall allotted to the State Government in SARAS AAJEEVIKA MELA-2025 during 5th – 22nd September, 2025 to be held at Major Dhyan Chand National Stadium, Delhi

Name of the participant	
Father's/Husband's name	
Complete Permanent Address (Village & Gram Panchayat, Block, District etc.)	
Contact Telephone No. or Mobile No.	
AADHAR Card No. /Voter ID No.	
PAN Card No.	
GST No. (if applicable)	
Name and address of SHG	
Year of formation of SHG	
NRLM SHG Code	
Nature of economic activity	
Saving Bank Account No. with name and branch of the Bank (copy of cancelled cheque)	
Product Brought (Brand Category)	
Dates of previous participation in SARAS Fair	

It is also certified that the member of SHG will be assisted by the following person whose relationship with the member of the SHG has been certified by the SHG in accordance with the instructions marked as (\*). His/her details are given below:

(Recent Colour Photograph of the Assistant)

To be attested by the SMD/CEO

Name of the associate assisting the member of the SHG	
Father's / Husband's Name	
Complete Permanent Address	
Relationship with the member of the SHG	
AADHAR Card No.	
Contact Telephone No. or Mobile No.	

Signature / Thumb Impression  
Of the participant

Verified & forwarded by  
SMD/CEO of the

SRLM

**(\* Instructions:**

- I. The person who would assist the SHG member during his/her participation in **“SARAS AAJEEVIKA MELA-2025”** during 5th – 22nd September, 2025 **to be held at Major Dhyan Chand National Stadium, Delhi** shall be certified by the SHG member as being his / her spouse, son, daughter, relative or in all entirely resident of his / her native place.
- II. Two passport size photographs of all the SHG members/associate duly certified may be attached.
- III. Two additional passport size photographs of the member of the SHG may be attached.
- IV. Attested photo copy of Photo ID i.e. AADHAR Card/Election Card etc. for residence proof should be kept readily available with the member of SHG for registration and other formalities to complete.
- V. The association and presence of the State Coordinator is mandatory during the period of the fair, falling which none of the participating SHG will be entertained.

UNDERTAKING

Date:

I/We hereby understand that the following animal/ plant phyla are prohibited & banned for selling / displayed in the **SARAS AAJEEVIKA MELA-2025**” during 5th – 22nd September, 2025 to be held at **Major Dhyan Chand National Stadium, Delhi** .

- Plant products/ derivatives as included in schedule VI of Wildlife (Protection) Act 1972.
- Molluscan shells/ derivatives/ handicraft item as included in schedule I & IV of wild life (Protection) Act 1972.
- Coelenterates as included in Schedule I of Wildlife (Protection) Act 1972.
- Fishes as included in schedule I of Wildlife (Protection) Act 1972.
- Any wild animal & its derivatives.

In view of above I/We hereby undertake that the above mentioned prohibited items/ products etc. Shall not be displayed/ sold during the tenure of SARAS AAJEEVIKA MELA-2025 in my Stall, Failure to comply with the above. I/We may be held responsible and action as deemed fit under the provisions of Wildlife (Protection) Act, 1972 may be taken against me/us. I/We have also read carefully the advisory No. 02/2013 issued by the appropriate authority (WCCB, New Delhi) in this context.

Signature.....

Name.....

Designation.....

Hanger No.....

# Sample Invoice

Annexure V

To:  
Client Name  
Address:

SHG Name  
Address  
State:  
PIN:  
GST/Temp GST  
Registration No: (If Applicable)

Invoice Number	Invoice Date	0	
		Online	offline
Sample Item 1	Rs. 100/-	1.00	Rs. 100/-
Sample Item 2	Rs. 50/-	2.00	Rs. 100/-
Sample Item 3	Rs. 20/-	3.00	Rs. 60/-

**Gross**  
**Total** 260/-

(Rs. Two hundred sixty only)

Signature

**Annexure VI**

**Product Specification (sample copy)**

1. Name of the SHG:
2. Name of the State:
3. Name of the State Coordinator:

SN	Name of the product	Product specification			Total Stock	Rate/ Unit
		Dimension	Colour	Story		
1						
2						

**Signature of the State Coordinator**

Date:  
Time:

**Annexure VII**

**Stock Register (sample copy)**

1. Date:
2. Name of the SHG:
3. Name of the State:
4. Stall no:
5. Name of the State Coordinator:

SN	Name of the product	Stock (in appropriate units)			Quantity sold (in appropriate units)	Rate/ Unit	Total Sale	Closing balance
		Opening	Add on	Total				
1	Bedsheet	110 nos	0	110	10	100	1000	100
2	Rice	1000 kg	0	1000				

Signature of SHG Member

Signature of the State Coordinator

Date :

Time: