

3. SARAS Aajeevika Mela

Prelims: Governance

Mains: GS-II- Government policies and interventions for development in various sectors and issues arising out of their design and Implementation.

Why in News?

- ▶▶ Union Minister of State for Rural Development inaugurated SARAS Aajeevika Mela.

Highlights:

- ▶▶ SARAS Aajeevika Mela is an initiative by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) and Ministry of Rural Development (MoRD).
- ▶▶ The objective of this initiative is to bring the rural women Self Help Groups (SHGs) formed with the support of DAY-NRLM, under one platform to showcase their skills, sell their products and help them build linkages with bulk buyers.
- ▶▶ Through participation in SARAS Aajeevika Mela, these rural SHG women get vital national level exposure to understand the demand and taste of urban customers.
- ▶▶ The Mela is organised by the marketing arm of the Ministry, Council for Advancement of People's Action and Rural Technology (CAPART).
- ▶▶ Workshops for the rural SHG women would be conducted during the Mela, which will help them to enhance their knowledge and sharpen their skills in bookkeeping and GST, product design, packaging, marketing/e-marketing, communication skills etc.