Dear Sir/Madam,

Please refer to my earlier letter dated 10th May, 2017 regarding finalisation of the Annual Calendar of regional SARAS Fairs during 2017-18. This Ministry has been trying to provide additional avenues to the rural artisans/SHGs for marketing their produce in the urban markets. “SARAS” fairs were launched in the States to provide such markets at the State level. This has now become a popular brand. In order to further expand the marketing avenues for the rural artisans/SHGs, it is proposed to double the number of SARAS fairs in each state from the current financial year. The Ministry now proposes to fund two SARAS fairs in each state with the same funding pattern. Therefore, the states may indicate two venues for organising two SARAS Fairs on two different dates so that more number of rural artisans may get an opportunity to market their products.

2. If your State is willing to organise additional SARAS Fair for the year 2017-18, tentative dates of a duration of 12-15 days each along with tentative budgets to hold two SARAS Fairs may be sent to this Ministry by 15th June, 2017 to enable the Ministry to finalise the annual calendar for regional SARAS Fairs during 2017-18.

With regards,

Yours sincerely,

(Atal Dulloo)

To
The Principal Secretary/Secretary
Rural Development Department
All States/UT's

Copy to :- State Mission Director/CEO, SRLM of the all State