

Government of Maharashtra
Rural Development Department
Maharashtra State Rural Livelihoods Mission

MSRLM/LH-NF No. 2024/2024
5 floor, CIDCO Bhavan, South wing
CBD Belapur, Navi Mumbai - 400 614.
Date 27/09/2024

To

The Principal Secretary/ Secretary/Commissioner/Director
Rural Development and Panchayat Raj Department, & The Mission Director, State Rural Livelihoods Missions Assam/ Bihar/ Chhattisgarh/ Goa/ Haryana/ Himachal Pradesh/ Jharkhand/ Karnataka/ Kerala/ Madhya Pradesh/ Meghalaya/ Manipur/ Orissa/ Punjab/ Rajasthan/ Sikkim/ Tripura/ Tamil Nadu/ Uttar Pradesh/ Uttarakhand/ Arunachal Pradesh/ West Bengal/ Chandigarh/ Gujarat/ Pondicherry/ Jammu & Kashmir/ Andhra Pradesh/ Daman Diu/ Andaman & Nicobar/ Dadra Nagar Haveli/ Lakshadweep/ Nagaland/ Mizoram/ Telengana.

Sub: - Request for online registration of SHGs to participate in Mahalaxmi SARAS Fair 2024-25 being held at CIDCO Exhibition & Convention Centre, Vashi, Navi Mumbai from 17/10/2024 to 27/10/2024 regarding.....

Respected Sir/Madam,

1. We are glad to inform you that UMED, Maharashtra State Rural Livelihoods Mission (MSRLM) is organizing Mahalaxmi SARAS Fair 2024-25 from 17/10/2024 to 27/10/2024 at CIDCO Exhibition & Convention Centre, Vashi, Navi Mumbai - 400 703.
2. 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 01/10/2024 to 11/10/2024. The all 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.
3. Participating SHGs shall be allocated free stalls state-wise as per **Annexure-I**. It is mandatory for SHGs to have NIC code. You are hereby requested to share the list of your SHGs to UMED - MSRLM by **11/10/2024** as per format provided in **Annexure-II**.
4. As per guidelines of MoRD, traders are strictly not allowed to participate under Mahalaxmi Saras Fair 2023-24. **Annexure-III** shall be generated during online registration and signature of the competent authority is mandatory. This document shall be the gate pass for the event. Further prohibited items like skin, hair, conch shell etc. will not be allowed to exhibit and sell.
5. The participants should bring sufficient amount of their stock so as to last till the end of the fair. The concerned SRLM should ensure that all products should be hygienically packed and carry a price tag.
6. Please do not depute SHGs more than the stalls allotted to your state.
7. Please note, the participants of Mahalaxmi Saras Fair 2024-25 must be compulsorily women member of SHGs and no private/men participant shall be allowed to participate. Maximum 2 participants per stall/SHG will be allowed to participate. Nominated members must provide consent of respective SHG, Village Organization and Cluster Level Federation.

8. Plastic bag/packets will not be allowed. Only bio-degradable and eco-friendly materials like juth, paper, cloth bag etc. will be allowed to use.
9. Accommodation and local transportation for participants/officials/state coordinator shall be provided by Umed-MSRLM.
10. State should ensure that SHGs producing only quality products are selected to participate in Mahalaxmi Saras Fair 2023-24. **The best & famous products of your states may only be selected for this fair.**
11. SHGs operating/running live food stalls should bring their own utensils as per their requirement. PNG and gas stove shall be supplied by us.
12. The details of designated state co-ordinator including his/her designations, email, mobile-no etc. must be provided to this office at livelihoods@umed.in. **Please confirm your participation in the event and send the necessary information regarding state co-ordinator and participating SHGs latest by 11/10/2024 positively for making necessary arrangements of our level.**
13. Other information terms & conditions shall be as per **Annexure IV.**

We would like to request you to kindly take necessary steps immediately for participating in the said event and to send confirmation as early as possible to enable us to organize the event smoothly. We look forward to welcome the SHGs / artisans from your state with **quality products** to Mumbai, the financial capital of India.

In case of any query as regards to online registration please contact Mr Sameer Pathan (Mission Manager)-022-2756-2552/54 or +91 9420441531/+91 9321497939 & Email Id: livelihoods@umed.in.

Enclosure: 4 as above

Your Sincerely,



Chief Executive Officer
Maharashtra State Rural Livelihoods Mission

Copy submitted to:-

1. Hon'ble Principal Secretary, Department of Rural Development, Bandhkam Bhavan, Fort, Mumbai.
2. Hon'ble Secretary, Ministry of Rural Development, Department of Rural Development, Government of India, 6th Floor, Samrat Hotel, New Delhi 110014.
3. Hon'ble Director (RL), Ministry of Rural Development, Dept of Rural Development 6th floor, Samrat Hotel, Kautilya Marg, New Delhi 110001.

Annexure- I

OTHER STATE STALL ALLOTMENT FOR MAHALAXMI SARAS Fair 2024-25 MAHARASHTRA				
Sr.No	Name of the State	NO OF STALL	REGULAR STALL	FOOD STALL
1	Andhra Pradesh	5	4	1
2	Telangana	4	4	0
3	Kerala	5	4	1
4	Karnataka	7	7	0
5	Jammu & Kashmir	4	4	0
6	Tamil Nadu	6	6	0
7	Punjab	3	2	1
8	West Bengal	7	6	1
9	Uttar Pradesh	8	7	1
10	Madhya Pradesh	8	7	1
11	Bihar	4	4	0
12	Gujarat	8	7	1
13	Assam	7	7	0
14	Orissa	4	4	0
15	Uttarakhand	6	6	0
16	Goa	5	4	1
17	Himachal Pradesh	2	2	0
18	Jharkhand	3	3	0
19	Chhattisgarh	5	5	0
20	Rajasthan	5	4	1
21	Pondicherry	1	1	0
22	Sikkim	2	2	0
23	Haryana	2	2	0
24	Nagaland	2	2	0
25	Tripura	2	2	0
26	DADRA Nagar Haveli	1	1	0
27	Arunachal Pradesh	2	2	0
28	Mizoram	1	1	0
29	Manipur	1	1	0
30	Meghalaya	1	1	0
31	Lakshadweep	1	1	0
32	Chandigarh	1	1	0
33	Daman & Diu	1	1	0
34	Andaman & Nicobar	1	1	0
Total		125	116	9

Annexure-III

To,
Chief Executive Officer
Maharashtra State Rural Livelihoods Mission
5th Floor, CIDCO Bhavan, (South Wing)
C.B.D. Belapur, Navi Mumbai- 400614

Space for latest
photograph to
be pasted and
attested

Sir/Madam,

This is to certify that the following member of Self Help Group whose photograph stands attested is a beneficiary of ----- SRLM and is invited in Maharashtra SARAS Fair 2024-25. Kindly arrange to accommodate him/her in the **SARAS 2024-25** to be held from 17/10/2024 to 27/10/2024 at CIDCO Exhibition & Convention Centre, Vashi, Navi Mumbai - **400 703**.

Name of Self Help Group	
Name of the participant	
Father's/Husband's name	
Village and Gram Panchayat	
Block/District	
NRLM Portal No of SHG	
Name of Village Organization (if any)	
Tel. no/Fax no. of the sponsoring authority	
Year of start/revive of business	
Products brought for display in SARAS (Board category)	
Whether participated in earlier Trade Fair/Exhibition organized by MoRD (Yes/No)	
If yes, number of times	

Signature/ (Thumb) impression of Participant

Signature of Sponsoring Officer with office Seal & date

