



From:

Joint Development Commissioner cum CEO Aajeevika (PSRLM)
Government of Punjab
Deptt. of Rural Development and Panchayats
Sector-62, Vikas Bhawan, SAS Nagar (Mohali).

To,

Principal Secretaries/Development Commissioners,
Secretaries Incharge/ CEOs Aajeevika
Department of Rural Development and Panchayats,
All States/UTs of India.

Memo No. SRLM/SARAS-2025/.....1525 Dated ..18/2/2025

Subject: PARTICIPATION IN AAJEEVIKA SARAS FAIR, Amritsar 2025 PUNJAB FROM 14.03.2025 to 23.03.2025.

Department of Rural Development & Panchayats, Government of Punjab in collaboration with the Ministry of Rural Development, Government of India New Delhi is organizing Aajeevika Saras Mela of Punjab from 14.03.2025 to 23.03.2025 in the **Dussehra Ground, Ranjit Avenue, Amritsar (PUNJAB)**. In order to make the event successful, it is requested that the beneficiaries of the NRLM may be sponsored in the enclosed format to participate and sell their products at 'AAJEEVIKA SARAS FAIR 2025' at Amritsar. Each State will be allotted stalls as per enclosed format (**Annexure -A**). This event provides an opportunity for showcasing and sale of products produced by Rural SHG Women.

You are invited to send your selected members in attached format Annexure - B, latest by 28.02.2025. Please refer to the instructions as per Annexure - 'C'. Copy of this may also be sent to the ADC Rural Development-cum-District Mission Director, Aajeevika, Amritsar. Office **email: sarasamritsar2025@gmail.com** In case of any query, contact details are mentioned below:

Sr No	Name	Designation	Mob No	Email
1	Smt. Ramanpreet Kaur	State Coordinator - SARAS, PUNJAB	9905300057	sarasamritsar2025@gmail.com
2	Smt. Gurpreet Kaur	DPM - Amritsar	9417232131	
3	Smt. Amika Verma	Project Executive-FI	9988267725	

Looking forward to your active support in this endeavor.

(Shena Aggarwal, IAS)
Joint Development Commissioner -cum-
CEO, PSRLM
Government of Punjab

Endst. No.: SRLM/SARAS-2025/ 1526 - 29
A copy is forwarded to:

Dated ..18/2/2025

1. The Director (Marketing) Ministry of Rural Development, Department of Rural Development, 7th Floor, NDCC Building-II, Jai Singh Road, New Delhi.
 2. Financial Commissioner, Department of Rural Development & Panchayats, Govt. of Punjab.
 3. Deputy Commissioner, Amritsar.
 4. Additional Deputy Commissioner (Rural Dev.) cum-District Mission Director, AAJEEVIKA, Amritsar for information and necessary action please.
- All ADC (RD), Punjab.

(Shena Aggarwal, IAS)
Joint Development Commissioner -cum-
CEO, PSRLM
Government of Punjab

Annexure -A		
Allocation of stalls for SARAS Amritsar PUNJAB		
Sr.no	Name of State	No. of Stalls
1	PUNJAB SATAE	100
2	Andaman Nicobar	2
3	ANDHRA PRADESH	2
4	ARUNACHAL PRADESH	2
5	ASSAM	4
6	BIHAR	2
7	CHHATTISGARH	2
8	Dadranagar Haveli	2
9	Daman Diu	2
10	GOA	2
11	GUJARAT	2
12	HIMACHAL PRADESH	3
13	HARYANA	3
14	JAMMU & KASHMIR	3
15	JHARKHAND	2
16	KARNATAKA	2
17	KERALA	2
18	Lakshwadweep	2
19	MADHYA PRADESH	2
20	MAHARASHTRA	3
21	MANIPUR	2
22	MEGHALAYA	2
23	MIZORAM	2
24	NAGALAND	2
25	ORISSA	2
26	PUDDUCHERRY	2
27	RAJASTHAN	3
28	SIKKIM	2
29	TAMIL NADU	2
30	TELANGANA	2
31	TRIPURA	2
32	UTTAR PRADESH	3
33	UTTRAKHAND	2
34	WEST BENGAL	2
	TOTAL	174

(On letterhead of SRLM)

PROFORMA FOR PARTICIPATION IN SARAS MELA – 2025 Amritsar Punjab**Dated 14.03.2025 to 23.03.2025**

To,

The State Mission Director,
Punjab State Rural Livelihoods Mission
O/o Joint Development Commissioner,
4th Floor, Vikas Bhawan, Sector -62,
S.A.S Nagar

Sir/Madam,

This to certify that following SHG whose photographs has been attested is/are nominated by this office to display and sale of his/her/ their products in the stall allotted to him/her in Aajeevika SARAS Fair Amritsar to be held from 14.03.2025 to 23.03.2025

Name of the Participant (SHG Member)	
Father's/Husband's Name	
Village & Gram Panchayat,	
District / Block	
Contact Telephone No. or Mobile No.	
AADHAR Card No.	
BPL No. (if any)	
Name and address of SHG	
SHG ID	
Year of formation of SHG	
Nature of economic activity	
Saving Bank Account No. with name, IFSC and branch of the Bank	
Amount of Loan received	
Products Brought for SARAS (Brand Category)	
Value of Products	
Dates of previous participation in SARAS Fair	
If yes, mention how many times	

Signature /Thumb impression
Of the participant

Verified by
Competent Authority of
SRLM with designation and seal

Cont.

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 them in accordance with the instructions (*). His/Her details are given below:



(To be attested by SRLM)

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	
BPL number, if any	
AADHAR Card No.	
Contact Telephone No. or Mobile No.	

Signature/Thumb Impression
Of the participant

Verified by
Competent Authority of
SRLM with designation and seal

***Instructions:**

- I. The person who would assist the SHG member during his/her participation at SARAS Mela, 2024 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 the associate duly certified may be attached.
- III. Two additional passport size photographs of the members of the SHG may be attached.
- IV. This form to be got in original along with gate pass generated by MIS.
- V. Attested photo copy of Photo ID i.e. AADHAR Card/Voter ID Card etc, for residence proof should be kept readily available with the member of SHG for registration and other formalities to be done.

The instructions regarding the participation of Self Help Groups in the Mela are as follows:-

1. **Authentication and Documentation:**
 - a. SHGs should have an authenticated letter from the CEO of the State Rural Livelihood Mission (SRLM) and a completed Proforma for Participation (including a passport photo) attested.
 - b. Members and helpers from the SHG should carry their Aadhaar card, voter card, or other identification while participating in the fair.
2. **Photographs:**
 - a. Each participating member and helper should bring four photographs.
3. **Goods Availability of stock:**
 - a. Participating SHGs must ensure they have an adequate supply of goods to sell during the fair.
4. **Banner Display:**
 - a. SHGs should prominently display a banner provided by SRLM at their stall. The banner should include the SHG's name, village, block, and district.
5. **Plastic Bag Ban:**
 - a. There is a complete ban on the use of plastic bags when providing goods to customers.
6. **Food Safety Certification:**
 - a. Food-related items should have certification from the Food Safety and Standards Authority of India (FSSAI).
7. **Digital Payment Options:**
 - a. SHGs should have a UPI digital payment option available, along with a printed QR Code.
8. **Packaging and Labelling:**
 - a. Packaging and labelling for SHG products should clearly indicate the group's name, village, block, district, and the PSRLM.
9. **Helpers and Participants:**
 - a. Helpers should preferably be from the SHG or be relatives of SHG members.
 - b. A maximum of two members (including helpers) can participate in one stall.
10. **Bank Details:**
 - a. SHGs should carry information about their bank, including branch name, IFSC code, and a copy of their passbook.
11. **Bill Books:**
 - a. Each SHG should have its own four-leaf bill book, indicating the group's name, village, block, and district.

ਸਵੈ ਸਹਾਇਤਾ ਸਮੂਹਾਂ ਵੱਲੋਂ ਮੇਲੇ ਵਿੱਚ ਭਾਗ ਲੈਣ ਸਬੰਧੀ ਹਦਾਇਤਾਂ ਹੇਠ ਲਿਖੇ ਅਨੁਸਾਰ ਹਨ:-

1. ਸਾਰਸ ਮੇਲੇ ਵਿੱਚ ਭਾਗ ਲੈਣ ਸਮੇਂ ਸਵੈ ਸਹਾਇਤਾ ਸਮੂਹ ਕੋਲ ਏ.ਡੀ.ਸੀ (ਆਰ.ਡੀ) ਵੱਲੋਂ ਪੱਤਰ ਅਤੇ Proforma for Participation (ਸਮੇਤ ਪਾਰਸਪੈਰਟ ਫੋਟੋ) ਤਸਦੀਕਸ਼ੁਦਾ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ।
2. ਸਵੈ ਸਹਾਇਤਾ ਸਮੂਹ ਵੱਲੋਂ ਮੇਲੇ ਵਿੱਚ ਭਾਗ ਲੈਣ ਸਮੇਂ ਮੈਂਬਰ ਅਤੇ ਹੈਲਪਰ ਦਾ ਅਧਾਰ ਕਾਰਡ/ਵੋਟਰ ਕਾਰਡ ਆਦਿ ਲੈ ਕੇ ਆਉਣ।
3. ਸਵੈ ਸਹਾਇਤਾ ਸਮੂਹ ਵੱਲੋਂ ਭਾਗ ਲੈਣ ਵਾਲੇ ਮੈਂਬਰ ਅਤੇ ਹੈਲਪਰ ਦੀਆਂ 4-4 ਫੋਟੋਆਂ ਨਾਲ ਲੈ ਕੇ ਆਉਣ।
4. ਭਾਗ ਲੈਣ ਵਾਲੇ ਸਵੈ ਸਹਾਇਤਾ ਸਮੂਹ ਕੋਲ ਮੇਲੇ ਦੌਰਾਨ ਵੇਚਣ ਵਾਲੇ ਸਮਾਨ ਦੀ ਘਾਟ ਨਹੀਂ ਹੋਣੀ ਚਾਹੀਦੀ।
5. ਭਾਗ ਲੈਣ ਵਾਲੇ ਗਰੁੱਪ ਵੱਲੋਂ ਸਟਾਲ ਤੇ ਲਗਾਉਣ ਲਈ ਪੀ.ਐਸ.ਆਰ.ਐਲ.ਐਮ ਦਾ ਵਧੀਆ ਬੈਨਰ ਜਿਸ ਉੱਤੇ ਗਰੁੱਪ ਦਾ ਨਾਮ, ਪਿੰਡ ਦਾ ਨਾਮ, ਬਲਾਕ ਦਾ ਨਾਮ ਅਤੇ ਜਿਲ੍ਹੇ ਦਾ ਨਾਮ ਦਰਸਾਇਆ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ।
6. ਐਸ.ਐਚ.ਜੀ ਵੱਲੋਂ ਗ੍ਰਾਹਕ ਨੂੰ ਸਮਾਨ ਦੇਣ ਸਮੇਂ ਪਲਾਸਟਿਕ ਬੈਗ ਦੀ ਵਰਤੋਂ ਤੇ ਪੂਰਨ ਪਾਬੰਦੀ ਹੋਵੇਗੀ।
7. ਖਾਣ-ਪੀਣ ਨਾਲ ਸਬੰਧਤ ਵਸਤੂਆਂ FSSAI ਤੇ ਪ੍ਰਮਾਣੀਕਰਨ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ।
8. ਐਸ.ਐਚ.ਜੀ ਕੋਲ UPI ਡਿਜੀਟਲ ਭੁਗਤਾਨ ਦੇ ਵਿਕਲਪ ਸਮੇਤ QR Code ਦਾ ਪਿੰਟ ਆਦਿ ਹੋਣੇ ਚਾਹੀਦੇ ਹਨ।
9. ਹਰ ਐਸ.ਐਚ.ਜੀ ਦੀ ਪੈਕੇਜਿੰਗ ਅਤੇ ਲੇਬਲਿੰਗ ਉੱਪਰ ਗਰੁੱਪ ਦਾ ਨਾਮ, ਪਿੰਡ ਦਾ ਨਾਮ, ਬਲਾਕ ਦਾ ਨਾਮ ਅਤੇ ਜਿਲ੍ਹੇ ਦਾ ਨਾਮ ਅਤੇ ਪੀ.ਐਸ.ਆਰ.ਐਲ.ਐਮ ਦਾ ਨਾਮ ਦਰਸਾਇਆ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ।
10. ਤਰਜੀਹੀ ਤੌਰ ਤੇ ਐਸ.ਐਚ.ਜੀ ਦਾ ਹੈਲਪਰ ਗਰੁੱਪ ਵਿੱਚੋਂ ਜਾਂ ਐਸ.ਐਚ.ਜੀ ਮੈਂਬਰ ਦਾ/ਦੀ ਰਿਸ਼ਤੇਦਾਰੀ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ।
11. ਇੱਕ ਸਟਾਲ ਤੇ ਵੱਧ ਤੋਂ ਵੱਧ 2 ਮੈਂਬਰ (ਸਮੇਤ ਹੈਲਪਰ) ਹੀ ਭਾਗ ਲੈ ਸਕਦੇ ਹਨ।
12. ਹਰ ਗਰੁੱਪ ਦਾ ਮੈਂਬਰ ਅਤੇ ਹੈਲਪਰ ਆਪਣੇ ਨਾਲ ਬੈਂਕ, ਬਰਾਂਚ ਦਾ ਨਾਮ, IFSC ਕੋਡ (ਸਮੇਤ ਪਾਸ ਬੁੱਕ ਦੀ ਕਾਪੀ) ਨਾਲ ਲੈ ਕੇ ਆਉਣਾ ਯਕੀਨੀ ਬਣਾਉਣ।
13. ਹਰ ਗਰੁੱਪ ਕੋਲ ਉਚਿਤ ਮਾਤਰਾ ਵਿੱਚ ਆਪਣੀ 2 ਲੀਟਰ ਬਿੱਲ ਬੁੱਕ (ਜਿਸ ਵਿੱਚ ਗਰੁੱਪ ਦਾ ਨਾਮ, ਪਿੰਡ ਦਾ ਨਾਮ, ਬਲਾਕ ਦਾ ਨਾਮ ਅਤੇ ਜਿਲ੍ਹੇ ਦਾ ਨਾਮ ਦਰਸਾਇਆ ਹੋਵੇ) ਹੋਵੇ।
14. ਹਰ ਜਿਲ੍ਹਾ ਸੈਲਫ ਹੈਲਪ ਗਰੁੱਪ ਦੇ ਮੈਂਬਰਾਂ ਨੂੰ ਸਾਰਸ ਮੇਲੇ ਵਿੱਚ ਸੁਰੱਖਿਅਤ ਛੱਡ ਕੇ ਆਉਣ ਅਤੇ ਸੁਰੱਖਿਅਤ ਲੈ ਕੇ ਆਉਣ ਲਈ ਇੱਕ ਕਰਮਚਾਰੀ ਦੀ ਡਿਊਟੀ ਲਗਾਏਗਾ।
15. ਜਿਲ੍ਹਾ ਲੁਧਿਆਣਾ ਵੱਲੋਂ 15 ਸਟਾਲਾਂ ਉੱਪਰ ਇੱਕ ਕਾਡਰ ਨੂੰ ਲਗਾਉਣਾ ਯਕੀਨੀ ਬਣਾਉਣਗੇ, ਜੋ ਕਿ ਹਰ 3 ਘੰਟੇ ਬਾਅਦ ਸੇਲ ਦਾ ਰਿਕਾਰਡ, ਸਟਾਕ ਦਾ ਰਿਕਾਰਡ ਮੈਨਟੇਨ ਕਰਨਗੇ ਅਤੇ ਸਬੰਧਤ ਐਸ.ਐਚ.ਜੀ ਮੈਂਬਰਾਂ ਨੂੰ ਸਹਿਯੋਗ ਕਰਨਗੇ।