



Govt. of Karnataka
Office of the Mission Director, National Livelihood Mission
Skill Development, Entrepreneurship and Livelihood Dept.,

No. No.KSRLPS/LH-NF/ 29 /2024-25

Date:11.02.2025

To,

The CEOs/SMDs,
SRLMs, All States & UTs

Sir/Madam,

Sub: Sanjeevini - Karnataka State Rural Livelihood Promotion Society- Invitation to attend "National SARAS Fair-2024-25" from 20th February to 2nd March, (Tentatively*) 2025- Reg.

With reference to the above cited subject, I am writing to inform you that the National SARAS Fair, an initiative by National Livelihood Mission is scheduled to be held (**Tentatively***) from **20th February to 2nd March, 2025 at Nutan Vidyalaya Ground, Kalaburgi**. This event is a unique platform that empowers poor women who are registered under the Mission (Rural & Urban – Self Help Groups) by providing them with the opportunities to display, market and sell their handmade products including Handloom, Handicraft and Food Products. Self-Help Groups through their determination, hardwork and entrepreneurial spirit have produced a variety of products including GI tagged products.

The National SARAS event aims to bridge the gap between rural artisans / entrepreneurs and urban markets, while also promoting sustainability and self-reliance among women entrepreneurs.

Sanjeevini -KSRLPS is organising the SARAS Mela having around 250 stalls. We would like to invite the Women Entrepreneurs from all over India (who are part of SHGs under NRLM) for the Fair to exhibit and sell their products. You are requested to do the needful to disseminate this information to eligible SHGs and nominate genuine rural Women Entrepreneurs from your States/UT to participate in this fair, duly authorized by SRLM officials concerned. (Approximate allocation of stalls is enclosed in Annexure –I and Annexure –II)

***Dates will be confirmed before 15th February, 2025**

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 & their details in the Mela Portal (<http://nrlm.gov.in>) from 12.02.2025 to 18.02.2025. and further confirm the participation by filling the details in the prescribed format attached as Annexure III latest by 19th February, 2025 & send to amd.nlmsanjeevini@gmail.com and nonfarm.ksrlps@gmail.com. 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 fill all details in the Mela Portal. Accommodation and local transportation for participants/officials/state coordinator shall be provided by –Karnataka-SRLM.

For more information state may communicate with the following officials:

No.	Activity	Name	Designation	Contact
1	Non-farm	Dr.Shankar.G. Hoskeri	SPM	9900467070
		Smt.Sunanda	SPM	9901758493
		Mr. Bhaskara T C	ASPM	9741011112
		Ms.Aishwarya Chikrannavar	YP	9148121386
		Preetham C G	YP	9742079246
		Yallappa Talawar	YP	6360026204

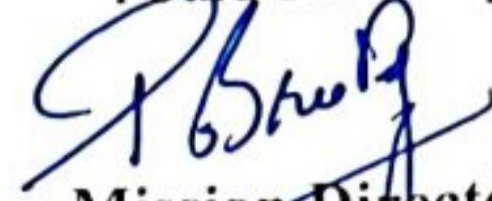
You are also requested to follow the below mentioned Guidelines:

1. The participants should reach the venue within 4 pm of 20th February, 2025 and report to the Registration committee.
2. The participants should bring TWO passport sized Photographs for ID Card purpose. Each participant should also carry a Original photo ID card (Aadhar/Election ID)
3. Please note, the participants of Karnataka SARAS mela 2024-25 must be compulsorily women member of SHGs and no private/male participant shall be allowed to participate. Male candidates are not allowed to be present in the stall.
4. Maximum 2 participants per stall from each SHG will be allowed to participate. Nominated members must provide consent of respective SHG, village organization, and Cluster level Federation.
5. SRLMs should encourage the SHGs with Unique Products such as GI Products, ODOP Products, and Incubation Enterprises.

6. Each Participant should bring her selection letter issued by the SRLM in the prescribed format for the SHGs (Annexure III)
7. SRLM should not send more SHGs than allocated number of stalls.
8. Use of plastic bags is prohibited during the event. SHGs should bring Cotton bags/Cloth bags for customer services.
9. Accommodation and local transportation for participants/officials/state coordinator shall be provided by Karnataka-SRLM
10. For Live Food Court stalls, States have to share their Menu along with the utensils and vessels requirement well in advance for make the necessary arrangements. As per Annexure IV LPG cylinder and utensils will be available on nominal rentals basis. Only authentic/regional food will be allowed. Up to 5 SHG members can be nominated for each stall of live food court.
11. SHG members should use Bill Books and should be instructed not to sell any product without bill. One copy of the bill should be submitted to KSRLPS on a daily basis for reporting of sales to MoRD.
12. SRLM should ensure that SHGs carry sufficient quantity of products manufactured by them to meet the demand during the entire event.
13. SRLMs shall encourage the SHGs to follow cashless transactions. Phone pay/G pay or any other online mode of payments. QR codes should be linked with the women SHG member's Bank accounts only and not any other person.
14. All food items should have FSSAI certification.
15. Travelling charges to the state should be bearded by Respective SRLMs.
16. As per guidelines of MoRD, traders are strictly not allowed to participate under Karnataka SARAS Fair 2024-25. Annexure-III have to be signature of the component authority is mandatory. This document shall be the gate pass for the event.
17. Further prohibited items like skin, hair, conch shell etc. will not be allowed to exhibit and sell
18. The Participants should bring sufficient amount of their stock so as to last the end of the fair. The concerned SRLM should ensure that all products should be hygienically packed and carry a price tag
19. Male assistants accompanying female SHG member should make their own accommodation arrangements at their own cost.

You may note that the SARAS Venue – “Nuthana Vidhyalaya Maidan, Kalaburgi is 2.1 km away from Kalaburgi Railway Station and 1.7 km away from Kalaburgi Bus Station which are well connected with rest of the country via network of trains/bus. Kalaburgi Airport has air connectivity with major cities, Which is 14.5 km away from the venue.

Yours sincerely,



Mission Director,
National Livelihood Mission
Karnataka

Copy to:

1. Additional Secretary, (RL-I)-Ministry of Rural Development, NDCC Building, New Delhi Govt of India
2. The Joint Secretary, RL-II- Ministry of Rural Development, NDCC Building, New Delhi
3. Director RL- MoRD, Ministry of Rural Development, NDCC Building, New Delhi Govt of India
4. Under Secretary- RL- MoRD, Ministry of Rural Development, NDCC Building, New Delhi Govt of India
5. Additional Mission Director-National Livelihood Mission-Karnataka
6. Chief Operating Officer (Ops)-Karnataka

No.4, Mysugar Bldg., Opp. Ravindra Kalakshetra, near Town Hall, JC Road, Bengaluru-560 002.
Ph: 080-2954 0333/080-2559 9991 e-mail: nrlmkarnataka@gmail.com / daynulmkar@gmail.com

Annexure-I

Sl No	State/UT	No. of Stall allocated	Handicraft	Handloom	Natural Food (Processed Food)
1	Andhra Pradesh	4	1	2	1
2	Arunachal Pradesh	2	1	1	0
3	Assam	2	1	1	0
4	Bihar	4	1	2	1
5	Chattisgarh	2	1	0	1
6	Goa	4	1	2	1
7	Gujarat	3	1	1	1
8	Haryana	3	1	1	0
9	Himachal Pradesh	2	1	1	1
10	Jharkhand	3	1	1	1
11	Kerala	4	2	1	1
12	Madhya Pradesh	4	2	1	1
13	Maharashtra	4	1	2	1
14	Manipur	2	1	1	0
15	Meghalaya	2	1	0	1
16	Mizoram	2	1	0	1
17	Nagaland	2	1	1	0
18	Odisha	2	1	1	1
19	Punjab	3	1	1	1
20	Rajasthan	4	1	2	1
21	Sikkim	2	1	0	1
22	Tamil Nadu	4	1	2	1
23	Telangana	4	1	2	1
24	Tripura	2	1	1	0
25	Uttar Pradesh	4	2	1	1
26	Uttarakhand	2	1	1	0
27	West Bengal	3	1	1	1
28	Pondicherry	2	1	1	0
29	Jammu and Kashmir	2	1	1	0
30	Ladakh	2	1	1	0
31	Lakshadweep	2	1	1	0
32	Andaman and Nicobar Islands	2	1	1	0
Total		90	35	35	20

**Annexure II
Food Stalls**

Sl. No.	State / UT	Live Food
1	Gujarat	1
2	Kerala	1
3	Maharashtra	1
4	Rajasthan	1
5	Telangana	1
6	Andrapradesh	1
7	Tamilnadu	1
8	Sikkim	1
9	West Bengal	1
10	Panjab	1
	Total	10



SANJEEVINI-KSRLPS

Karnataka State Rural Livelihood Promotion Society
Skill Development, Entrepreneurship & Livelihood Department

ANNEXURE-III

FORMAT FOR PARTICIPATION IN NATIONAL SARAS FAIR-2024.

To,

The Mission Director
Sanjeevini-KSRLPS
Karnataka State

(Photo of SHG
Member attested
by SRLM)

(Photo of SHG
Assistant
attested by
SRLM)

Sir/Madam,

This is to certify that following NRLM SHG member whose photograph (s) has been attested is nominated by state Government to display and sell their products in the stall allotted to the State Government in National SARAS Fair 2025 from 21st February to 2nd March 2025.

Annexure-III		
1	Name of the Participant (Main Participant should be female. Can be Assisted by male)	
2	Assistant Name	
3	Aaadhar Card Number	
4	Name of the SHG	
5	Name of the Product to brought	
6	SHG code number on NRLM MIS	
7	Gram Panchayath	
8	Block	
9	District	
10	Name and address of Participant & Ph.no	

Signature of Participant

Signature of the CEO
with Official Seal

Annexure - IV
SARAS Mela – Akka Food Court - Karnataka
 Nutana Vidyalaya Maidana, Kalaburgi on 21st Feb. to 02nd March, 2025.

Nominating State	
SHG Name and NRLM MIS Code	
Name of SHG Member	
Address and Contact Details of SHG Members	
Proposed Menu (Only Authentic and State specific cuisines will be permitted. No Fast Food allowed)	
Vegetarian Snacks : Drinks / Soups / Juice : Main Course : Sweets :	Non-Vegetarian
Utensils required (Will be provided on rental basis)	
List of Utensils and Vessels	Number of LPG cylinders and Stove Requirements
Any Specific Requirements:	
Note : 1. SHGs have to ensure to keep the cooking and preparation area clean 2. Common facilities like Deep freezer, Refrigerator, Mixer will be providing on sharing basis. 3. SHGs to participate in regular briefing and debriefing meeting which will be conducted by Karnataka SRLM and Kudumbashree NRO. 4. No synthetic food or artificial colouring will be permitted in cooking 5. It is recommended SHGs should buy fresh groceries and provisioning (meat and sea food) on daily basis. This will be facilitated by the Karnataka SRLM Team. 6. Chef Caps, Apron and Gloves will be provided by the Karnataka SRLM, which shall be used by all SHGs during the event. 7. SHGs should bring the utensils which is required for any specific dish or to their cuisines.	
Name and Designation of recommending officer (along with seal)	
Details of POC for Live Food Court : 1. Ningappa V. H., SMM - 9686741561 2. Bhaskara T. C., ASPM - 9741011112 3. Yellappa, YP - 6360026204	