

NRLM-50/2021-22-RDD-Himachal SARAS-1639  
Rural Development Department,  
Government of Himachal Pradesh.

From:

The Chief Executive Officer (HPSRLM)  
Rural Development Department,  
Himachal Pradesh.

To

The CEOs/State Mission Directors,  
SRLMs of all the States&UTs.

Dated

Shimla

24 Sep, 2024

Subject:

Invitation for the participation in the SARAS Fair at Kullu,  
district Kullu during the International Kullu Dusshera w.e.f.  
21/10/2024 to 30/10/2024.

Sir/ Madam,

In reference to the subject cited above, it is to inform you that HPSRLM is going to organize the SARAS fair w.e.f. 21<sup>st</sup> October to 30<sup>th</sup> October, 2024 at Dhalpur Rath Ground Kullu, district Kullu, Himachal Pradesh.

In this regard, we solicit your cooperation through confirmation of participation of your state by sending the related details of participating artisans/SHGs before 8<sup>th</sup> October, 2024 on the prescribed format given at Annexure-11. State wise allocation of stalls has been attached at Annexure-1.

As per the MoRD, GoI guidelines, the participating SHG must be beneficiaries of the DAY-NRLM. It is also submitted that the identification of the SHG participants recommended by DRDA/District should be verified by the concerned SRLMs. The following guidelines are to be adhered to during the proposed SARAS fair:

1. Plastic bag/packets will not be allowed. Only bio-degradable and eco-friendly materials like jute, paper, and cloth bags will be allowed.
2. Products made by SHG members only would be allowed to be exhibited and sold.
3. Prohibited items like skin, hair, conch shell etc. will not be allowed to be exhibited and sold.
4. All participating SHGs should bring QR code for online payment.
5. HPSRLM will not be responsible for any loss and theft of items during the travel and fair. The concerned participants will be fully responsible for their belongings.
6. Max. 2 participants (SHG member & helper) have been allowed to participate.
7. Accommodation for the SHG participants will be provided by the HPSRLM at the available accommodation places.
8. Transportation and food cost will be borne by the concerned participating SHGs at their own.

So, it is therefore requested to send the details of SHG participation in the mail ID: [nrlmhp@gmail.com](mailto:nrlmhp@gmail.com) latest by 8<sup>th</sup> October, 2024. For any further information state may communicate to following officials:

- Mr. Sandeep Thakur, Project Manager- Ph. 7018017035
- Mr. Puneet Sharma, Project Manager- Ph. 9130894767

We look forward to maximum participation from your state in order to make the event a grand success.

Yours faithfully,




**Shivam Pratap Singh (IAS)**  
**Chief Executive Officer**  
**HP State Rural Livelihood Mission,**  
**Rural Development Department, H.P**

24<sup>th</sup> Sep, 2024

Enstd No. - 1640-43 Shimla

Copy forwarded to:

1. The Joint Secretary, Ministry of Rural Development, GoI-RL Division, for kind information please.
2. The Under Secretary, Ministry of Rural Development, GoI- RL Division, for kind information please.
3. PS to Secretary, Rural Development Department, HP for kind information please.
4. PS to Director, Rural Development Department, HP for kind information please.
5. Guard file.



**Shivam Pratap Singh (IAS)**  
**Chief Executive Officer**  
**HP State Rural Livelihood Mission,**  
**Rural Development Department, H.P**