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Letter No: 386/579/USRLM/SARAS/2024

From,

**The Chief Executive Officer
Uttarakhand State Rural Livelihood Mission
Aajeevika Bhawan, Tapovan Road
Raipur, Dehradun – 248001
Uttarakhand**

To,

**The CEO/SMD
SRLMs
All States/Union Territories**

USRLM, Rural Development Department, Dehradun

Date: 25/09/2024

Subject: Regarding invitation for participation in the “Uttarakhand SARAS Fair’2024 to be held at, Dehradun, Uttarakhand from 18 October to 27 October ’24. at, Ranger Ground, Dehradun, Uttarakhand.

Dear Sir/Madam,

We are pleased to inform you that Uttarakhand State Rural livelihood Mission (USRLM) is organizing SARAS Fair 2024 at **Ranger Ground Dehradun, Uttarakhand from 18 October to 27 October ’24** in which SHG women will be participating for exhibition and sale of their products in around 200 stalls.

You are therefore requested to let your organization to participate in the above said fair/exhibition. It is also requested to intimate us about your participation well in advance so as to enable us to make necessary arrangements such as allocation of stalls & other logistics arrangements. The beneficiaries of SHG's/Artisans belonging to poor rural household assisted under NRLM can participate in the fair. No trader would be permitted to participate.

Further, you are requested to furnish the details of participants and other requirement in the enclosed proforma (i.e., Annexure I & II) duly certified by the concerned official.

Each States/Union territories will be allocated stalls for display and sale of the products of their artisans/SHGs two artisans will be allowed per stall. Reference to annexure III will be allocated stalls to each state/union territory. Request for additional stalls for your state/union territories may please be communicated well in advance to enable us to make necessary arrangements.

The accommodation & local transportation for the artisans and accompanying state officials will be provided during the event. You are requested to confirm participation details of your state/union territories in enclosed Performa by 01-10-2024 through soft copy by email: ceouksrlm@gmail.com and dmmdoon@gmail.com to enable to make the preparatory arrangements for the participants.



For more details regarding the event and for confirmation of participation you may contact our Nodal Officer:

S.No.	Name	Contact No.
1	Mrs Aparna Bahuguna, APD, Dehradun	9634083819
2	Mr. Rohit Singh, State Project Manager(Marketing)- USRLM	9927935259
3	Mr Ashutosh Kumar, District Thematic Expert, Dehradun ,USRLM	7830800610
4	Ms. Sheetal Chauhan, Mission Manager (Marketing), USRLM	6395263134

Encl: Annexure I, II & III

Yours Faithfully,




Manuj Goyal (IAS)

Chief Executive Officer
Uttarakhand State Rural Livelihood Mission

Copy to:

1. The Joint Secretary, Department of Rural Development, MoRD, GoI, Krishi Bhawan, New Delhi – 110001.
2. The Deputy Secretary (Rural Livelihood) Hotel Samrat, 06th Floor, Kautilya Marg, Chanakyapuri, New Delhi – 110001.
3. RD Secretary, Department of Rural Development, Government of Uttarakhand
4. District Magistrate, Dehradun
5. All Districts, Chief Development Officers, Uttarakhand.
6. Chief Development Officer, Dehradun (Nodal Saras Fair)
7. Guard File



Chief Executive Officer

Uttarakhand State Rural Livelihood Mission

Annexure – I

**PROFORMA FOR PARTICIPATION IN SARAS FAIR 2024-25, DEHRADUN,
UTTARAKHAND**

To,
The Chief Executive Officer
Uttarakhand State Rural Livelihood Mission
Aajeevika Bhawan, Old Tapovan Road
Raipur, Dehradun
Uttarakhand – 248001

To be attested by
the SRLM

Sir/Madam,

This is to certify that the following members of SHG whose photograph(s) has been attested is nominated by the state/union territory to display and sale of his/her products in the stall allocated to the state/union territory in SARAS Fair 2024-25 to be held at **Ranger Ground Dehradun, Uttarakhand from 18 October to 27 October '24.**

Name of Participant	
Father's/Husband's Name	
Permanent Address (Village, Gram Panchayat, Block, District, State)	
Mobile No. of the Participant	
Aadhar card No.	
SHG name and year of formation	
Name of Sponsoring DRDA	
Product bought for display in SARAS (broad category)	

It is also certified that the member of SHG will be assisted by the following person whose relationship with the member of SHG has been certified by the SHG in accordance with the instructions marked as (*). His/her details are given below.

To be attested by
the SRLM

Name of the associate assisting member of SHG	
Father's/Husband's Name	
Permanent Address (Village, Gram Panchayat, Block, District, State)	
Relationship with the SHG member	
Mobile number	
Aadhar Card No.	

Signature/Thumb impression
Of the participant

Verified By
Competent Authority of SRLM
With designation and Seal

(* Instructions

1. The person who would assist the SHG member during participation of SARAS Fair 2024 shall be certified by the SHG member as being his/her group member, spouse, son, daughter relative or in all entirely resident of his/her native place.
2. Two passport size photographs of the SHG member/associates duly certified may be attached.
3. Attested photocopy of the photo ID i.e., Aadhar Card/Voter card etc. for residence proof should be kept readily available with the member of SHG for registration and other formalities to complete.

Please note: All participants should reach, Ranger Ground Dehradun, Uttarakhand by 17 October, 2024 for the necessary arrangements.

Annexure – II

1. Name of the State :
2. No. of Stalls required :
3. No. of Participants :
4. No. of Males and Females :
(to be given separately)
5. Details of Products :
6. Name and Address of the State Coordinator :
7. Co-ordinator's Mobile No, :
8. Mode of Transportation :
9. Expected date of arrival of the
Participants and official :

Authorized Signatory
SRLM Official Seal



Annexure – III

SRLM/STATE/UT wise stall allotment for participation in SARAS Fair'24, at Ranger Ground Dehradun, Uttarakhand from 18 October to 27 October '24.

S.No.	Name of the SRLM/State/UTs	Total No. of Stalls allocated
1	Andhra Pradesh	2
2	Arunachal Pradesh	2
3	Assam	2
4	Bihar	4
5	Chhattisgarh	2
6	Goa	1
7	Gujrat	2
8	Haryana	4
9	Himachal Pradesh	4
10	Jammu & Kashmir	2
11	Ladakh	2
12	Jharkhand	2
13	Karnataka	2
14	Kerala	2
15	Madhya Pradesh	2
16	Maharashtra	2
17	Manipur	2
18	Mizoram	2
19	Meghalaya	2
20	Nagaland	2
21	Odisha	2
22	Punjab	4
23	Rajasthan	4
24	Sikkim	2
25	Tamil Nadu	2
26	Telangana	1
27	Tripura	2
28	Uttar Pradesh	9
29	West Bengal	2
30	Puducherry	1
	Total	77