

No. DRDA-N/3-521/2023-24

Government of Goa,

Office of the Secretary (Rural Development).  
Secretariat, Porvorim - Goa 403521

Dated: 10/02/2025

To,

State Mission Directors / Chief Executive Officers - SRLMs

of all the States & Union Territories

Sub: Participation in "SWAYAMPURNA GOA SARAS 2025" at  
Darya Sangam - Kala Academy and Dayanand Bhandekar  
Football Ground, Campal, Panaji - North Goa is scheduled to be  
held from 6<sup>th</sup> March, 2025 to 16<sup>th</sup> March, 2025.

Sir/Madam,

Greetings from "Goa State Rural Livelihood Mission (StreeShakti)".

We are glad to inform you that Goa State Rural Livelihood Mission is organizing "SWAYAMPURNA GOA SARAS 2025" scheduled to be held from 6<sup>th</sup> March, 2025 to 16<sup>th</sup> March, 2025 at Darya Sangam - Kala Academy and Dayanand Bhandekar Football Ground, Campal, Panaji - North Goa.

The "SWAYAMPURNA GOA SARAS 2025" would provide excellent exposure to the participants and unparalleled commercial opportunities for showcasing and sale of products produced/manufactured by rural SHG women.

List of category wise stalls allotment to various States/Union Territories of India is attached as **Stall allotment I & Stall allotment II.**

As per the guidelines of NRLM, traders are strictly not allowed to participate under "SARAS". Further prohibited items like Animal Skin, hair, conch, shell items etc. will not be allowed to exhibit and sell.

The participants should bring sufficient amount of their stock so as to last till the end of the SARAS fair. The concerned SRLM should ensure that all products should be hygienically packed and carry a price tag.

The participants for "SWAYAMPURNA GOA SARAS 2025" must be compulsorily women members of SHG and no men participant shall be

allowed to participate. Maximum Two (2) participants per General stall and Five (5) participants per Live food court will be allowed to participate.

Only bio-degradable and eco-friendly materials like Jute, Paper, Cloth bags etc. will be allowed to use. Plastic bags/packets will not be allowed to use.

State should ensure that members of SHG producing only quality products are selected to participate in "SWAYAMPURNA GOA SARAS 2025". The best & famous products of your states may only be selected for this fair.

SHGs operating/running live food stalls at "SWAYAMPURNA GOA SARAS 2025" will not be provided with required utensils whereas, LPG cylinder and Gas stove will be provided by Goa SRLM.

Accommodation and local transportation for participants/officials will be provided by Goa SRLM.

Kindly confirm the participation of your State/Union Territories to the Project Director, District Rural Development Agency, North-Goa, 7<sup>th</sup> Floor, Spaces Building, Patto, Panaji Goa - 403001. (Phone No. 0832-2437409, 0832-2437414, 0832-2438773, Fax No. 0832-2438965) or through email [pdn-drda.goa@nic.in](mailto:pdn-drda.goa@nic.in) in enclosed Annexure- II, III & IV latest by 21<sup>st</sup> February, 2025.

In case of any query in regards to registration, please contact Mrs. Sailee Dhawaskar (Mission Manager): 9769801243 & Mr. Ashish Naik (Mission Manager): 9028887370, Goa State Rural Livelihood Mission (GSRLM).

Looking forward to your participation at "SWAYAMPURNA GOA SARAS 2025".

Yours faithfully,

  
Sanjay Goel (IAS)

Secretary

(Rural Development)  
Government of Goa.

Encl: As above.

1. Stall Allotment I & II.
2. Annexure-I
3. Annexure-II
4. Annexure-III
5. Annexure-IV

**Stall Allotment I**

Allocation of Handloom, Handicraft, GI Tag Products and Natural Food Product Stalls for "SWAYAMPURNA GOA SARAS 2025" scheduled to be held from 6<sup>th</sup> March, 2025 to 16<sup>th</sup> March, 2025 at Darya Sangam - Kala Academy and Dayanand Bandodkar Football Ground, Campal, Panaji- North Goa.

Sr. No.	States / UTs	Handloom	Handicraft	Natural Food Products	Any GI Products	Total No. of Stalls Allocated
1	Andhra Pradesh	2	4	1	1	8
2	Arunachal Pradesh	1	1	1	1	4
3	Assam	1	1	1	1	4
4	Bihar	1	2	1	1	5
5	Chhattisgarh	3	1	1	1	6
6	Gujarat	2	4	1	1	8
7	Haryana	2	1	1	1	5
8	Himachal Pradesh	1	2	1	1	5
9	Jammu & Kashmir	1	1	1	1	4
10	Jharkhand	1	3	1	1	6
11	Karnataka	4	4	1	1	10
12	Kerala	2	4	1	1	8
13	Ladakh	1	1	1	1	4
14	Madhya Pradesh	1	1	1	1	4
15	Maharashtra	4	5	2	1	12
16	Manipur	1	1	1	1	4
17	Meghalaya	1	1	1	1	4
18	Mizoram	1	1	1	1	4
19	Nagaland	1	1	1	1	4
20	Odisha	1	1	1	1	4
21	Puducherry	1	1	1	1	4
22	Punjab	1	1	1	1	4
23	Rajasthan	1	2	1	1	5
24	Sikkim	1	1	0	1	3
25	Tamil Nadu	2	4	1	1	8
26	Telangana	2	4	1	1	8
27	Tripura	1	1	1	1	4
28	Uttar Pradesh	1	3	1	1	6
29	Uttarakhand	1	3	1	1	6
30	West Bengal	4	3	1	1	9
	<b>Total</b>	<b>47</b>	<b>63</b>	<b>30</b>	<b>30</b>	<b>170</b>

**Stall Allotment II**

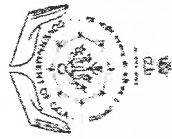
Allocation of Live Food Court for "SWAYAMPURNĀ GOA SARAS 2025" scheduled to be held from 6<sup>th</sup> March, 2025 to 16<sup>th</sup> March, 2025 at Darya Sangam - Kala Academy and Dayanand Bhandodkar Football Ground, Campal, Panaji - North Goa.

Sr. No.	States / UTs	Total No. of Live Food Stalls Allocated
1	Āndhra Pradesh	2
2	Arunachal Pradesh	1
3	Assam	1
4	Bihar	1
5	Chhattisgarh	1
6	Gujarat	2
7	Haryana	1
8	Himachal Pradesh	1
9	Jammu & Kashmir	1
10	Jharkhand	1
11	Karnataka	2
12	Kerala	2
13	Ladakh	1
14	Madhya Pradesh	1
15	Maharashtra	3
16	Manipur	1
17	Meghalaya	1
18	Mizoram	1
19	Nagaland	1
20	Odisha	1
21	Puducherry	1
22	Punjab	1
23	Rajasthan	3
24	Sikkim	1
25	Tamil Nadu	2
26	Telangana	2
27	Tripura	1
28	Uttar Pradesh	1
29	Uttarakhand	1
30	West Bengal	1
	<b>Total</b>	<b>40</b>

## ANNEXURE-I

1. Each State will be allotted stalls free of charge for the selected participants to display and sell of products as per enclosed stall allotment schedule.
2. Sufficient number of SHGs/artisans may be selected who are beneficiaries of the NRLM Scheme, so that all the stalls assigned to your State are taken up by your selected SHGs and no stall is left vacant. Please do not send participant in excess of number of stalls allotted to you.
3. Not more than Two (2) participants per General stall and Five (5) participants per Live food court would be allowed to participate.
4. An official of appropriate seniority from your Organization/ Department may be designed as your State Coordinator. He/she shall have to remain present in person at the fair venue until the end of the fair. The State Coordinator shall bring his/her official photo ID and the Letter of Authority (LoA) from your Organization/Department who must be aware and familiar with the selected SHGs of your State.
5. Each participant should bring his/her photo ID and selection letter issued by State in the prescribed Performa for the SHGs which is attached herewith. The selected participants should be physically fit to actively participate in the Fair.
6. The participants shall have to make their own arrangements for food, and personal effects etc. Necessary accommodation and transport from Stay to the SARAS venue will be provided by Goa SRLM.
7. The concerned officials should request the SHG participating in the SARAS Mela not to use plastic bags during the fair, as the venue of the fair will be plastic free zone. SHGs may instead use paper, gunny, cloth bags, etc. Single use plastic is strictly prohibited.
8. Also, the selected SHG members should be advised to strictly avoid bringing any prohibited items for display and sale e.g. animal skins, hairs, conch shell, etc. which may attract penal action under the relevant laws. An undertaking in this regard may also be given in the attached format (Annexure-III). In case of food products eatables FSSAI license is compulsorily required.
9. The Goa SRLM would provide the required Dormitory\* type of accommodation for participants (2 persons per general stall & 5 persons per live food court), daily to and fro conveyance from the accommodation place to the exhibition site (Cooking in the stalls is strictly prohibited to ensure safety of the pandal),

ANNEXURE-II



PROFORMA

**“SWAYAMPURNA GOA SARAS 2025”  
(6<sup>th</sup> March, 2025 - 16<sup>th</sup> March, 2025)**

To,  
The Project Director,  
District Rural Development  
Agency, North Goa,  
7<sup>th</sup> Floor, Spaces Building,  
Patto, Panjim - Goa 403001

(Photograph  
of the Artisan)  
(To be attested  
by SRLM)

Sir/Madam,

This is to certify that the following members of SHG whose photograph (s) has been attested is nominated by the State SRLMs to display and sale of her/their products in the stall allotted to the State SRLM in “SWAYAMPURNA GOA SARAS 2025” to be Scheduled from 6<sup>th</sup> March, 2025 to 16<sup>th</sup> March, 2025 at Darya Sangam-Kala Academy and Dayanand Bhandodkar Football Ground, Campal, Panaji - North Goa.

Name of the Participant	
Father/Husband's Name	
Complete Permanent Address (Village & Gram Panchayat, Block, District etc.)	
Contact Telephone No. or Mobile No.:	
AADHAR Card No.:/Voter ID No.:	
Name & Address of Self Help Group	
Nature of economic activity	
Year of formation of Self Help Group	
Saving Bank Account Number with Name of the Bank	
Amount of Loan Received	
Product brought for SARAS (Brand Category)	
Whether participated in earlier SARAS Fairs	
If yes, Year of previous Participation in SARAS Fair	

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 the SHG in accordance with the instructions marked as (\*). His/her details are given below:

(Recent Colour Photograph of the Assistant)

To be attested by the SMD/CEO

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	
AADHAR Card No.:	
Contact Telephone No. or Mobile No.:	

Signature / Thumb impression  
of Participant

Verified & Forwarded  
by SMD/CEO, SRLM  
Joint Secretary/or above  
to the Government of .....

SRLM

(\* ) Instructions:

1. The person who would assist the SHG member during his/her participation in "SWAYAMPURNA GOA SARAS 2025" to be Scheduled from 6<sup>th</sup> March, 2025 to 16<sup>th</sup> March, 2025 at Darya Sangam-Kala Academy and Dayanand Bandodkar Football Ground, Campal, Panaji - North Goa. Shall be certified the SHG member of the SHG/his/her spouse, son, daughter, relative or in all entirely resident of his/her native place.
2. Two passport size photographs of all the SHG members/associate duly certified may be attached.
3. Two additional passport size photographs of the member of the SHG may be attached.
4. Attested photo copy of Identity proof i.e. AADHAR Card/Election Card etc. for residence proof should be kept readily available with the member of SHG for registration and other formalities to complete.

ANNEXURE-III

UNDERTAKING

Date:

I/We here by understand that the following animal/plant product/derivatives are prohibited & banned for selling/displaying in the "SWAYAMPURNA Goa SARAS 2025" from 06/03/2025 to 16/03/2025.

1. Plant products/derivatives as included in schedule VI of Wildlife (Protection) Act 1972.
2. Molluscan shells/derivatives/handicraft item as included in schedule I & IV of Wildlife (Protection) Act 1972.
3. Coelenterates as included in Schedule I of Wildlife (Protection) Act 1972.
4. Fishes as included in schedule I Wildlife (Protection) Act 1972.
5. Any wild animal & its derivatives.

In view of above I/We here by undertake that the above-mentioned prohibited items products etc. shall not be displayed/sold during the "SWAYAMPURNA Goa SARAS 2025" in my Pavilion/Stall. Failure to comply with the above, I/We may be held responsible and action as deemed fit under the provisions of Wildlife (protection) Act, 1972 may be taken against me/us.

Signature.....

Name.....

Designation.....



ANNEXURE-IV

“SWAYAMPURNA GOA SARAS 2025”

St. No.:	Name of the State	
1	No. of stalls recommended out of total stalls allotted to the state:	
2	Name of SHG allotted	
3	No of Participants: (No. Of Male & Female to be given separately)	
4	Details of Product/Value	
5	Name & Address of the State Coordinator who will be attending the fair	
6	Telephone No:	
7	Mobile No:	
8	Mode of participants transport of the Goods and Participants	
9	Expected date of arrival of the participant	

Verified & Forwarded  
by SMD/CEO, SRLM  
Joint Secretary/or above  
to the Government of .....