

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)



Memo No: PRD-34015/38/ 2024-SRLM SEC-Dept. of PRD /1202

Date: 24.09.2024

From: State Mission Director & Chief Executive Officer
West Bengal State Rural Livelihoods Mission (WBSRLM)
Panchayat & Rural Development Dept.
Government of West Bengal

To: Chief Executive Officer,
State Rural Livelihoods Mission,
Assam / Andhra Pradesh / Bihar / Chattisgarh/ Gujrat / Haryana /Jammu & Kashmir /
Jharkhand /Karnataka / Kerala / Madhya Pradesh / Maharashtra / Odisha / Punjab / Rajasthan /
Sikkim/Tamilnadu / Telengana / Tripura / Uttar Pradesh

Sub: Invitation for participation in the 7th Darjeeling SARAS- 2023-24 at Chowrasta Premises
(extending to Bhanu Bhavan premises) from 6th November to 17th November, 2024

Madam / Sir,

We are glad to inform you that the 7th Darjeeling SARAS has been scheduled to be held from **6th November to 17th November, 2024** at the **Chowrasta Premises (extending to Bhanu Bhavan premises)**. The Darjeeling SARAS is a landmark event of the state in winter season with an ever-increasing loyal clientele. This is the first time that Darjeeling SARAS is going to be organized at the hearth of the Darjeeling city with expected humungous participation of tourists.

Kindly consider that as per MoRD guidelines, only rural SHG members under the NRLM/SGSY are permitted to participate in the event. The guideline for participation (enclosed as **Annexure A**) is to be adhered to during the fair.

The format for SHG artisan data collection is enclosed herewith (**Annexure B**) for your kind consideration. The SoP for online registration is enclosed as **Annexure C** and the format for forwarding letter from the end of appropriate authority of SRLMs is also enclosed as **Annexure D** for your kind consideration. You are requested to kindly maintain the mentioned format of letter for smooth completion of artisan registration process. The user ID & Password for online registration would be shared shortly.

The initial allocations of stalls for the participation in 7th Darjeeling SARAS is mentioned in **Annexure E**. Apart from the participants, accommodation would also be provided for one official (State Coordinator) from each participating state. In case the state would like to send fewer participants, we would also be grateful for early intimation of the same so that we can make necessary adjustments for optimal management of space in the fare.

1. States are requested to kindly communicate the details of State Mela Coordinator (Name, Designation, Contact Number and email ID) for 7th Darjeeling SARAS 2024-25 by 1st of October, 2024 to pddrdc.gta@gmail.com.
2. States are requested to send all the communication related to organization of 7th Darjeeling SARAS 2024-25 to pddrdc.gta@gmail.com with a copy to wbsrlm@gmail.com.

I would like to request you to kindly take necessary steps for participation in the said event and to send confirmation as early as possible to enable us to organize the event smoothly. We look forward to welcome the SHG artisans from your state with quality products at 7th Darjeeling SARAS.

Thanking you.

Yours faithfully,

Enclosed: As stated


SMD & CEO, WBSRLM

Memo No: /1(5)/ PRD-34015/ 50/ 2023-SRLM SEC-Dept. of PRD /1202

Date: 24.09.2024

Copy forwarded for information:

1. Joint Secretary (RL-II), NRLM, MoRD, Govt. of India
2. Secretary, Panchayats & Rural Development Department, Govt. of West Bengal
3. P.S. to Hon'ble Minister-in-Charge, Panchayats & Rural Development Department, GoWB
- 4-5. P.S. to Hon'ble Minister-of-State, Panchayats & Rural Development Department, GoWB


SMD & CEO, WBSRLM