



drishti

Governance through Cultural Gatherings

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SARAS Aajeevika Mela: It is a programme to transform rural India in general and the lives of rural women in particular.

- It is an initiative by the **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission** (DAY-NRLM) under the **Ministry of Rural Development** (MoRD), with an objective to bring the rural women **Self Help Groups (SHGs)** under one platform so that they can showcase their skills, sell their products, and help them build linkages with bulk buyers.
 - Through participation in SARAS Aajeevika Mela, these rural SHG women will get vital national level exposure to understand the demand and taste of urban customers.
 - Varied range of products like handicrafts, handlooms, and natural food products will be displayed.
- The Mela acts as an integrated approach towards women empowerment.

Rashtriya Sanskriti Mahotsav

- The **Ministry of Culture** is organizing the 10th edition of Rashtriya Sanskriti Mahotsav under the **Ek Bharat Shrestha Bharat initiative** in Madhya Pradesh from 14th to 21st October 2019.
- The idea to organize such Mahotsav was conceived in the year 2015 by the Ministry of Culture with an intention to exhibit the rich **cultural heritage of the country** in all its rich and varied dimensions namely, Handicrafts, Cuisine, Painting, Sculpture and Performing Arts- Folk, Tribal, Classical and Contemporary- all at one place.
- The Rashtriya Sanskriti Mahotsav will **reconnect the people** (especially the youth) with their indigenous culture, its multi-faceted nature, magnificence, and historical importance in the context of **'India as a Nation'** over the millennia.

Ek Bharat Shrestha Bharat

- It was launched in 2015 to promote engagement amongst the people of different States/UTs so as to enhance mutual understanding and bonding between people of diverse cultures, thereby securing stronger unity and integrity of India.
- It is an initiative of the **Ministry of Human Resource Development**.
- The broad objectives of the initiative are as follows:
 - **To CELEBRATE** the **Unity in Diversity** of our nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people,
 - **To PROMOTE** the spirit of **national integration** through a deep and structured engagement between all Indian states and Union Territories through a year-long planned engagement between states,
 - **To SHOWCASE** the rich heritage and culture, customs and traditions of different states for enabling people to understand and appreciate the diversity that is India, thus fostering a sense of common identity,
 - **TO ESTABLISH** long-term engagements, and
 - **TO CREATE** an environment which promotes learning between states by sharing best practices and experiences.

Source: PIB