



# Saras Aajeevika Mela 2021

## Why in News

Recently, the Union Minister for Rural Development inaugurated [Saras Aajeevika Mela 2021](#) at Noida Haat.

- More than **300 rural self-help groups** and craftsmen from **27 states** are participating in the Mela.

## Key Points

### ▪ About:

- It is a programme to **transform rural India in general** and the **lives of rural women in particular**.
- During the Mela, **workshops on product packaging and design, communication skills, social media publicity** and **Business to Business marketing** will be organised to educate the rural self-help groups and craftsmen.

### ▪ Organiser:

- It is an initiative by the [Deendayal Antyodaya Yojana-National Rural Livelihoods Mission \(DAY-NRLM\)](#) under the Ministry of Rural Development (MoRD) organised by the **Council for Advancement of People's Action and Rural Technology (CAPART)**.
  - **CAPART** is an **autonomous body** set up by the Ministry of Rural Development to interface between the government and [Non-governmental Organizations \(NGOs\)](#) that seek to improve the quality of life in India's rural areas.

### ▪ 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.

### ▪ Significance:

- The Mela acts as an integrated approach towards women empowerment.
- The Initiative is well aligned with the government's vision of [Atma Nirbhar Bharat](#).

[Source:PIB](#)

