



# Saras Aajeevika Mela 2024

Why in News?

- Recently, the [Saras Aajeevika Mela 2024](#) began in Gurugram, showcasing rural products and promoting women empowerment through [self-help groups \(SHGs\)](#) from across India.

## Key Points

- **Saras Aajeevika Mela:**
  - Its aim is to provide a platform for rural artisans and [SHG women](#) to showcase and sell their products, including handicrafts, handlooms, organic products, and traditional foods.
  - The fair is organized by the [National Institute of Rural Development and Panchayati Raj](#).
  - The mela acts as a marketing channel where rural producers can connect directly with urban consumers, helping them increase their income and expand market reach.
  - The event significantly contributes to [women empowerment](#) by providing opportunities to rural women entrepreneurs to exhibit their craftsmanship on a larger scale.
  - Initiatives like the Saras Mela are aligned with the government's broader objectives of strengthening rural economies and promoting [vocal for local](#) under the vision of [Atmanirbhar Bharat](#).
  - The initiative is part of the [Deendayal Antyodaya Yojana-National Rural Livelihood Mission \(DAY-NRLM\)](#).

## Deendayal Antyodaya Yojana-National Rural Livelihood Mission

- **About:**
  - It is a [Centrally Sponsored Programme](#), launched by the Ministry of Rural Development in 2011.
  - It aims to eliminate rural poverty through the promotion of multiple livelihoods and improved access to financial services for the rural poor households across the country.
- **Functioning:**
  - It involves working with community institutions through community professionals in the spirit of self-help which is a unique proposition of DAY-NRLM.
  - It impacts livelihoods by
    - Mobilizing rural households into SHGs.
    - Organizing one-woman member from each rural poor household into SHGs
    - Providing training and capacity building to SHG members
    - Providing access to financial resources from their own institutions and banks.
- **Sub Programs:**
  - [Mahila Kisan Shashaktikaran Pariyojana \(MKSP\)](#): It aims to promote agro-ecological practices that increase women farmers' income and reduce their input costs and risks.
  - [Start-Up Village Entrepreneurship Programme \(SVEP\)](#): It aims to support entrepreneurs in rural areas to set up local enterprises.
  - [Aajeevika Grameen Express Yojana \(AGEY\)](#): It was launched in August 2017, to provide safe, affordable and community monitored rural transport services to connect remote rural villages.
  - [Deendayal Upadhyaya Grameen Kaushalya Yojana \(DDUGKY\)](#): It aims at building

placement-linked skills of the rural youth and placing them in relatively higher wage employment sectors of the economy.

- **Rural Self Employment Institutes (RSETIs):** DAY-NRLM, in partnership with 31 Banks and State Governments, is supporting Rural Self Employment Institutes (RSETIs) for skilling rural youth to take up gainful self-employment.

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