



# Exhibition of Schemes in Maha Kumbh

## Why in News?

Recently, an exhibition was organised in [the Mahakumbh Mela](#) on the implementation of important schemes by the Central Government and the Uttar Pradesh Government.

## Key Points

- **About the exhibition:**
  - This exhibition was **organized by the Rural Development Department of the Government of India and the Rural Development Department of the Government of Uttar Pradesh.**
  - Through this an attempt has been made to **depict the implementation of various schemes** and the changing environment of the rural areas through them.
- The important schemes among them are:
  - **[Mahatma Gandhi National Rural Employment Guarantee Act\(MGNREGA\)](#)**: Under MGNREGA, various **development works were carried out in rural areas** such as **Amrit-Sarovar**, soak pit, rain water harvesting, construction of drains, tree plantation,etc. which changed the face of the rural area and led to development.
  - **[National Rural Livelihood Mission \(NRLM\)](#)**: Through **Saras Haat** of NRLM, women's livelihood was enhanced by promoting their products.
    - Programs like **[BC Sakhi](#)** and **[Drone Sakhi](#)** showed improvement in the economic and social life of women
  - **[Pradhan Mantri Awas Yojana \(Rural\)](#)**: The goal of changing the face of housing in rural areas and giving every family its own pucca house was achieved through model houses under this scheme.
  - **[Pradhan Mantri Gram Sadak Yojana \(PMGSY\)](#)**: Under PMGSY, rural areas with a population of more than 250 are connected with all-weather roads.
  - **[Integrated Watershed Management System](#)**
  - **[Swachh Bharat Mission-Gramin](#)**
- **Under the MNREGA scheme**, various development works were carried out in rural areas such as **Amrit-Sarovar**, soak pit, rain water harvesting, construction of drains, tree plantation,etc. which changed the face of the rural area and led to development.

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## Saras Haat

### ▪ 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.

## Kumbh Mela

- In the year 2025, Maha Kumbh Mela **is being organized in Prayagraj from 13 January to 26 February 2025**, in which millions of pilgrims are coming every day as a symbol of spiritual purification, cultural celebration and unity.
- The word '**Kumbh**' **is derived from the metal 'Kumbhaka'** (sacred pot of the nectar of immortality).
- It is the largest peaceful congregation of pilgrims during which the participants take a bath or dip in the holy river. This congregation takes place at 4 different places, namely:
  - On the banks of [the Ganga](#) at **Haridwar** .
  - On the banks of [the Shipra River](#) in **Ujjain** .
  - On the banks of [the Godavari \(South Ganga\)](#) at **Nasik** .
  - At the confluence of Ganga, Yamuna and the mythical invisible [Saraswati](#) in **Prayagraj**