

K-11026/32/2020-Mkt.Cell  
Government of India  
Ministry of Rural Development  
Department of Rural Development  
(Rural Livelihoods Division)

7<sup>th</sup> Floor, NDCC-II Building  
Jai Singh Road, New Delhi-01

Dated the 25<sup>th</sup> February, 2021

### Circular

**Subject:-** Request to MoRD officials to visit SARAS Aajeevika Mela-2021 from 26<sup>th</sup> February to 14<sup>th</sup> March, 2021 at Noida Haat, Sector-33A. -reg.

The undersigned is directed to refer to the above mentioned subject and to say that Department of Rural Development is going to organize SARAS Aajeevika Mela-2021 from 26<sup>th</sup> February to 14<sup>th</sup> March, 2021 at Noida Haat, Sector-33A Noida from 11.00 AM to 8.00 PM. In this regard, it is informed that 300 women artisans of SHGs from across the country will be participating for exhibition and sale of their products in around 150 stalls. The SHG's stalls will display the skills, potential and hard work of our women artisans from across India. The products range from handlooms, handicraft and natural food products will be showcased and sold in the above mentioned mela. Further, it is mentioned that delicious food from nine States will also be serve at India Food Court in above mentioned mela. Therefore, all officials of the Ministry are requested to visit above mentioned mela. Your effort will certainly make our endeavor to help the women SHG members successful.

  
(Raghendra Pratap Singh)  
Director (RL)

To,  
All officers and staffs of Ministry of Rural Development



Ministry of Rural Development  
Government of India



## Experience Rural India's Unique Handicrafts at **NOIDA HAAT**



# SARAS

AAJEEVIKA MELA 2021

An Exhibition of beautifully crafted Rural Products and  
Traditional Arts by Rural Artisans

26<sup>th</sup> February - 14<sup>th</sup> March 2021

**NOIDA HAAT**

Sector 33A, Behind ISKCON Temple, Noida

Timing : 11:00 AM - 8:00 PM



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of **INDIA**

at  
**INDIA FOOD  
COURT**



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Ministry of  
Rural Development  
Government of India

National Institute  
of Rural Development  
& Panchayati Raj

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ग्रामीण विकास मंत्रालय  
भारत सरकार



## ग्रामीण भारत के हस्तशिल्प को अनुभव करने आइए Noida HAAT



### सरस आजीविका मेला 2021

ग्रामीण दस्तकारों द्वारा बनाए गए उत्कृष्ट पारम्परिक कला और  
दस्तकारी उत्पादों की प्रदर्शनी व बिक्री

26 फरवरी से 14 मार्च 2021 तक  
नोएडा हाट

सेक्टर 33ए, इस्कॉन मंदिर के पीछे, नोएडा  
समय - सुबह 11 बजे से रात 8 बजे तक



अधिक जानकारी  
के लिए स्कैन करें

भारत के  
सभी राज्यों के  
सांस्कृतिक कार्यक्रमों का  
आनंद लें

भारत के  
विभिन्न राज्यों  
के भोजन का  
स्वाद चखने  
आइए

इंडिया फूड कोर्ट



आयोजक

ग्रामीण विकास मंत्रालय,  
भारत सरकार

राष्ट्रीय ग्रामीण विकास  
एवं पंचायती राज  
संस्थान

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