



लोक कार्यक्रम और ग्रामीण प्रौद्योगिकी विकास परिषद्
(ग्रामीण विकास मंत्रालय, भारत सरकार के तत्वावधान में)
भारत पर्यावास केन्द्र, जोन-5 ए (कोर-सी), द्वितीय तल
लोधी रोड, नई दिल्ली-110 003

**Council for Advancement of People's Action
and Rural Technology**

(Under the aegis of Ministry of Rural Development, Govt. of India)
India Habitat Centre, Zone-5A (Core-C), 2nd Floor
Lodhi Road, New Delhi-110 003

Dr. Nagesh Singh,
Director General
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D.O.No. 30-305/2017-18/Mkt.-CAPART/SARAS-IITF, 2017

September 21st, 2017

**Subject: Participation in SARAS Fair, IITF-2017, scheduled to be organized from
14th to 27th November, 2017 at Pragati Maidan, New Delhi.**

Dear *Secretary,*

On behalf of the Ministry of Rural Development (MoRD), Government of India, CAPART has been given the responsibility of organizing the SARAS Fair, during India International Trade Fair (IITF) from 14th to 27th November, 2017 at Pragati Maidan, New Delhi. In this connection, the following are the points for your immediate attention and necessary action:

1. A total number of stalls (**as per list enclosed**) will be made available free of charge for your selected participants to display and sell their products.
2. Sufficient number of SHGs of artisans may be selected who are beneficiaries of the SGSY/NRLM/Aajeevika schemes of MoRD so that all the stalls assigned to your State are taken up by your selected SHGs and no stall goes vacant. **Please do not send proposals in excess of the number of stalls allotted to the State.**
3. **Please encourage participation of new SHGs and avoid repetition.**
4. The Theme of the IITF-2017 is 'Start up India: Stand up India'.
5. An official of appropriate seniority from the State Government should be designated as the "State Coordinator". He/She shall have to remain present in person at the fair venue in New Delhi from 12th November, 2017 and until the end of the fair. The State Coordinator shall bring his/her official photo ID and the Letter-of-Authority (LoA) from the State Government. The State Coordinator must be aware and familiar with the selected SHGs of your State.

Contd./-

6. Only one official from your State shall be recognized by CAPART as State Coordinator. Their designation, e-mail, mobile number etc. must be provided to CAPART.
7. Kindly advise your State Coordinator and the selected participants to reach New Delhi on 12th November, 2017. The State Coordinator, upon producing State Govt.'s LoA, shall take over allotted stalls and shall help officials in further assigning those stalls to the SHGs upon production of their photo IDs and the selection letters issued to them by your State Department.
8. State Coordinator must take over the allotted stalls, under his/her signature at least one day ahead of the beginning of the fair. This point must be emphasized to the official designated as State Coordinator.
9. Selected participants of States should organize and decorate their stalls so as to make them ready in time for the inaugural function on **14th November, 2017**. All the stalls allotted to your State/UT will be identified with the name of your State/UT. In addition, you may advise your participants to bring banners, flexi signs or other appropriate identifiers to be displayed prominently on their assigned stalls to recognize the participating SHGs by their name and district.
10. **Not more than two persons per stall would be allowed to participate (including one SHG member and one associate). They should bring four photographs of passport size for use in making of identity cards, exhibition passes, etc., which will be made available on 14th November, 2017 at the venue.**
11. Each participant should bring his/her photo ID i.e. AADHAR Card/Election I Card etc. and selection letter issued by State in the prescribed proforma for the SHGs, which can be downloaded from CAPART website. The selected participants should be physically fit to actively participate in the fair.
12. Nominated State Coordinator should ensure that the allotted stalls are properly utilized by genuine SHGs, and that the stalls don't become vacant/un-stocked before the end of the fair.
13. **The articles to be displayed and sold at the stalls must be the ones actually produced by the selected SHGs and the artisans present in the stall should be able to explain about the nature of the product, the process of its making and other related information to the visitors and buyers.**
14. The participants shall have to make their own arrangements for food, personal effects, etc. A consolidated amount shall be paid to them by CAPART as TA/DA in accordance with prescribed norms. **A cancelled cheque of each participating SHG member and his/her Associate with the correct name may be attached.**

15. Transportation costs/arrangements shall not be covered by CAPART for the articles to be displayed/ sold at the fair.
16. Kindly instruct the concerned official to request SHG (Self Help Groups) participating in the SARAS Mela not to use plastic bags during the fair, as the use of plastic bags is prohibited in Delhi. SHG's may use paper, gunny, cloth bag, etc., instead.
17. Also, the selected SHG members should be advised to strictly avoid bringing any prohibited items for display and sale e.g.; animal skins, hair, conch shell, etc., which may attract penal action under the relevant laws. An undertaking in this regard may also be given in the given format.
18. Kindly instruct the concerned officials to make necessary arrangements for SHG members for cashless transactions during the fair.

Kindly confirm the participation of your State/UT as soon as possible, preferably by 25th October, 2017 positively and send the details and a copy of LoA of your State Coordinator to CAPART (including his/her phone/fax/mobile numbers and e-mail Id), as well as the list of the selected SHGs, the names of the participants, and their product lists.

I also take this opportunity to invite you to visit the fair at any time during the event and look forward to your active participation in the SARAS Fair, IITF-2017 scheduled to be organized from 14th to 27th November, 2017 at Pragati Maidan, New Delhi.

Yours sincerely,


(Dr. Nagesh Singh)

Encl: As above

Secretaries (RD) - All State/UT

Copy to:

1. PS to HMRD, Ministry of Rural Development, Krishi Bhawan, New Delhi
2. PPS to Secretary (RD), Ministry of Rural Development, Krishi Bhawan, New Delhi.
3. PPS to JS (NRLM), Ministry of Rural Development, Krishi Bhawan, New Delhi.
4. CEO/Mission Director, SRLM - All State/UT.

**Distribution of Stalls during the SARAS Fair, IITF-2017 at Pragati Maidan,
New Delhi**


Sl. No.	States/UTs	No. of Stalls allotted
1	Andhra Pradesh	9
2	Arunachal Pradesh	1
3	Assam	7
4	Bihar	12
5	Chhattisgarh	8
6	Goa	2
7	Gujarat	12
8	Haryana	10
9	Himachal Pradesh	10
10	J & K	6
11	Jharkhand	12
12	Karnataka	10
13	Kerala	10
14	Madhya Pradesh	12
15	Maharashtra	7
16	Manipur	1
17	Meghalaya	1
18	Mizoram	1
19	Nagaland	3
20	Odisha	10
21	Puducherry	1
22	Punjab	10
23	Rajasthan	12
24	Sikkim	2
25	Tamil Nadu	10
26	Telangana	6
27	Tripura	1
28	Uttar Pradesh	22
29	Uttarakhand	12
30	West Bengal	10
	Total	230


(Chiranjee Lal Kataria)
Asst. Director (Mkt.)
CAPART

CAPART, Zone 3
2nd Floor, India Habitat 3, 1st-4th
Lodhi Road, New Delhi-110003


(Priya Ranjan)
Director (IC)
MoRD

प्रिय रंजन / PRIYA RANJAN
निदेशक / Director
भारत सरकार / Govt. of India
ग्रामीण विकास विभाग / M/o Rural Development
कृषि भवन, नई दिल्ली / Krishi Bhawan, New Delhi


(Anita Baghel)
Director (RL)
MoRD

अनीता बघेल / ANITA BAGHEL
निदेशक / Director
भारत सरकार / Government of India
ग्रामीण विकास विभाग / M/o Rural Development
कृषि भवन, नई दिल्ली / Krishi Bhawan, New Delhi

**MINISTRY OF RURAL DEVELOPMENT, GOVT. OF
INDIA, (RL DIVISION)**

**PROFORMA FOR PARTICIPATION IN
SARAS MELA, 2017**

To,

The Marketing Division
CAPART Head Quarters,
India Habitat Centre, Zone-5A (Core-C), 2nd Floor,
Lodhi Road, New Delhi - 110 003
Sir/Madam,



This is to certify that the following members of SHG whose photograph (s) has been attested is nominated by the State Government to display and sale of his / her / their products in the stall allotted to the State Government in **SARAS Fair IITF-2017 at Adjacent Open Area of Hall No.7 (ABC) at Pragati Maidan, New Delhi from 14th – 27th November, 2017.**

Name of the participant	
Father's/Husband's name	
Complete Permanent Address (Village & Gram Panchayat, Block, District etc.)	
Contact Telephone No. or Mobile No.	
AADHAR Card No.	
Name and address of SHG	
Year of formation of SHG	
Nature of economic activity	
Saving Bank Account No. with name and branch of the Bank	
Amount of Loan received	
Products Brought (Brand Category)	
Dates of previous participation in SARAS Fair	

It is also certified that the member of SHG will be assisted by the following person whose relationship with the member of the SHG has been certified by the SHG in accordance with the instructions marked as (*). His /Her details are given below:

(Recent Colour
Photograph of the
Assistant)
To be attested by the
DRDA

Name of the associate assisting the member of the SHG	
Father's / Husband's Name	
Complete Permanent Address	
Relationship with the member of the SHG	
AADHAR Card No.	
Contact Telephone No. or Mobile No.	
BPL number, if any	

Signature / Thumb Impression
of the participant

Project Director, DRDA

Verified by
Deputy Secretary /or above to the
Govt. _____

(*) Instructions:

- I. The person who would assist the SHG member during his/her participation at SARAS Mela, 2017 shall be certified by the SHG member as being his / her spouse, son, daughter, relative or in all entirely resident of his / her native place.
- II. **A cancelled cheque of each participating SHG member and his/her Associate with the correct name may be attached.**
- III. Two passport size photographs of all the SHG members/associate duly certified may be attached.
- IV. Two additional pass port size photographs of the members of the SHG may be attached.
- V. Attested photo copy of Photo ID i.e. AADHAR Card/Election I Card etc. for residence proof should be kept readily available with the member of SHG for registration and other formalities to complete.
- VI. The Association and presence of the State Coordinator is mandatory during the period of the fair, failing which none of the participating SHG will be entertained.

UNDERTAKING

Date:

I/We hereby understand that the following animal/ plant phyla are prohibited & banned for selling / displaying in the **India International Trade fair, 2017 (IITF) scheduled to be held at Pragati Maidan, New Delhi from November 14-27, 2017.**

- ▶ Plant products/ derivatives as included in schedule VI of Wildlife (Protection) Act 1972.
- ▶ Molluscan shells/ derivatives/ handicraft item as included in schedule I & IV of wild life (protection) Act 1972.
- ▶ Coelenterates as included in Schedule I of Wildlife (Protection) Act 1972.
- ▶ Fishes as included in schedule I of Wildlife (Protection) Act 1972.
- ▶ Any wild animal & its derivatives.

In view of above I/We hereby undertake that the above mentioned prohibited items/ products etc. shall not be displayed/ sold during the tenure of IITF 2017 in my Pavilion/ Stall. Failure to comply with the above, I/We may be held responsible and action as deemed fit under the provisions of Wildlife (protection) Act, 1972 may be taken against me/us. I/We have also read carefully the Advisory No. 02/2013 issued by the appropriate authority (WCCB, New Delhi) in this context.

Signature.....

Name.....

Designation.....

Pavilion/HallNo