Press Release

20 January 2025

**It is expected that the Saras Mela at Chengannur will break the records of sales and participation of all the 10 Saras Fairs held in the state: LSGD Minister M.B Rajesh**

Chengannur: Organized by Kudumbashree, Saras Mela 2025, the National Food and Cultural Expo, offering the best of traditional, ethnic food and artistry was kick-started at the Municipal Stadium, Chengannur. M. B. Rajesh, Minister, Local Self-Government Department, Excise & Parliamentary Affairs Department, Government of Kerala inaugurated the programme.

 It is expected that the Saras Mela at Chengannur will break the records of sales and participation of all the 10 Saras Fairs held in the state. About 5,000 entrepreneurs have received Rs. 78 crores from the last ten fairs. Kudumbashree is a great movement of women in Kerala. 46 lakh women are members of Kudumbashree. Kudumbashree has left its indelible mark on every sector of Kerala society. It is undoubtedly true that Kudumbashree has made the slogan of Kerala renaissance from the kitchen to the stage a reality. It was through Kudumbashree that the streaks entered the public arena. The role played by Kudumbashree in empowering women socially, culturally and politically is immeasurable. There is no sector where Kudumbashree does not have a presence.  We can divide Kerala history into two halves, 'Before Kudumbashree and After Kudumbashree'. The Minister said.

Ponnamma, a member of the Haritha Karma Sena of Chengannur Municipality, came to welcome Mohanlal. While the entire Kerala is working together for the goal of a waste-free New Kerala, the Haritha Karma Sena is the one who is most active in it. It sent a big message when a Haritha Karma Sena Member welcomed Mohanlal. The Minister added.

Saji Cherian, Minister for Fisheries, Cultural Affairs and Youth Affairs, Government of Kerala presided over the function. He said that the Saras Mela can be seen as a cross section of the country.  P. Prasad, Minister for Agriculture, Government of Kerala gave the Key Message. He appreciated Kudumbashree for leading such a great fair.

Padma Bhushan Mohanlal was the Guest of Honor. He said that the gesture of a Haritha Karma Sena member welcoming gives a great message of waste management to the public. He reminded everyone about the need of having the civic sense. The Ministers jointly felicitated Mohanlal at the function and  was presented the Chengannur Peruma Award for the comprehensive contribution to the field of art and culture.

O.S. Unnikrishnan, Chairman, Programme Committee presented the report. H. Salam, MLA, M. S. Arun Kumar, MLA, K.G. Rajeshwari, President, Alappuzha District Panchayat, Alex Varghese IAS, District Collector, Alappuzha, Shobha Varghese, Chairperson, Chengannur Municipality, Shobhana George, Ex. MLA, Chairperson, Oushadhi, M.H, Rasheed Chairman, KSCMMC, K.M. Saleem President, Chengannur Block Panchayath, K.M. Usha, President, Panchayat Presidents Association, Ashok Padipurakkal, Municipal Councilor, Chengannur, S. Sreekala, Chairperson, Chengannur ULB, Antony Perumbavoor were also present at the function. Nila, a robot greeted the Ministers while welcoming them to the function.

H. Dineshan IAS, Executive Director, Kudumbashree welcomed the gathering and Ranjith S, District Mission Coordinator, Kudumbashree District Mission Coordinator delivered the vote of thanks.

Micro entrepreneurs from 28 states and 8 Union territories across the country are taking part in the programme and 350 stalls are opened. There will be full presence of 12,130 Kudumbashree units at the fair. The handicrafts that would showcase the heritage and culture of each states, art forms, jewellery, fabrics, utensils etc would be for sale at the Saras Mela. Apart from the sales stalls, 30 food stalls are opened for offering cuisines of different states. Different ethnic cuisines from different states across the country would offer a new experience to the people. The programme strictly follow the green protocol. The Saras Fair is set in an area of 2 lakh sqft.

Daily cultural programmes like Gazal, Folk Songs, Music Programmes, Bamboo Music, Folk Dance, Folk Song, Kalaripayattu, Seethakali, Art Performances by School-College Students, Violin-Chenda Fusion, Comedy Show, Mohiniyattom, Seminars, and dance programmes of BUDS children, Exhibition explaining the history of cinema, Amusement Park, Flower Show, Pet Show, Robotic Show, Book Fair, Open Forum Cultural Meetings etc are also arranged in connection with Saras Mela 2025.

Following the inaugural session, Musical Night led by famous musician Shri. Stephen Devassy was also held as part of the programme.

The Saras Fairs are organized jointly by the Central- State Governments as part of the National Rural Livelihood Mission (NRLM), where the products of the entrepreneurs across the country is brought together for marketing. Saras Mela 2025 will come to an end on 31 January 2025.

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