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SARAS MELAS

Introduction

In order to empower the rural women artisans and to bring them out of poverty through access to better market and marketing systems, the Ministry of Rural Development has been supporting the organization of exhibitions under the brand name of SARAS where Self Help Groups from different states participate and sell their products. At present, two SARAS Fairs in a State are sponsored by the Ministry during a financial year by way of providing assistance upto Rs 40.00 lakh per fair in Metropolitan cities (Bangalore, Mumbai, Chennai, Delhi, Kolkata and Hyderabad) and upto Rs 35.00 lakhs per fair in non-Metropolitan cities.

In addition, the Ministry has been organizing SARAS fairs at New Delhi as part of India International Trade Fair (IITF) and also as Shishir Mela in Dilli Haat. The Ministry also organizes Aajeevika Mela in the month of May every year at Pragathy Maidan. The Aajeevika Mela has over 500 stalls that showcase a number of traditional arts and craft items produced by rural poor SHG/NHG women, and also a number of products which have added value to the farm and non-farm produce of these women. The stalls will display the skills, potential and hard work of women from across India. The products ranges from handlooms, handicrafts, artifacts and heritage products, tribal ornaments, decorative items, metallic products, earthen utensils, paintings, organic food items, spices, processed food products, soft toys, utility items, brass and wrought iron products.

The SARAS and Aajeevika Mela is an endeavor of MORD to provide to the rural women producers a national platform and an opportunity to showcase their products, and seek buyers, either individuals or bulk buyers for sale nationally / internationally. On this occasion, the Ministry will also be bringing out a directory of the products of all the women who will be showcasing their products in the Mela. Cultural programs are also being organized as a part of the Mela. Some workshops for the women participants for honing their soft skills as well as skills in packaging, managing consumers etc. will be organized during the Mela.

Participation in trade fairs of women entrepreneur

Trade Fairs help women to develop knowledge about buyers and market demand. It also contributes to building market linkages. It is observed that in the ME sector, majority of the small enterprise owners participate in local, regional, seasonal, festival fairs or in national trade fairs.

Kerala SARAS Fairs

Kudumbashree started organizing Saras in the financial

year of 2016-2017 as Government of Kerala directed Kudumbashree mission to organize SARAS fairs in future. Formerly it was organized by Rural Development Department. Since 2017-18, Kudumbashree conducts two SARAS fairs every year. Formerly, it was one in a year. In 2017-2018, Kudumbashree has conducted two SARAS fairs successfully at Idappal, Malappuram, and Pattambi, Palakkadu in the months of August - September and March- April respectively. Kerala SARAS fairs give ample opportunity to rural women entrepreneurs across the country and such fairs also provide an opportunity to exhibit and sell their rural product directly to the customer without any intermediaries.



Districts`	No. of Kudumbashree Stalls	No. of Kudumbashree ME's participated	No. of IRDP/SGSY stalls	No. of IRDP/SGSY ME's participated	No. of other state stalls	Total sales turnover
Palakkad	134	156	57	57	44	70009890
Malappuram	43	70	73	64	124	65429650
Total	177	226	130	121	168	13,54,39540

Table: Details of SARAS fairs conducted by Kudumbashree in the financial year of 2017-18.

SARAS fair conducted at Edappal, Malappuram had over 240 stalls that showcased Indian handmade and home-made products produced by rural poor SHG/NHG women. Kudumbashree allotted 43 stalls for Kudumbashree micro entrepreneurs, 73 stalls for IRDP/SGSY beneficiaries and 124 stalls for other States. Total turnover was more than 6.5 crores.

Learning lessons from Malappuram SARAS, Kudumbashree has given more opportunities to local Kudumbashree entrepreneurs in Pattambi, Palakkad SARAS. SARAS fair conducted at Pattambi, Palakkadu had 235 stalls all together and allotted 134 stalls for Kudumbashree ME units, 57 for IRDP/SGSY and 44 for other states. Turnover was more than 7.0 crores.

Learning's from Kerala SARAS fairs

Kerala SARAS fairs are one of the best convergence models of Kudumbashree and local self government institutions such as grama panchayth, municipalities and corporations. Leadership of local political as well as

community and cultural leaders made the events great success in Kerala. Kudumbashree utilizes its community network for organizing SARAS melas/fairs, and deputed its staffs to coordinate the Fair.

Other state SARAS Fairs

Likewise Kudumbashree put an extra effort to participate in other SARAS Fairs being held in other states and assure participation of maximum micro entrepreneurs in other state fairs.. This year Kudumbashree has decided to participate in all other state fairs and in the process of forming a skilled marketing pool exclusively for other state fairs that will manage fairs and maximize the sale as well as find future business opportunities.

1.Participation

- Kudumbashree has decided to depute two districts on a rotation basis to participate in outside state SARAS fairs. Selected districts should depute MECs (Skilled marketing pool) and/or entrepreneurs on a rotation basis for participation.

- The selected districts will conduct a livelihood team meeting regarding the participation in assigned SARAS and inform all potential entrepreneurs. From among the interested entrepreneurs, District will select those who meet the criteria set by the District as well as State Mission. The list will be prepared based on various product categories and on the basis of business opportunities in that particular State. Districts are directed to avoid repetition of products in similar SARAS stalls. District livelihood team is a committee which includes Assistant district mission coordinator, District program managers of ME, Marketing, SVEP, MKSP, Animal husbandry and block coordinators of marketing for coordinating fairs.
 - Selection of districts for a particular SARAS will be based on the list of interested entrepreneurs provided by the District and on a rotation basis to ensure participation of all Districts.
 - Among the two districts selected for a SARAS, one will be known/considered as first priority participant (FPP) and the other will be known/considered as second priority participant (SPP).
 - In each SARAS fairs participant districts list will be published according to the SARAS calendar issue by MORD.
 - First priority participant district will be the responsible to coordinate fairs. If sufficient entrepreneurs are not willing to participate in the fair, district may invite entrepreneurs from second priority participant district.
 - First priority should be given to MEC/CRP while allotting stalls because they can represent more entrepreneurs and take products from across the district. District should assure at least one stall allotted to MEC/CRP and others for entrepreneurs.
- While prioritizing stalls**
- o FPP district program manager - marketing must ensure, at least one stall allotted to CRP from both districts
 - o If FPP decided to allocate two or more stalls to CRPs,

be sure SPP is also getting equal priority and decision should be made after a consultation of Kudumbashree state mission only.

- o State mission will be obtaining state specific application form from other States and will circulate to selected Districts. Entrepreneurs should duly fill it and it should be attested by District Mission and should be send to state mission before 10 days of the proposed fair. Original SARAS application form must be carried by the entrepreneurs to submit to the registration counter at the hosting State.
- o 4 districts can participate in SARAS fairs scheduled in metro cities. Participation of two MECs/CRPs from FPP and SPP districts and at least one stall from other districts need to be ensured in SARAS in metro cities..

2. MEC/CRP representation for Kudumbashree entrepreneurs.

Purpose of assuring maximum participation of Kudumbashree micro enterprises products into SARAS fairs and expansion of marketing of ME products, Kudumbashree has recently introduced a group of MEC who may help to increase marketing opportunities of several fairs. Kudumbashree has successfully deployed MEC/CRP in the financial year of 2017-18 in SARAS Fairs and it has created a positive impact about Kudumbashree products in other states.

- MECs/CRPs shall carry products of different entrepreneurs to set up stalls and shall also coordinate other state fairs on behalf of Kudumbashree Mission.
- MEC will be the responsible person from district mission and MEC should coordinate collection of products before the fair and should submit details of products such as name, rate, number etc. to the DPM – marketing.
- In each stall there will be two MECs and one MEC may represent entrepreneur and the other as helper.



Aims of Kudumbashree while participating in other state fairs

- Identify new opportunities of business in other States
- Business trends of different region,
- Interaction with other state entrepreneurs
- Improve marketing skills
- Develop a skilled marketing pool of MECs and MEs
- w Improve communication skills
- Knowledge about improvisation in packing, production, marketing etc.
- Understand and Identify new technologies
- Improve independent mobility power of women
- Get bulk orders for Kudumbashree ME units
- Monitory benefits both ME units and MECs
- Skill gap assessment and training for improving it
- Assure maximum participation of ME units.



Sl.No:	State	Entrepreneurs participation	Sales	MEC participation
1	Ahmedabad	3	558893	4
2	Vijayawada	5	474640	4
3	Jaipur	1	211421	4
4	Dehradun	1	232090	4
5	Goa	3	521869	4
6	Raipur	1	629400	4
7	Kolkata	1	209675	4
8	Bhilai	2	278305	4
9	Assam	0	141640	2
10	Karnatka	1	25000	0
11	Bihar	1	308150	2
12	Visakapattanam	4	210900	2
13	Orissa	4	1309125	4
14	Sikkim	3	370539	2
15	Goa	3	337245	4
16	Maharashtra	5	824395	4
17	Tamilnadu	2	130150	2
18	Haryana	1	58030	0
19	Delhi SARAS IITF	15	3183161	2
	Total	56	10014628	56

Table: Participation details of other state SARAS fair

Kudumbashree has identified the real potential of other state fairs in 2017-2018. Previously, it was not a focus activity of Kudumbashree. Rather, Districts were given information about SARAS fairs and participation was left to their interest. Kudumbashree has participated 19 state fairs in 2017-18 which was first time in the history of Kudumbashree as part of providing exposure to Kudumbashree micro enterprises units. It is considered to be a good marketing platform for enterprising units. Even though only 56 micro enterprises units got benefited from other state fairs directly, products of many more have been sold and more than 1 crore sales has been achieved in 2017-18.