

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

RAJYA SABHA
UNSTARRED QUESTION NO. 1577
TO BE ANSWERED ON 31/07/2026

**EXPANSION OF SARAS AAJEEVIKA AND MARKET ACCESS FOR RURAL
WOMEN SHGS**

1577 Dr. Satish Poonia:

Will the Minister of Rural Development be pleased to state:

- (a) whether Government proposes to expand SARAS Aajeevika Galleries, SARAS Melas and eSARAS across the country, particularly in Rajasthan;
- (b) whether any cities in Rajasthan have been identified for establishing SARAS Aajeevika Galleries or organizing regular SARAS Melas, if so, the details thereof;
- (c) the measures proposed to ensure participation of women Self Help Groups (SHGs) from small towns, rural and aspirational districts of Rajasthan in these initiatives; and
- (d) whether Government proposes to provide branding, packaging, digital marketing and export support to such SHGs, if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(DR. CHANDRA SEKHAR PEMMASANI)

(a) & (b): Under the Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM), the Ministry of Rural Development is strengthening market access for Self Help Groups (SHGs) products through retail stores, organisation of SARAS Melas and promotion of SHG products through the digital marketing platform across the country, including Rajasthan. As per the Ministry's guidelines all State Rural Livelihoods Missions (SRLMs), including Rajasthan, may organize at least two SARAS Fairs annually in their respective States. The Rajasthan State Rural Livelihoods Mission (Rajeevika) has identified locations for organizing SARAS Melas and establishing retail outlets under the State SHG brand, based on market potential and local requirements, to enhance market access for SHG products.

(c) & (d): Under DAY-NRLM, the Ministry of Rural Development supports women SHGs, including those from small towns, rural and aspirational districts of Rajasthan, through a range of marketing interventions. These include development of State level SHG brands, training on packaging, labelling and product standardization, participation in SARAS Melas, exhibitions and trade fairs. The SHGs are also onboarded on eSARAS and on other e-commerce platforms. The capacity building initiative focuses on digital marketing and facilitation of participation in selected business fairs and exhibitions to promote export ready SHG products. The National Institute of Rural Development and Panchayati Raj regularly conducts capacity building and skill development programmes to support SHG members on product development, branding, packaging, quality improvement, digital marketing, enterprise management, export procedures and documentation, and market readiness to strengthen their access to domestic and international markets.
