

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 4508
ANSWERED ON 28/03/2023

SARAS FOOD FESTIVAL

4508. SHRI VISHNU DAYAL RAM:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the details of the impact assessment conducted by the Government post the Saras Food Festival;
- (b) the details of the rise in the income of women who attended the Saras Food Festival;
- (c) whether it is true that the Ministry is likely to expand the Saras Food Festival to other locations in the country; and
- (d) the eligibility criteria and application process for applying for stalls in the Saras Food Festival?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SADHVI NIRANJAN JYOTI)

(a) & (b) 'SARAS Aajeevika Mela' is a noteworthy initiative of Ministry of Rural Development which aims at facilitating and motivating Self Help Groups (SHGs)/SHG Members under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) to exhibit and sell their products and to provide them with an opportunity for additional income, exposure and interaction on a large scale. Taking forward this initiative, the first SARAS Food Festival-2022 was organized by the Ministry from 28th October, 2022 to 10th November, 2022 at Handicraft Bhawan, Baba Khark Singh Marg, Connaught Place, New Delhi. Around, 150 women food service entrepreneurs from 49 SHGs of 14 States participated in the event and collectively, they achieved a turnover of an amount of Rs. 1.22 Crores. The SARAS Food Festival was a successful event.

c) No Sir. At present, there is no such proposal to expand the SARAS Food Festival to other locations in the country.

d) The food service entrepreneurs from Self Help Groups (SHGs) formed in the States/Union Territories under DAY-NRLM are eligible to participate in the SARAS Food Festival. Based on the availability of space for installation of Stalls, the Ministry allocates State-wise Stalls. Thereafter, respective State Rural Livelihood Missions (SRLMs) select food service entrepreneurs from SHGs for participation in the SARAS Food Festival and upload the requisite details of entrepreneurs in the online SARAS Mela Portal of the Ministry.
