

**GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT**

**LOK SABHA
UNSTARRED QUESTION NO. 2535
ANSWERED ON 04/08/2026**

SARAS MELAS

**2535. Shri Tangella Uday Srinivas:
Shri G Lakshminarayana:**

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the number of Women Self-Help Groups (SHGs), Farmer Producer Organisations (FPOs) and other rural enterprises registered on the eSARAS platform, State-wise, including district-wise details for Andhra Pradesh;**
- (b) the value and volume of sales made through the eSARAS platform, classified State and district-wise including Andhra Pradesh;**
- (c) number of SARAS Melas organised in the country indicating the number of participating SHGs/FPOs, footfall, sales generated and major institutional and retail buyers participating in such Melas, State and district-wise;**
- (d) the measures taken by the Government to onboard more SHGs, FPOs and rural producers onto the eSARAS platform, including training, digital capacity building, marketing support and logistics assistance; and**
- (e) whether the Government has undertaken any assessment of the impact of the eSARAS platform and SARAS Melas on enhancing market access and incomes of rural producers, if so, details regarding the key findings and outcomes thereof?**

ANSWER

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

(a) & (b): The Ministry has developed and launched the eSARAS platform, which serves as a dedicated digital marketplace for SHG products. In addition to facilitating direct sales through its own platform, eSARAS also enables the onboarding and sale of SHG products on other major e-commerce platforms. The State/UTs wise details of the registered SHGs/FPOs, etc. value and volume of sales

on the esaras platform including other major ecommerce platforms (Flipkart, Amazon, Meesho etc.) are provided as Annexure I.

(c): As per the Ministry's guidelines, all State Rural Livelihoods Missions may organize at least two SARAS melas annually in their respective States/UTs. In the financial year 2025-26, four national level melas have been organized with a cumulative sale of Rs. 35.73 crores. The State/UTs wise details are provided as Annexure II.

(d): The eSARAS platform is a digital marketplace developed by the Ministry of Rural Development under the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), in collaboration with the Digital India Corporation, to enable women-led Self Help Groups (SHGs), rural artisans and producer collectives to market their products nationally. To onboard more SHGs, FPOs, rural producers and strengthen their market access, the Ministry has provided digital onboarding support, including online product catalogues, inventory management and secure digital payment facilities. Women associated with SHGs are imparted training in digital onboarding, branding, packaging, product photography, digital marketing, customer service and product pricing. A dedicated Fulfilment Centre has been established to streamline the product collection, packaging, inventory management and last mile shipping of SHG products. 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.

(e): The Ministry regularly reviews the performance of the eSARAS platform and marketing initiatives, including SARAS Melas through sales reports and periodic consultations with States. The assessment indicates that these initiatives have significantly enhanced market access for women SHGs by connecting them with customers beyond their local markets through both physical and

digital channels. SARAS Melas have provided SHGs with direct marketing opportunities, increased product visibility, facilitated interactions with institutional and retail buyers, and generated substantial sales, while eSARAS has enabled year-round online market access.

Annexure I

Annexure referred to in reply to parts (a) & (b) of Lok Sabha Unstarred Question 2535 due for answer on 04.08.2026

The State/UTs wise details of the registered SHGs/FPOs etc. value and volume of sales on the esaras platform including other major ecommerce platforms (Flipkart, Amazon, Meesho etc.).

Sl. no.	States/UTs	No. of SHGs/FPOs	Value of Sales (₹)	Volume (Units)
1.	Andhra Pradesh	5	1,07,583	51
2.	Arunachal Pradesh	1	0	0
3.	Assam	9	19,252	59
4.	Bihar	5	44,605	53
5.	Chhattisgarh	5	54,497	37
6.	Dadra and Nagar Haveli and Daman and Diu	1	190	1
7.	Goa	3	2,369	5
8.	Gujarat	5	984	2
9.	Haryana	11	4,04,003	979
10.	Himachal Pradesh	6	54,324	137
11.	Jammu & Kashmir	7	5,42,537	1,142
12.	Jharkhand	15	2,29,713	591
13.	Karnataka	11	3,35,667	630
14.	Kerala	4	17,437	67
15.	Madhya Pradesh	11	6,52,534	1,325
16.	Maharashtra	11	19,151	50
17.	Manipur	1	0	0
18.	Meghalaya	3	9,017	13
19.	Mizoram	1	0	0
20.	Odisha	22	2,13,206	207
21.	Puducherry	1	1,960	12
22.	Punjab	16	3,40,305	706
23.	Rajasthan	14	2,99,373	629
24.	Telangana	1	0	0
25.	Tripura	4	15,534	46
26.	Uttar Pradesh	44	1,07,03,611	34,766
27.	Uttarakhand	10	14,791	31
28.	West Bengal	22	2,00,272	430
Total		249	1,42,82,915 (₹ 1.43 crore)	41,969

Annexure II

Annexure referred to in reply to part (c) of Lok Sabha Unstarred Question 2535 due for answer on 04.08.2026

The details of National level SARAS melas during the financial year 2025-26 organised in the Delhi NCR.

Sl No.	State Name	Total Sales (₹)	No. of Members participated (SHGs/FPOs/etc)
1	Andhra Pradesh	13035245	75
2	Arunachal Pradesh	2022188	39
3	Assam	9446590	53
4	Bihar	15530833	86
5	Chhattisgarh	8462799	66
6	Dadra and Nagar Haveli and Daman and Diu	102700	2
7	Goa	6194471	34
8	Gujarat	15888588	77
9	Haryana	15934414	62
10	Himachal Pradesh	10472682	78
11	Jammu And Kashmir	13432510	67
12	Jharkhand	9600265	74
13	Karnataka	6690107	55
14	Kerala	14354902	75
15	Ladakh	2551291	20
16	Madhya Pradesh	8014177	64
17	Maharashtra	12203720	74
18	Manipur	1861930	14
19	Meghalaya	902343	19
20	Mizoram	869095	12
21	Nagaland	1830240	25
22	Odisha	10802780	64
23	Puducherry	2212638	14
24	Punjab	11560465	61
25	Rajasthan	26345062	100
26	Sikkim	2296225	29
27	Tamil Nadu	9702575	79
28	Telangana	13649350	69
29	Tripura	3455115	23
30	Uttar Pradesh	32534602	127
31	Uttarakhand	17477014	74
32	West Bengal	56809977	98
33	Convergence Pavilion	535040	10
34	Demonstration Pavilion	520920	8
35	Saras gallery	16370	8
Total		357319223 (₹ 35.73 crore)	1835
