



लोक कार्यक्रम और ग्रामीण प्रौद्योगिकी विकास परिषद्

(ग्रामीण विकास मंत्रालय, भारत सरकार के तत्वावधान में)
भारत पर्यावास केन्द्र, जोन-5 ए (कोर-सी), द्वितीय तल
लोदी रोड, नई दिल्ली-110 003

Council for Advancement of People's Action and Rural Technology

(Under the aegis of Ministry of Rural Development, Govt. of India)
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D.O.No. 30-307/2017-18/Mkt.-CAPART/Aajeevika Mela, 2018

19 January, 2018

Subject: Participation in "SARAS Aajeevika Mela", scheduled to be held 23rd March to 01st April, 2018 at Pragati Maidan, New Delhi.

Dear Sir/Madam,

On behalf of the Ministry of Rural Development (MoRD), Government of India, CAPART has been given the responsibility of organizing the SARAS Aajeevika Mela, from 23rd March to 01st April, 2018 at Pragati Maidan, New Delhi. In this connection, following are the points for your immediate attention and necessary action:

1. A total number of stalls (**as per list enclosed**) will be made available free of charge for selected participants (SHGs) of your State to display and sell their products.
2. Sufficient number of SHGs of artisans may be selected who are beneficiaries of the SGSY/DAY-NRLM/Aajeevika schemes of MoRD so that all the stalls assigned to your State are taken up by your selected SHGs and no stall goes vacant. **Please do not send proposals in excess of the number of stalls allotted to the State.**
3. **Please encourage participation of new SHGs and avoid repetition.**
4. An official of appropriate seniority from the State Government should be designated as the "State Coordinator". He/She shall have to remain present in person at the fair venue in New Delhi from 21st March, 2018 and until the end of the fair. The State Coordinator shall bring his/her official photo ID and the Letter-of-Authority (LoA) from the State Government. The State Coordinator must be aware and familiar with the selected SHGs of your State.

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