

PRESS RELEASE

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SARAS Mela 2010 – NABARD Co-sponsors All-India Exhibition-cum-Sale of Handicrafts / Handloom

National Bank for Agriculture and Rural Development (NABARD) is the co-sponsor along with Government of Maharashtra and the Government of India for the SARAS Mela 2010 at the Bandra Reclamation Ground No.1, Mumbai from 21 January to 2 February 2010. SARAS is an Exhibition-cum-Sale of Handicrafts and Handloom products produced by rural artisans and SHGs covered under SGSY scheme of the Government and promotional schemes of NABARD. It is organized by the Rural Development Department of the Government of Maharashtra to provide market access to the poor rural artisans for their products.

NABARD has been supporting participation of rural artisans in such Melas and Exhibitions (including the SARAS Melas) organized at various centers for the last many years and hundreds of artisans have reaped benefits through participation in such events. Urban customers can have a peep into the artistic diversity of the country and patronize the poor artisans by purchasing these artistic delights from the makers themselves.

This initiative by NABARD is in pursuance of its commitment to usher in rural prosperity through promotion of rural crafts and providing alternate income generating activities to the rural poor. NABARD has also supported a number of Skill / Entrepreneurship training programmes for the rural youth with the help of local NGOs. NABARD is engaged in the promotion of 70 rural artisan clusters in the country. Over 75 rural innovations have also been supported by NABARD, many of them in the most backward parts of the country.

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