

बिहार सरकार

ग्रामीण विकास विभाग

पत्रांक 214997 /  
सं0सं0-ग्रा0वि0-06/झाँकी-12-2/2013

पटना, दिनांक 05/01/2015

प्रेषक,

मनोज कुमार,  
विशेष कार्य पदाधिकारी ।

सेवा में,

सभी उप विकास आयुक्त,  
बिहार ।

विषय:- कोलकाता में दिनांक- 31.01.2015 से 12.02.2015 तक 10वीं क्षेत्रीय सरस मेला आयोजित होने के संबंध में ।

महाशय,

उपर्युक्त विषयक West Bengal State Rural Livelihoods Mission (WBSRLM) से प्राप्त पत्र सं0.- 667(28)/WBSRLM/PROG/6P-05/2012 दिनांक- 13.10.2014 की छायाप्रति संलग्न करते हुए सूचित करना है कि दिनांक- 31.01.2015 से 12.02.2015 तक क्षेत्रीय सरस मेला का आयोजन कोलकाता में किया जा रहा है । विदित है कि वहाँ मात्र 05 SHGs/ स्वरोजगारियों को भेजा जाना है ।

अतः अनुरोध है कि उक्त क्षेत्रीय सरस मेला में भाग लेने हेतु विहित योग्यताधारी स्वयं सहायता समूह / स्वरोजगारियों की सत्यापित सूची विहित प्रपत्र में उनके मोबाईल नं0 एवं बी0पी0एल0 नं0 सहित अविलम्ब विभागीय ई-मेल: के साथ ई-मेल: [manoikumarosdrdd@gmail.com](mailto:manoikumarosdrdd@gmail.com) पर उपलब्ध कराना सुनिश्चित करें ।

अनुलग्नक:- यथोक्त ।

विश्वासभाजन  
05/01/15  
(मनोज कुमार)

जापांक 214997 /

विशेष कार्य पदाधिकारी  
पटना, दिनांक 05/01/2015

प्रतिलिपि:- सभी जिला पदाधिकारी, बिहार / विकास कुंज SPM (NF) जीविका, बिहार / आई0टी0 प्रबंधक, ग्रामीण विकास विभाग, बिहार, पटना को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित ।

05/01/15  
विशेष कार्य पदाधिकारी

**ANANDADHARA STATE OFFICE**  
**WEST BENGAL STATE RURAL LIVELIHOODS MISSION (WBSRLM)**  
(A Society under Panchayats & Rural Development Department, Govt of West Bengal)  
Jessop Building, 63, Netaji Subhas Road, Kolkata – 700 001  
Tel. No. 033-2231-4495; Fax – 033-2231-4907; Email: wbsrlm@gmail.com

No. 667(28)/WBSRLM/PROG/6P-05/2012

Date: 13.10.2014

**From:** Choten D Lama, IAS,  
Mission Director & Chief Executive Officer,

**To:** Principal Secretary/ Secretary,  
Department of Panchayats & Rural Development,  
Govt. of Sikkim/ Andhra Pradesh/ Arunachal Pradesh/ Assam/ Bihar/ Goa/  
Haryana/ Jammu & Kashmir/ Karnataka/ Kerala/ Madhya Pradesh/  
Maharashtra/ Meghalaya/ Manipur/ Mizoram/ Nagaland/ Orissa/ Punjab/  
Rajasthan/ Tripura/ Uttar Pradesh/ Uttarakhand/ Chattisgarh/ Jharkhand/  
Tamil Nadu/ Himachal Pradesh/ Pondichery/ Gujrat.

**Sub:- Request for participation from your State in 10<sup>th</sup> Regional SARAS fair at Kolkata from 31/01/2015 to 12/02/2015**

Madam/ Sir,

It gives me great pleasure to inform you that as per the annual calendar drawn up by the Ministry of Rural Development, Govt. of India, the Regional SARAS Fair/ Mela is being held in West Bengal during the captioned period at the *Bidhannagar Mela Ground, Central Park, Salt Lake, Kolkata*.

To enable us to organize such a huge event as smoothly as possible, I would like to seek your kind cooperation through the confirmation of the participation of your State and sending of related details of that the participating artisans and officials as soon as possible in the format given in **Annexure-A**.

As per Govt. of India's guidelines, the beneficiaries of SHGs/ rural artisans belonging to the "below poverty line" families assisted under the NRLM/ SGSY or the erstwhile DWCRA / IRDP or any other Govt. sponsored scheme for alleviation of poverty can participate at the fair but no traders would be permitted to participate. It has also been intimated that the identification of the participants recommended by the DRDAs/ Zilla Parishads should be verified at the State level by a nodal officer not below the rank of Joint Secretary. A format for certificate and instructions are enclosed for kind necessary action accordingly (**Annexure B & C**).

Each state shall be allocated **5 stalls** for display and sale of the produce of their artisans. Two artisans will be allowed per stall for each State. Accommodation for the artisans and *two Officials* from each participating State will be provided during the event. Request for additional stalls for display & sale of SHG products & requirement of stalls in the Food Park may please be communicated well in advance to enable us to make necessary arrangements for the same.

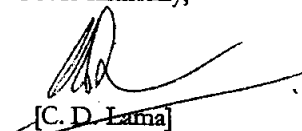
I would like to request that all the necessary information be communicated to us within 10<sup>th</sup> November, 2014. The contact details of our nodal officer Shri. Swadesh Ranjan Pramanik, Project Director, DRD Cell, North 24 Parganas Zilla Parishad are as follows:

Postal Address: "Angana Building", 2<sup>nd</sup> floor, Rishi Bankim Sarani, Barasat, Kolkata – 700124.  
Phone – 03325523037      Tele Fax – 033-25625373  
Mobile No. – 09432598080      Email id- [pddrdc@gmail.com](mailto:pddrdc@gmail.com)

Mr Pramanik may be contacted for further details. We look forward to receiving the artisans from your state and are sure that their experience in West Bengal will be unique and very positive.

Yours faithfully,

Enclosed: As stated.



[C. D. Lama]  
Mission Director & Chief Executive Officer

No. 667(28)/1(1)/WBSRLM/PROG/6P-05/2012

Date: 13.10.2014

Copy forwarded for information and necessary action to:

- 1) Smt. Renuka Kumar, Deputy Secretary to the Govt. of India, Deptt. of Rural Deptt, (Marketing Cell), 6<sup>th</sup> Floor, Hotel Samrat, Kautilya Marg, New Delhi.

Sd/-  
[C. D. Lama]

Mission Director & Chief Executive Officer

No. 667(28)/2(1)/WBSRLM/PROG/6P-05/2012

Date: 13.10.2014

Copy forwarded for information and necessary action to:

- 1) PD, DRDC and ADMD, DMMU, North 24 Parganas.
- 2) PS to Principal Secretary, P&RD Dept., JAB, Salt Lake, Kolkata

Sd/-  
[C. D. Lama]

Mission Director & Chief Executive Officer

**A N N E X U R E - A**  
**ANANDADHARA STATE OFFICE**  
**WEST BENGAL STATE RURAL LIVELIHOODS MISSION (WBSRLM)**  
(A Society under the Panchayats and Rural Development Department, Government of West Bengal)  
**Jessop Building, 63, Netaji Subhas Road, Kolkata - 700 001**  
**Tel.No.CEO:-033-22432243, Office- 033-2231-4495; Fax - 033-2231-4907; Email: [wbsrlm@gmail.com](mailto:wbsrlm@gmail.com)**

**Confirmation letter for participation in 10<sup>th</sup> Regional SARAS at Kolkata to be held from 31<sup>st</sup> January to 12<sup>th</sup> February, 2015**

**Confirmation letter should reach by 10<sup>th</sup> November.2014**

1. Name of the State Coordinator :
  
2. Number of stalls required :
  
3. Total no. of artisans nominated for participation :
  
4. Name, Designation & Telephone no. of State Coordinator :
  
5. Name, Designation & Telephone no. of the Assistant State Coordinator/ Other Official :

Signature with Seal

Name:

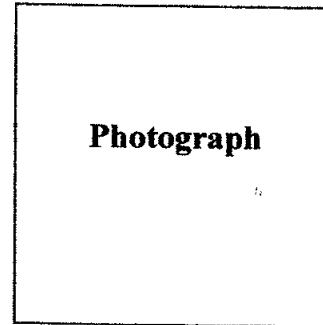
Designation:

**ANNEXURE - B**

To : The Project Director  
&  
Addl. District Mission Director  
DRDC/DMMU,  
North 24-Parganas Zilla Parishad  
Angana Building(2<sup>nd</sup> Floor),  
Rishi Bankim Sarani,  
Barasat, PIN- 700124.

Sir/Madam,

This is to certify that the following member/individual of Self Help Group whose photograph stands attested is a beneficiary of SGSY/IRDP/DWCRA/NRLM \_\_\_\_\_ and is invited in \_\_\_\_\_ craft. Kindly arrange to accommodate him/her in the Kolkata SARAS to be held from 31/01/2015 to 12/02/2015 at Kolkata.



Name of participant		
Father's/Husband Name		
Village and G. P.		
Block		
BPL No.		
Whether Individual/ Member of SHGs.		
Name of the sponsoring DRDA		
Benefited under SGSY /NRLM Scheme		
Year of Benefit		
Amount of Subsidy		
Amount of loan		
Product brought for SARAS (Board category)		
Whether participated in earlier Trade Fairs/ Exhibition organized by the MORD (Yes/No).		
If yes, Number of times		

Signature/Thumb impression  
of Participant

Sponsoring Officer  
with seal & Designation

ANNEXURE - C

**Eligibility Criteria and instruction**  
**for participation in the Regional**  
**SARAS at Kolkata.**

1. The Participant should essentially be a BPL member; his BPL number should be clearly mentioned. The artisans should bring along their identity proof and BPL number proof.
2. Those artisans should be beneficiaries of any of the poverty alleviation programmes of this Ministry.
3. Apart from the statement of benefit and subsidy provided as prescribed in the format the participant group should also bring the copy of the passbooks.
4. The artisans participating in the fair should be able to demonstrate and explain the product, its quality standards and the availability of volumes, ordering procedures, etc.
5. The participant's photograph should be attested by the project Director of the respective DRDA. The name, full address, phone and fax Nos. of the attesting authority should be clearly mentioned in the format, for registration.
6. The participants format are be forwarded only by the State Government by an officer, not below to rank of Joint Secretary, to ensure the authenticity of the participating group. Formats furnished directly by the Project Directors of such other District functionaries will be rejected.
7. The participating members should bring the stock statement along with the receipt of the mode of transportation availed. The stock statement has to be submitted prior to the beginning of the fair.
8. The names of the artisans and product data base should be forwarded to the District Rural Development Cell, North 24 Parganas Zilla Parishad well in advance so as to enable us to make a plan for display and allotment of stall accordingly to make focus group and various product/ zones.
9. All products should be sold through a receipt which may be got printed and this will be checked at the exit Gate

**ANANDADHARA STATE OFFICE**  
**WEST BENGAL STATE RURAL LIVELIHOODS MISSION (WBSRLM)**  
(A Society under Panchayats & Rural Development Department, Govt of West Bengal)  
Saltee Tech Park, 11<sup>th</sup> Floor, Block-DN-18, Sector-V, Saltlake, Kolkata – 700 091  
Tel. No. 033-2367-3741; Fax – 033-2367-3741; Email: wbsrlm@gmail.com

No. 908(28)/WBSRLM/PROG/6P-05/2012

Date: 17.12.2014

**From: Choten D Lama, IAS,**  
Mission Director & Chief Executive Officer,

**To: Principal Secretary/ Secretary,**  
Department of Panchayats & Rural Development,  
Govt. of Sikkim/ Andhra Pradesh/ Arunachal Pradesh/ Assam/ Bihar/ Goa/  
Haryana/ Jammu & Kashmir/ Karnataka/ Kerala/ Madhya Pradesh/  
Maharashtra/ Meghalaya/ Manipur/ Mizoram/ Nagaland/ Orissa/ Punjab/  
Rajasthan/ Tripura/ Uttar Pradesh/ Uttarakhand/ Chattisgarh/ Jharkhand/  
Tamil Nadu/ Himachal Pradesh/ Pondichery/ Gujrat.

**Sub:- Important information regarding participation in 10<sup>th</sup> Regional SARAS fair at Kolkata from 31/01/2015 to 12/02/2015-non use of plastic bags and non-sale of prohibited items**

Madam/ Sir,

On behalf of the Panchayats & Rural Development Department, Government of West Bengal, WBSRLM has been given the responsibility of organizing the Kolkata SARAS fair-2014-15 from 31<sup>st</sup> January to 12<sup>th</sup> February, 2015 at the *Bidhannagar Mela Ground*, Central Park, *Salt Lake, Kolkata*. In this connection, the following are the points for your immediate attention and taking the necessary action.

1. Kindly instruct the concerned official of your Departments to request SHG (Self Help Groups) participating in the SARAS Mela not to use plastic bags during the fair, as we are discouraging the use of plastic bags as an organization due to the long term negative impact on the environment. It is requested that the SHGs use biodegradable material for packaging of sold items.
2. Also the selected SHG members should be advised to strictly avoid bringing any prohibited item for display and sale e.g; animal skins, hairs, conch shell, etc, which may attract penal action under the relevant laws.

I would further like to request that all necessary information kindly be communicated to us latest by 30<sup>th</sup> December, 2014. The contact details of our nodal officer Shri. Swadesh Ranjan Pramanik, Project Director, DRD Cell, North 24 Parganas Zilla Parishad are as follows:  
Postal Address: "Angana Building", 2<sup>nd</sup> floor, Rishi Bankim Sarani, Barasat, Kolkata – 700124. Phone – 03325523037 Tele Fax – 033-25625373  
Mobile No. – 09432598080 Email id- [pddrdc@gmail.com](mailto:pddrdc@gmail.com)

Mr Pramanik may be contacted for further details. We look forward to receiving the artisans from your state and are sure that their experience in West Bengal will be unique and very positive both personally and financially.

Yours faithfully,



[C.D. Lama]

Mission Director & Chief Executive Officer

**No. 908(28)/1(1)/WBSRLM/PROG/6P-05/2012**

**Date: 17.12.2014**

Copy forwarded for information and necessary action to:

- 1) Smt. Renuka Kumar, Deputy Secretary to the Govt. of India, Deptt. of Rural Deptt, (Marketing Cell), 6<sup>th</sup> Floor, Hotel Samrat, Kautilya Marg, New Delhi.



[C. D. Lama]

Mission Director & Chief Executive Officer

**No.908(28)/2(2)/WBSRLM/PROG/6P-05/2012**

**Date: 17.12.2014**

Copy forwarded for information and necessary action to:

- 1) PD, DRDC and ADMD, DMMU, North 24 Parganas.
- 2) PS to Principal Secretary, P&RD Dept., JAB, Salt Lake, Kolkata



[C. D. Lama]

Mission Director & Chief Executive Officer