

बिहार सरकार

ग्रामीण विकास विभाग

पत्रांक 305625

पटना, दिनांक 27/03/17

ग्रा0वि0-06/मेला-12-02/2016 (पार्ट)

प्रेषक,

कनक बाला,
विशेष कार्य पदाधिकारी ।

सेवा में,

मुख्य कार्यपालक पदाधिकारी-सह-राज्य मिशन निदेशक,
बी0आर0एल0पी0एस0, विद्युत भवन, बेली रोड, पटना ।

विषय:- प्रगति मैदान, नई दिल्ली में दिनांक- 14.04.2017 से 23.04.2017 तक
आजीविका मेला के आयोजन के संबंध में ।

महाशय,

निदेशानुसार उपर्युक्त विषयक ग्रामीण विकास मंत्रालय, ग्रामीण विकास विभाग,
नई दिल्ली का पत्रांक- K-11026/21/2016-Mkt. दिनांक- 03.03.2017 के संबंध में कहना है कि
दिल्ली में दिनांक- 14.04.2017 से 23.04.2017 तक प्रगति मैदान में आजीविका मेला का
आयोजन किया जा रहा है ।

अतः उक्त पत्र की प्रति संलग्न करते हुए अनुरोध है कि पत्र में अंकित शर्तों के
अधीन समुचित कार्रवाई सुनिश्चित करने की कृपा की जाय ।

अनुलग्नक- यथोक्त ।

विश्वासभाजन


(कनक बाला)

जापांक 305625

विशेष कार्य पदाधिकारी
पटना, दिनांक 27/03/17

प्रतिलिपि:- श्री समीर SPM (MF) जीविका, बिहार / आई.टी. प्रबंधक, ग्रामीण
विकास विभाग बिहार, पटना को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित ।


विशेष कार्य पदाधिकारी



सत्यमेव जयते

ECN 31797/17

ग्रामीण विकास मंत्रालय
ग्रामीण विकास विभाग
भारत सरकार
कृषि भवन, नई दिल्ली-110114
Ministry of Rural Development
Deptt. of Rural Development
Government of India
Krishi Bhavan, New Delhi-110114

ATAL DULLOO

Joint Secretary

☎ - 24122936

☎ - 24104386

@ - jsrl-mord@gov.in

B.O.No. K-11026/21/2016-Mkt.

March 03, 2017

Subject: Participation in "Aajeevika Mela" scheduled to be held from 14th to 23rd April, 2017 at Pragati Maidan, New Delhi.

Dear Sir/Madam,

Ministry of Rural Development (MoRD), Government of India is going to organize "Aajivika Mela" scheduled to be held from 14th to 23rd April, 2017 at Pragati Maidan, New Delhi. In this connection, the 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 your selected participants to display and sell their products.
2. Sufficient number of **Women SHGs** of artisans may be selected who are beneficiaries of the SGSY/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. Not more than two persons per stall would be allowed to participate (including one SHG member and one assistant).
4. **"Hon'ble Minister (RD) has desired to ensure maximum participation of new SHGs in the fair so that new SHGs get encouragement from organizing such fair. It is expected that around 70% of the SHGs invited may be new with respect to the SHGs invited in the IITF, in November, 2016".**
5. 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 **12th April, 2017** 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 familiar with the selected SHGs of your State.

Contd...../-

506
21/3/17

436
21/3/17

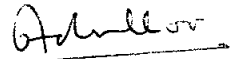
6. Only one official from your State shall be recognized as State Coordinator. Their designation, e-mail, mobile number etc. must be provided.
7. Kindly advise your State Coordinator and the selected participants to reach New Delhi on **12th April, 2017**. The State Coordinator, upon producing State Govt.'s LoA, shall take over allotted stalls and shall help officials in further assigning those stalls to the SHGs upon production of their photo IDs and the selection letters issued to them by your State Department.
8. Selected participants of States should organize and decorate their stalls so as to make them ready in time for the inaugural function on **14th April, 2017**. All the stalls allotted to your State/UT will be identified with the name of your State/UT. In addition, you may advise your participants to bring banners, flexi signs or other appropriate identifiers to be displayed prominently on their assigned stalls to recognize the participating SHGs by their name and district.
9. **Not more than two persons per stall would be allowed to participate (including one SHG member and one associate). They should bring four photographs of passport size for use in making of identity cards, exhibition passes, etc., which will be made available on 14th April, 2017 at the venue.**
10. Each participant should bring their photo ID i.e. AADHAR Card/Election I Card etc. and the selection letter issued by State in the prescribed proforma for the SHGs (enclosed) The selected participants should be physically fit to actively participate in the fair.
11. Nominated State Coordinator should ensure that the allotted stalls are properly utilized by genuine SHGs, and that the stalls don't become vacant/un-stocked before the end of the fair.
12. **The articles to be displayed and sold at the stalls must be the ones actually produced by the selected SHGs and the artisans present in the stall should be able to explain about the nature of the product, the process of its making and other related information to the visitors and buyers.**
13. The participants shall have to make their own arrangements for food, personal effects, etc. A consolidated amount shall be paid to them as TA/DA in accordance with prescribed norms.
14. Transportation costs/arrangements shall not be covered for the articles to be displayed/sold at the fair.

15. Kindly instruct the concerned official to request SHG (Self help Groups) participating in the "Aajeevika Mela" not to use plastic bags during the fair, as the use of plastic bags is prohibited in Delhi. SHG's may use paper, gunny, cloth bag, etc., instead.
16. Also, the selected SHG members should be advised to strictly avoid bringing any prohibited items for display and sale e.g.; animal skins, hair, conch shell, etc., which may attract penal action under the relevant laws. An undertaking in this regard may also be given in the given format.

Kindly confirm the participation of your State/UT as soon as possible, and latest by 31st March, 2017 positively and send the details and a copy of LoA of your State Coordinator (including his/her phone/fax/mobile numbers and e-mail Id), as well as the list of the selected SHGs, the names of the participants, and their product lists.

With regards.

Yours sincerely,



(Atal Dulloo)

Encl.: as above.

Secretaries RD - All State/UT

Copy to:

1. PS to HMRD, Ministry of Rural Development, Krishi Bhawan, New Delhi
2. PPS to Secretary (RD), Ministry of Rural Development, Krishi Bhawan, New Delhi.
3. CEO/Mission Director, SRLM-All State/UT.

Distribution of Stalls during Aajeevika Mela

Sl.No.	States/UTs	Proposed No. of Stalls
1	Andhra Pradesh	22
2	Arunachal Pradwesh	2
3	Assam	12
4	Bihar	25
5	Chhattisgarh	15
6	Goa	8
7	Gujarat	25
8	Haryana	24
9	Himachal Pradesh	18
10	J&K	12
11	Jharkhand	20
12	Karnataka	19
13	Kerala	18
14	Madhya Pradesh	25
15	Maharashtra	18
16	Manipur	5
17	Meghalaya	5
18	Mizoram	5
19	Nagaland	8
20	Odisha	19
21	Puducherry	3
22	Punjab	19
23	Rajasthan	25
24	Sikkim	8
25	Tamail Nadu	21
26	Telangana	14
27	Tripura	5
28	Uttar Pradesh	45
29	Uttarakhand	27
30	West Bengal	20
31	A&N Islands	2
32	Lakshadweep	2
33	Dadra & Nagra Haveli	2
34	Daman & Diu	2
	Total	500

Shashi
3/3/17
शशी अग्रवाल / SHASHI AGGARWAL
अनुभाग अधिकारी / Section Officer
ग्रामीण विकास मंत्रालय / Mo Rural Development
भारत सरकार / Government of India
कृषि भवन, नई दिल्ली / Krishi Bhawan, New Delhi

Anurag
3/3/17
हरी राम मीना / H. R. MEENA
अवर सचिव / Under Secretary
ग्रामीण विकास मंत्रालय / Mo Rural Development
भारत सरकार / Government of India
कृषि भवन, नई दिल्ली / Krishi Bhawan, New Delhi

Ministry of Rural Development, Govt. of India

PROFORMA FOR PARTICIPATION IN AAJEEVIKA MELA, 2017

To,

The Rural Livelihood Division
Ministry of Rural Development,
Govt. of India
6th Floor, Samrat Hotel, Chanakyapuri,
NewDelhi - 110021

(Recent Colour
Photograph of the
SHG member)

To be attested by the
DRDA

Sir/Madam,

This is to certify that the following members of SHG whose photograph (s) has been attested is nominated by the State Government to display and sale of his / her / their products in the stall allotted to the State Government in **Aajeevika Mela, 2017** scheduled to be held from **14th to 23rd April 2017** at **Pragati Maidan, New Delhi**.

Name of the participant	
Father's/Husband's name	
Complete Permanent Address (Village & Gram Panchayat, Block, District etc.)	
Contact Telephone No. or Mobile No.	
BPL.No	
AADHAR Card No.	
Name and address of SHG	
Year of formation of SHG	
Nature of economic activity	
Saving Bank A/c No. with name and branch of the bank	
Amount of Loan received	
Products Brought (Brand Category)	
Dates of previous participation in SARAS Fair	

It is also certified that the member of SHG will be assisted by the following person whose relationship with the member of the SHG has been certified by the SHG in accordance with the instructions marked as (*). His /Her details are given below:

(Recent Colour
Photograph of the
Assistant)

To be attested by the
DRDA

Name of the associate assisting the member of the SHG	
Father's / Husband's Name	
Complete Permanent Address	
Relationship with the member of the SHG	
AADHAR Card No.	
Contact Telephone No. or Mobile No.	
BPL number, if any	

Signature / Thumb Impression
of the participant

Project Director, DRDA

Verified by
Deputy Secretary /or above to the
Govt. _____

(*) Instructions:

- I. The person who would assist the SHG member during her participation at Aajeevika Mela, 2017 shall be certified by the SHG member as being his / her spouse, son, daughter, relative or in all entirely resident of his / her native place.
- II. Two passport size photographs of all the SHG members/associate duly certified may be attached.
- III. Two additional pass port size photographs of the members of the SHG may be attached.
- IV. Attested photo copy of Photo ID i.e. AADHAR Card/Election I Card etc. for residence proof should be kept readily available with the member of SHG for registration and other formalities to complete.
- V. The Association and presence of the State Coordinator is mandatory during the period of the fair, failing which none of the participating SHG will be entertained.



ग्रामीण विकास मंत्रालय
ग्रामीण विकास विभाग
भारत सरकार
कृषि भवन, नई दिल्ली-110114
Ministry of Rural Development
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ATAL DULLOO
Joint Secretary
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D.O.No. K-11026/21/2016-Mkt.

March 03, 2017

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Dear Sir,

Ministry of Rural Development (MoRD), Government of India is going to organise "Aajeevika Mela" scheduled to be held from 14th to 23rd April, 2017 at Pragati Maidan, New Delhi. The Mela is likely to be inaugurated by the Hon'ble Prime Minister of India.

In order to discuss various aspects related to the participation of the States/UTs in the said Mela, a meeting will be held on **09th March, 2017 at 3 p.m.** at Conference Room, CAPART Hqrs., Zone-5A, 2nd Floor, India Habitat Centre, Lodhi Road, New Delhi-110003.

You are requested to depute a State Coordinator from your State/UT to attend the meeting positively. The agenda will be circulated during the meeting.

Yours sincerely,

(Atal Dulloo)

Shri Arvind Kumar Chaudhary, IAS
Secretary
Department of Rural Development
Government of Bihar
Old Secretariat
Patna-800015

Copy to:

Shri Balamurgan D, IAS, CEO, Bihar Rural Livelihoods Promotion Society, State Rural Livelihoods Mission, Bihar, 1st Floor Vidyut Bhawan-II, Bailey Road, Patna-800021