

बिहार सरकार

ग्रामीण विकास विभाग

पत्रांक 252895 /

पटना, दिनांक 23/11/15

सं०सं०-ग्रा०वि०-06/झाँकी-12-2/2013

प्रेषक,

मनोज कुमार,

विशेष कार्य पदाधिकारी ।

सेवा में,

सभी उप विकास आयुक्त,

बिहार ।

विषय:- कोलकाता में दिनांक- 10.12.2015 से 27.12.2015 तक 11 वीं क्षेत्रीय सरस मेला आयोजित होने के संबंध में ।

महाशय,

उपर्युक्त विषयक West Bengal State Rural Livelihoods Mission (WBSRLM) से प्राप्त पत्र सं०.- 987(33)/WBSRLM/PROG/6P-05/2012 दिनांक- 10.09.2015 की छायाप्रति संलग्न करते हुए सूचित करना है कि दिनांक- 10.12.2015 से 27.12.2015 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 नं० एवं बी०पी०एल० नं० सहित अविलम्ब विभागीय ई-मेल: के साथ ई-मेल: manojkumarosdrdd@gmail.com पर उपलब्ध कराना सुनिश्चित करें ।

अनुलग्नक:- यथोक्त ।

विश्वासभाजन

CM
(मनोज कुमार)
23/11/15

विशेष कार्य पदाधिकारी

जापांक 252895 /

पटना, दिनांक 23/11/15

प्रतिलिपि:- विकास कुंज SPM (NF) जीविका, बिहार / आई०टी० प्रबंधक, ग्रामीण विकास विभाग, बिहार, पटना को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित ।

CM
विशेष कार्य पदाधिकारी
23/11/15

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)



No. 987(33)/WBSRLM/PROG/6P-05/2012

Date: 10.09.2015

APR 2015 / HC
10.9.15

1646
11.9.15

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

To: Principal Secretary/ Secretary,
Departments of Panchayats & Rural Development,
Govt. of Assam/Andhra Pradesh/Arunachal Pradesh/Bihar/ Chattisgarh / Goa/Gujrat / Haryana/
Himachal Pradesh/ Jammu & Kashmir/ Jharkhand/Karnataka/Kerala/ Madhya Pradesh/ Maharashtra /
Meghalaya/ Manipur/ Mizoram/ Nagaland/ Odisha/ Pondicherry/ Punjab/ Rajasthan/ Sikkim/ Tamil
Nadu/ Telengana /Tripura/ Uttar Pradesh/ Uttarakhand/ Daman Diu/Andaman & Nicobar/ Dadra nagar
Haveli/ Lakshdweep

Sub: Request for participation from your state in 11th Regional SARAS Fair at Kolkata from 10/12/2015 to 27/12/2015

Madam/Sir,

I would like to inform you that the Ministry of Rural Development, Govt. of India, New Delhi has accorded approval to organize the Regional SARAS Fair/Mela in West Bengal from 10.12.2015 to 27.12.2015 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 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).

Kindly instruct the concerned official of your Departments to request SHGs (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 due to the long term negative impact on the environment. It is requested that the SHGs use biodegradable material for packaging of sold items. The selected SHG members should also be advised to strictly avoid bringing any prohibited item for display and sale e.g. animal skins, hairs, conchshell, etc. which may attract penal action under the relevant laws.

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 and

West Bengal State Rural Livelihoods Mission (WBSRLM)
(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)

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 15th October, 2015. The contact details of our nodal officer Smt. Rumela Dey, Project Director, DRD Cell, North 24 Parganas Zilla Parishad are as follows:

Postal Address: "Angana Building", 2nd floor, Rishi Bankim Sarani, Barasat, Kolkata-700124.
Phone - 03325523037 Tele Fax- 033-25625373
Mobile No- 09435298080 Email id- pddrdc@gmail.com

Mrs. Dey 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.

Enclosed: As stated

Yours faithfully,


(SMD&CEO)

No. 987(33)/1(1) /WBSRLM/PROG/6P-05/2012

Date: 10.09.2015

Copy forwarded for information and taking necessary action to the:-

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


(SMD&CEO)

No. 987(33)/2(2) /WBSRLM/PROG/6P-05/2012

Date: 10.09.2015

Copy forwarded for information and taking necessary action to the:-

- 1) Project Director DRDC/ Addl. District Mission Director of DMIMU of North 24 Parganas.
- 2) PS to Principal Secretary, P&RD Deptt, JAB, Salt lake, Kolkata


(SMD&CEO)

ANNEXURE - A
ANANDADHARA STATE OFFICE

WEST BENGAL STATE RURAL LIVELIHOODS MISSION (WBSRLM)
(A Society under the Panchayats and Rural Development Department, Government of West Bengal)
Salt Lake Tech Park, 11th Floor, Block-DN-18, Sector-V, Salt Lake, Kolkata - 700 091
Tel. No. 033-2367 3741/3731/3711/37 2 ; Fax - 033-2367 3741; Email: wbsrlm@gmail.com

Confirmation letter for participation in 11th Regional SARAS at Kolkata to be held from
10th December to 27th December, 2015
Confirmation letter should reach by 15th October, 2015

1. Name of the State
2. Number of stalls required
3. Total No. of Swarojgaris nominated for participation
4. Name, Designation & Telephone no. of State Coordinator :
5. No. of Officials nominated for participation
6. Mode of transportation of goods
7. Expected date of arrival of the participant & official :

Signature with Seal

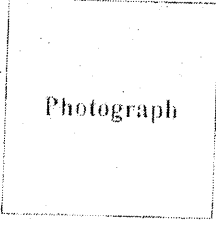
Name:

Designation:

To : The Project Director
 &
 Addl. District Mission Director
 DRDC/DMMU,
 North 24-Parganas Zilla Parishad
 Angana Building (2nd 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 10/12/2015 to 27/12/2015 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 artisans should be beneficiaries of any of the poverty alleviation programmes of this Ministry.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. All products should be sold through a receipt which may be got printed and this will be checked at the exit Gate.
9. Two additional passport size photographs of the members of the SHG may be attached.
10. The person who would assist the SHG during participation of SARAS fair shall be certified by the artisan as being her spouse/son/daughter/relative/ entirely resident of her native place.
11. Attested photocopy of the ID proof, Election card and recommendation letter should be kept readily available with the member of SHG for registration and other formalities to complete
12. 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.