

Report

A REPORT ON SARAS AAJEEVIKA MELA

Date: 18th September, 2025

An educational trip was organised on 18th September, 2025, by the *Institute of Vocational Studies* to visit the **Saras Aajeevika Mela** held at Major Dhyanchand National Stadium, near India Gate. The mela was aimed at promoting the products of rural self help groups and encouraging women's empowerment through entrepreneurship. It provided an opportunity for rural communities, especially women to display and sell their traditional items in a wider market.

The mela was a nationwide initiative supported by the government, recognizing the efforts of self help groups and spreading awareness about the importance of self-reliance, rural employment, and the preservation of traditional skills.

A variety of stalls were set up at the mela, including:

- **Handicrafts and Handlooms** – shawls, clothes and home décor items.
- **Food Products** – pickles, papads, jams, spices and organic grains.
- **Eco-friendly Goods** – jute bags, bamboo crafts, clay utensils and decorative items.

Cultural Items – paintings, embroidery works and artefacts representing India's heritage.

The visit was highly insightful for the IVS students. They observed how rural women participated with enthusiasm and creativity, attracting a large number of visitors. Many stalls recorded good sales, which motivated the artisans to continue their work and inspired others to join self help groups. The trip highlighted the impact and significance of such initiatives, as the mela was not just an exhibition but also a platform for empowering rural communities. It emphasized:

- **A chance for self-help groups to earn a livelihood.**
- **Building a connection between producers and consumers.**
- **Recognition of women entrepreneurs.**
- **Support for Make in India and Vocal for Local initiatives.**

The event concluded with students gaining valuable exposure to rural entrepreneurship and traditional skills. It was an inspiring and informative experience that encouraged them to appreciate the importance of supporting local products and women empowerment.





