

Ministry of Rural Development



Ministry of Rural Development Finalises Calendar of SARAS Aajeevika Melas for FY 2026–27

SARAS Aajeevika Melas to be Held in Gurugram and New Delhi from October 2026 to February 2027

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The Ministry of Rural Development has finalized the Calendar of SARAS Aajeevika Melas at the National Level for the Financial Year 2026–27, aimed at promoting rural livelihoods, women entrepreneurship and traditional crafts across the country.

As per the approved schedule, three major SARAS events will be organized in the National Capital Region. The SARAS Aajeevika Mela 2026 will be held at Leisure Valley Park, Gurugram from 22 October to 6 November 2026 (17 days). This will be followed by the SARAS Food Festival 2026 at Sunder Nursery, New Delhi from 21 November to 8 December 2026 (18 days). The SARAS Aajeevika Mela 2027 will be held at Major Dhyan Chand National Stadium, New Delhi from 1 February to 28 February 2027 (28 days).

SARAS Aajeevika Melas are flagship events under the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), providing a national platform to rural Self-Help Groups (SHGs) and artisans.

A Platform for Rural Enterprise and Women Empowerment

These Melas serve as a platform bringing together SHG members from across the country and enable rural women to directly connect with urban consumers, thereby enhancing their income and visibility. The Melas are expected to witness participation from a large number of women entrepreneurs representing States and Union Territories, showcasing diverse regional products including handlooms, handicrafts, natural and organic products and regional cuisines.

Strengthening Livelihoods through Market Linkages

The initiative aims to strengthen the rural economy by providing direct market access, promoting ‘Vocal for Local’ and Atmanirbhar Bharat and supporting capacity building in packaging, branding and marketing. Beyond commerce, these Melas also showcase India’s cultural diversity through traditional art forms, food and performances, while contributing to inclusive growth and preservation of indigenous crafts. The 2026–27 calendar reflects the Government’s continued commitment to expanding market-led livelihood opportunities for rural communities and empowering women-led enterprises.

RC/PU

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