

SARAS- 2018
Nalco Nagar, Angul
12th September to 23rd September



SARAS Fair is a unique initiative by the Ministry of Rural Development, Government of India to provide a platform to the rural producer/artisans/ SHG/ PG to the market their products through exhibition. This initiative helps the rural producers to know the taste & preference of the urban consumer which help them in improving the quality, design and packaging of the products.

The objective of the Mela is to provide avenue for sale and display of products of rural products produced by the rural producer/artisans, assisted under different poverty alleviation programme of Government of India. SARAS has played a key role in connecting producers/artisans to various markets thereby generating confidence among them which is accelerating the development of rural products and crafts.

REGIONAL SARAS-Angul: ORMAS under the aegis of Panchayati Raj & Drinking Water Department, Government of Odisha is organizing "**REGIONAL SARAS FAIR-2018**" from 12th to 23rd September 2018 at Nalco Nagar, Angul, Odisha, on the occasion of Biswakarma Puja, sponsored by the Ministry of Rural Development to showcase products produced by rural artisans and beneficiaries assisted under different Government Programmes. ORMAS has been organizing such national level marketing event since more than one decade.

In this Regional Saras- Angul Rural Artisans & Rural Producers from more than 20 states have participated in this National Level Exhibition.

Name of organizer	ORMAS (Odisha Rural Development and Marketing Society), Panchayati Raj and Drinking Water Department, Government of Odisha
Sponsored by	Ministry of Rural Development, Government of India
Partner Agencies with Number of Stalls at Saras	KVIB (10 Stalls), KVIC(10 Stalls), H & CI(20 Stalls), Mission Shakti (30 Stalls) , NABARD (5 Stalls), Odisha Coir Corporation (1 Stall), Odisha Rajya Talagura (1 Stall)
Total numbers of stalls Constructed	300 (Three Hundred)
States participating	<u>Twenty Two (22)</u> Andhra Pradesh, Assam, Bihar, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Nagaland, Puducherry, Punjab, Rajasthan, Telangana, Tripura, Uttar Pradesh, West Bengal & Odisha.
Numbers of Districts of Odisha participating	All 30 districts of Odisha
Numbers of Groups participating	385
Total participants	640
Total Sales	Rs. 6, 07, 43,680.00/- (Rupees Six Crore Seven Lakh Forty Three Thousand Six Hundred Eighty) only.

Regional Saras Fair Sales Report

Date	Total Sales (Rs.)
12 th September, 2018	5,10,735.00
13 th September, 2018	9,20,360.00
14 th September, 2018	11,30,650.00
15 th September, 2018	30,03,625.00
16 th September, 2018	33,43,050.00
17 th September, 2018	54,71,030.00
18 th September, 2018	85,65,090.00
19 th September, 2018	90,23,400.00
20 th September, 2018	20,12,540.00
21 st September, 2018	85,45,240.00
22 nd September, 2018	90,15,345.00
23 rd September, 2018	92,02,615.00
Grand Total	6,07,43,680.00 <i>(Rupees Six Crore Seven Lakh Forty Three Thousand Six Hundred Eighty)</i>



[Welcome Gate, Saras Angul-2018]



[Inauguration of Saras Angul,2018]



[ORMAS Coordination Stall, Saras Angul-2018]



[Cultural Programme at Saras Angul-2018]



[Stall of Deep Jyoti SHG, Tripur]



[Terracotta Products]