



GOVERNMENT OF KERALA

Abstract

Local Self Government Department- Conducting Regional SARAS Fair, 2019-20 at Mangattuparambu, Dharmasala in Kannur - Sanction Accorded - Orders issued.

LOCAL SELF GOVERNMENT (DD) DEPARTMENT

G.O.(Rt)No.2741/2019/LSGD Dated,Thiruvananthapuram, 03/12/2019

Read 1 GO(Rt)No.2141/2016/LSGD dated 16.07.2016.

2 Annual Action Plan NRLM 2019-20/MoRD EC Minutes

3 Letter No.1186/M-NRLM/2019/KSHO dated 01.08.2019, 27.11.2019 from Executive Director, Kudumbashree.

ORDER

As per G.O. read as 1st paper above Kudumbashree has been authorized to organize SARAS Fairs in the State in association with Rural Development Department. As per the minutes read as 2nd paper above it was decided to organize 1st SARAS Fair of 2019-20 at Mangattuparambu, Dharmasala in Kannur from 1st September to 10th September as a joint programme of Ministry Rural Development, Kudumbashree and District/Block/Grama Panchyats of Kannur. But the Fair was postponed due to unforeseen floods experienced in the Kannur district in the month of August. The Mela is now decided to be conducted at the same venue from 20th to 31st December 2019. Women entrepreneurs from all over India, who are part of Self Help Groups (SHGs) under SGSY/NRLM will be participating in the fair to exhibit and sell their SHG products. A Pavilion having around 250 stalls will be set up, apart from ample basic facilities for the participants and customers. An Organising Committee chaired by Hon'ble MLA of Thaliparaba has been formed to supervise the overall conduct of the event.

2) The Executive Director, Kudumbashree as per letter read as 3rd paper above has therefore requested to accord sanction to conduct the SARAS Fair, 2019-20 at Mangattuparamb, Dharmasala in Kannur and also requested to accord permissive sanction to District/Block/Grama Panchayat of Kannur District and Anthoor Municipality to contribute an amount of Rs.5 Lakhs, Rs.2 Lakhs, Rs.5000/- and Rs. 5 Lakhs respectively towards the conduct of SARAS Fair, 2019-20 as done in previous

years.

3) Government have examined the matter in detail. The purpose of SARAS Fair is to provide a platform for rural poor women to promote their products towards achieving a regular market. Micro Entrepreneurs from Kudumbashree will be given a prominent participation and an 'India Food Court' of women from 10 States will also be set up as part of the event. In the circumstances Government are pleased to accord sanction to conduct the SARAS Fair, 2019-20 at Mangattuparambu, Dharmasala in Kannur from 20th December to 31th December 2019.

4) Permissive sanction is also accorded to District Panchayth, Block Panchayths and Grama Panchayaths of Kannur District and Anthoor Municipality in Kannur District to contribute fund to Kudumbashree District Mission, Kannur for the conduct of SARAS, 2019-20 as detailed below:

- (i) District Panchayath, Kannur and Anthoor Municipalitiy of Kannur District-Rs.5 Lakhs each
- (ii) Block Panchayaths of Kannur District-Rs. 2 Lakhs each
- (iii) Grama Panchayths of Kannur District -Rs.5,000/- each

(By order of the Governor)
BIJUKUTTAN.M.S
ADDITIONAL SECRETARY

To:Executive Director, Kudumbashree

Commissioner for Rural Development, Thiruvananthapuram

Director of Urban Affairs, Thiruvananthapuram

Director of Panchayth, Thiruvananthapuram

Secretary, Kannur District Panchayth, Kannur, (through Panchayath Director)

Secretary, All Block Panchayths in Kannur District (through CRD)

Secretary, All Grama Panchayaths in Kannur District (through Panchayth

Director)

The Principal Accountant General (Audit), Kerala, Thiruvananthapuram

The Accountant General (A&E), Kerala, Thiruvananthapuram

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✓The Executive Director, Information Kerala Mission, Thiruvananthapuram

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Date: 2019.11.14 11:13:35 IST
Reason: Approved

Section Officer