

“Empowering women, reviving rural economy is our focus”

CM inaugurates ‘Swayampurna Goa SARAS 2025’

Panaji: March 7, 2025

Empowering women, and encouraging women entrepreneurship thereby reviving rural economy is one of the main purpose of this SARAS exhibition stated the Chief Minister Dr. Pramod Sawant who was speaking at the inaugural function of the ten-days event ‘Swayampurna Goa SARAS 2025’ organized at Dariya Sangam Campal in Panaji on Thursday.

Goa State Rural Livelihood Mission (GSRLM), in collaboration with Swayampurna Goa - CSR Authority of Goa, has organized Swayampurna Goa SARAS 2025 from March 6 to 16, 2025 at Kala Academy and Dayanand Bhandodkar Football Ground, Panaji.

The Chief Minister highlighting the objective behind organizing this mega event said that this is an initiative by the Ministry of Rural Development, Government of Goa to provide a platform for rural producers and artisans to showcase and market their products through exhibitions across various states in India. This initiative not only supports rural entrepreneurs but also spreads awareness among urban consumers about locally made, high-quality rural products. To encourage women entrepreneurship the Government has implemented various schemes, the Chief Minister informed appealing to them to avail of their benefit in order to become self-reliant.

The Chief Minister emphasizing the vision of the State Government said that, this year the fair is being organized on a much larger scale and has been revamped to align with the vision of Swayampurna Goa. He said the objective behind organization of such a huge event is to empower rural artisans and entrepreneurs especially women. He said the ten-days fair will provide an opportunity for women artisans to showcase and sell their handmade products which will help them earn money and become self-reliant.

The Minister for Rural Development, Shri Govind Gaude while addressing said that the Government intends to empower and encourage women entrepreneurs. The Swayampurna Goa SARAS 2025 promises to be an inspiring celebration of rural entrepreneurship, culture, and empowerment, offering visitors a unique experience of India's traditional craftsmanship and local flavours, the minister said.

The Minister speaking further said the fair features a wide array of handmade products, including coconut shell crafts, jute bags, traditional Goan snacks, Kunbi sarees, home textiles, and home-stay products. The lucky draw of a two wheeler will be conducted for the customers shopping above Rs.2000/- from a single stall. He appreciated women for their enthusiastic participation in the fair.

This year, a total of 500 stalls have been erected, offering a wide variety of handcrafted products, food items, and traditional arts. Out of these, 120 stalls have been allocated to Self-Help Groups (SHGs) providing them with an opportunity to showcase their unique crafts and traditional goods. Additionally, 205 stalls have been allotted to SHGs from within Goa, giving local artisans and entrepreneurs a strong

plat-form to reach a larger audience. The remaining 149 stalls have been designated for artisans, departmental stalls, and other exhibitors, while 26 stalls have been exclusively set up as food stalls, providing visitors with a delightful culinary experience.

General Manager NABARD, Shri Sandeep Dharkar, Project Director DRDA, South Smt Dipali Naik.and others were present on the occasion.

Earlier, Project Director DRDA, North Shri Premraj Shirodkar welcomed the guests.

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