

SARAS-Sale of Articles of Rural Artisans Society

Annual SARAS Event initiated under Ministry of Rural Development linked to promote Self Help Groups to showcase and services developed by Self Help Groups providing platform for rural enterprises to display and market their products, creating market linkages. And also promote financial and skill development for rural women and marginalized communities.





Annual Gender Campaign-Nayi Chetana

The Gender Campaign – Nayi Chetna is a nationwide initiative under DAY-NRLM that aims to strengthen gender awareness, promote equality, and ensure that rural communities adopt gender-inclusive practices. The campaign emphasizes creating safe, supportive, and enabling environments where women are empowered to participate equally in social, economic, and decision-making processes. The Campaign is done convergence with line departments, legal institutions, and community-based organizations has been actively conducting a series of activities at State, District and Block level to spread the message of gender equity and justice.



