

Mission for Elimination of Poverty in Municipal Areas (MEPMA)

MA&UD Department, Government of Telangana

From

The Mission Director,
MEPMA,
Hyderabad.

To

All the Project Directors of MEPMA
and the Addl. Commissioner-UCD,
GHMC

Sir/Madam,

Lr. Roc. No. MEPMA-EXH/EXGR/1/2018, Dated:27/08/2022

Sub: MEPMA-“SARAS Mela-2022” at People’s Plaza, Necklace Road, Hyderabad from 16.09.2022 to 27.09.2022- Submission of Nominations- Regarding.

Ref: 1. Lr. No. SERP-NONF/SARA/4/2022(434597), Dated: 04.08.2022, from the CEO, SERP of Rural Development, Telangana, Hyderabad
2. Note approval of Mission Director, MEPMA dt 17-8-2022

I invite your attention to the subject cited. MEPMA has proposed to participate in “SARAS Mela 2022” at People’s Plaza, Necklace Road, Hyderabad from 16.09.2022 to 27.09.2022 (9days).

In the reference cited, the Chief Executive Officer, SERP, Hyderabad has allotted 20 stalls for MEPMA SHGs for exhibition cum sale of their own products for above period. The arrangement for stay and local transportation for the participants will be made by SERP office.

In view of the above, all the Project Directors of MEPMA and the Addl. Commissioner-UCD GHMC are requested to nominate 1 SHG member from each District to participate in “SARAS Mela 2022” at People’s Plaza, Necklace Road, Hyderabad from 16.09.2022 to

27.09.2022.

Criteria for selection:

- Should be a member of SHG.
- Member of SHG and Assistant should be preferably below 50 years of age.
- Should be own product from unit of SHG with brand name SonChiraiya.
- TLFs have to select the SHG manufacturers in their SLF/TLF meetings and identify the SHG members who have own product.
- Participation of new SHGs should be encouraged as far as possible.
- Should follow the conditions mentioned in Annexure - II vide ref 1st cited.

Therefore, the Project Directors of MEPMA and the Addl. Commissioner of GHMC are requested to send the information in the following Proforma before 29.08.2022.

(This has the approval of Mission Director, MEPMA)

Encl: Format

G Nalini Padmavathi

DIRECTOR

ADDITIONAL MISSION

Copy to the Additional Collectors (LBs) for information.



Society for Elimination of Rural Poverty

Dept. of Rural Development, Govt. of Telangana

IV Floor, My Home Sarovar Plaza,

Secretariat Road, Hyderabad - 500063

Email: hyderabadsaras2016@gmail.com



Sandeep Kumar Sultania, I.A.S.,
Chief Executive Officer

Phone: 040-2329 8991

To

All the DRDOs of DRDAs in Telangana State.

Lr.No. SERP-NONE/SARA/4/2022 (434597), Dated: 04-08-2022

Sir/Madam,

Sub:- Invitation for participation in 'SARAS MELA-2022' being organized by the SERP, Telangana scheduled to be held from 16th to 27th September, 2022 at People's Plaza, Necklace Road, Hyderabad.

Ref: Under Secretary (RL Division), MoRD Lr.No. K-11011/01/2021-Mkt. Cell, Dated 12.04.2022.

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We are glad to inform that, Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Telangana is organizing 'SARAS MELA - 2022' from 16th to 27th September, 2022 at People's Plaza, Necklace Road, Hyderabad. This event provides an opportunity for showcasing and sale of products produced by rural SHG women. This is a marketing platform created for rural SHG women by the SERP Telangana.

You are invited to send your selected SHG members through online portal to participate in this event. The concerned State SRLMs/DRDAs are requested to register the nominating SHG details in online Mela portal (<https://www.efms.serp.telangana.gov.in/Livelihoods/SARAS/Views/SarasHome.aspx>). The last date for sending online nominations is 30.08.2022. All-respective entries like Product stock with Photo, Participant details with photo must be uploaded correctly. No further data entry support will be made available after the cutoff date. The Stalls will be allotted to only those SHGs, who will furnish all details in the Mela Portal. Nominations in manual methods i.e. through emails/ Letters will not be considered.

SHGs nominated to the Mela will be provided free of cost space to display and sell their products, boarding & lodging facility. The details of the stall allotment State-wise may be seen at **Annexure-I**.

Precautions for the participating SHGs in view of Covid-19, that are to be observed are detailed in **Annexure-II**.

The arrangement for stay and local transportation for the participants as well as officials / State coordinators who are accompanying the participants will be made by this office. For this purpose it is informed to contact Sri B. Karunakar (Mobile No. 9908132018) & Sri R.Swamy (Mobile No. 7702344113). The participation details may please be mailed to hyderabad Saras2016@gmail.com. It is requested to obtain the password for the User ID of your State over phone by contacting Sri K.Prabhakar, Phone No: 09701367789.

Encl: Annexure-I & II

Yours faithfully,

S. J. S. - I ✓

Chief Executive Officer

(3/2)

Copy to:

- The MD (Sthreenidhi), Hyderabad for information & n/a.
- The Chief General Manager (NABARD), Hyderabad for information & n/a.
- The Commissioner (GHMC), Hyderabad for information & n/a.
- The MD (MEPMA), Hyderabad for information & n/a.
- The State Director for RSETIs, (A.P. & TS) for information & n/a.
- The Manager (Union Bank of India), Hyderabad for information & n/a.
- The Manager (SBI), Koti, Hyderabad for information & n/a.
- The Manager (SBI), Adarshnagar, Hyderabad for information & n/a.
- The Regional Manager (LIC), Hyderabad for information & n/a.
- The Regional Manager (UIIC), Hyderabad for information & n/a.
- The Director (NIRD-RTP), Hyderabad for information & n/a.
- The Asst. Director (Marketing), National Jute Board, HYD for information & n/a.
- The Addl. Industrial Adviser (MSME), Balanagar, HYD for information & n/a.
- The CEO (WE HUB), Hyderabad for information & n/a.
- The MD (Telangana State Cooperative Apex Bank), HYD for information & n/a.
- The MD, Telangana Handicrafts (Golkonda), HYD for information & n/a.
- The Director (Indian Institute of Millets Research), HYD for information & n/a.

ANNEXURE - II

- a) The SHG member/artisan & assistant should be **preferably below the age of 50 Years** with his/her sound health record (The SHG members having the age of above 50 are suggested not to participate in the event due to Covid-19. SHG Member/Artisans/Helpers having **Co-morbidities, Pregnant Women are also suggested not to participate** in the event.
- b) The generic preventive measures to be followed by Exhibitors/Participants during the event stated below:
- ✓ Physical distancing of at least 6 feet to be followed as far as possible.
 - ✓ Use of face covers/mask is mandatory.
 - ✓ Practice frequent hand washing with soap (for at least 40-60 seconds) even when hands are not visible dirty. Use of alcohol-based hand sanitizers (for at least 20 seconds) can be made wherever feasible.
 - ✓ Respiratory etiquettes to be strictly followed. This involves strict practice of covering one's mouth and nose while coughing/sneezing with a tissue/handkerchief/flexed elbow and disposing off used tissues properly.
 - ✓ Self-monitoring of health by all and reporting any illness at the earliest to State SRLM/ District Team/ Helpline.
 - ✓ Spitting is strictly prohibited.
 - ✓ Installation and use of '**AarogyaSetu App**' is mandatory for all with smart phones.
 - ✓ The stall holders should have hand sanitizers. They should ensure that a sufficient gap (of two yards) is maintained at all time between the people manning the stall. All the personnel at the Stall should use Face Mask, till Covid -19 is prevalent.
 - ✓ To maintain social distancing the number of individuals that can be permitted in any given stall at any particular time may be moderated such that the latest MoHFW/MHA guidelines on social distancing are complied with.
 - ✓ Exhibitors should use preferably Digital Payment Options.
- c) Participation of new SHGs should be encouraged as far as possible. At least 25% of nominated SHGs should be new SHGs.
- d) Product selection should be done carefully and product repetition among the groups should be avoided.
- e) A group of SHGs should be selected as backup, which can be replaced in case the selected SHG is not able to participate because of unavoidable circumstances.
- f) SRLMs should not send more SHGs than allocated numbers of stalls.

- g) SHGs should bring banners, flexi signs or other appropriate identifiers to be displayed prominently in their assigned stalls.
- h) SRLM should provide a banner displaying the process of making of the product being sold in the stall.
- i) Only two persons, i.e., one SHG member and one assistant will be allowed in a stall. Local hiring of the assistant is not allowed in any case. Any SHG doing so may be debarred from future participation in the events.
- j) SRLM must ensure that each selected participant should bring his/her original photo ID, i.e., AADHAR Card/Voter Card etc. and selection letter issued by the SRLM. The selected participants should be physically and medically fit to participate in the event.
- k) The participants should also bring four passport size photographs for making identity cards, exhibition passes, etc., which will be mandatory for them to carry during the entire event.
- l) Sale of any prohibited items, e.g., animal skins, hair, conch shell, etc., which may attract penal action under the relevant laws.
- m) Use of plastic bags will be strictly prohibited in the event. Only environment friendly packaging material/ bags should be used during the event.
- n) The bill book will be supplied by SERP shall be used by the participant and instructed strictly not to sell any product without bill.
- o) SRLM should ensure that SHGs should carry sufficient quantity of products to meet the demand during the entire event.
- p) SRLM should ensure the presence of the SHG in the Mela throughout to event.
- q) SHG member and assistant have to make their own arrangements for food, personal effects, etc.
- r) SRLM need to make necessary arrangements for SHG members to encourage cashless transactions during the event.
- s) All food items should have FSSAI certification.
- t) SRLM should ensure that all products should be hygienically packed and carry a price tag.