

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2537**  
TO BE ANSWERED ON 21/03/2025

**PROMOTION AND MARKETING OF PRODUCTS OF SHG GROUPS**

2537 SHRI SUBHASH BARALA:  
SMT. S. PHANGNON KONYAK:  
SMT. REKHA SHARMA:  
SHRI NARHARI AMIN:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the specific initiatives that have been introduced to facilitate the export of Self-Help Group (SHG) products;
- (b) whether Government signed any Memorandum of Understanding (MoUs) with international buyers or trade bodies to promote Indian handicrafts in global markets;
- (c) if so, the details thereof; and
- (d) whether there are any collaborations with private sector companies or online platforms to ensure year-round marketing opportunities for SHG products beyond the Saras Aajeevika Mela; and
- (e) if so, the details thereof?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT  
(DR. CHANDRA SEKHAR PEMMASANI)

(a) to (c): As a marketing initiative under Deendayal Antyodaya Yojana- National Rural Livelihoods Mission (DAY-NRLM) SARAS Aajeevika Mela is organised at National and State levels. An export pavilion was in place at SARAS Aajeevika Mela 2025 at Noida, Uttar Pradesh organised by the Ministry of Rural Development to showcase products of Self-Help Groups (SHGs) having export potential, with the primary goal of encouraging and promoting SHGs towards export of their products. Training sessions cum Workshops were conducted in this Mela for capacity building and generating export potential in SHGs, and to creating awareness.

National Institute of Rural Development & Panchayati Raj (NIRD&PR) has conducted a national-level workshop in Delhi on 14th and 15th May 2024 to deliberate the scope of 'Export Marketing of Handicraft and Handloom Products of SHGs'.

Ministry of Textiles under Marketing component of National Handloom Development Programme (NHDP), organized the following events to provide a marketing platform to artisans and promote export of handicrafts:

(I) Domestic Marketing events including Gandhi Shilp Bazar/Fashion Show/Hiring of Stalls in events organized by other organizations/CDAP.

(II) International Marketing Events in India & Abroad include:

- (i) International Marketing Events.
- (ii) International Craft Exposure Programme.
- (iii) Buyer Seller Meet & Reverse Buyer Seller Meet.
- (iv) Fairs/Exhibitions/Events on Virtual Platforms.

(d) & (e): Yes. The Ministry has undertaken tie-ups with eCommerce Players for promotion of SHG products. In collaboration with Government e-Marketplace (GeM) a “SARAS Collection” has been created as a Store Front in GeM for marketing of SHG products. Also, Memorandum of Understandings (MoUs) have been entered between Ministry and Flipkart Internet Pvt. Ltd., Amazon, Fashnear Technologies Pvt. Ltd. (Meesho) and Jiomart respectively to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access National markets through the Flipkart Samarth programme, Amazon Saheli initiative, Meesho and Jiomart for marketing of SHGs products. An e-Commerce platform (www.esaras.in) has also been launched by the Ministry for online marketing of SHG products. eSARAS is also live as a Seller Network Participant on ONDC. Curated products of women SHGs are available on 11 Apps of ONDC network i.e. Paytm, Mystore, Craftsvilla, Jagran, Snapdeal, Novopay, Easypay, Gonuclei, Rubaru, Mapppls, Himira.

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