SARAS Aajeevika Gallery

Prelims: *Current events of national and international importance | Governance| Rural Development*

Why in News?

The Ministry of Rural Development is organising the Rashtriya Gramin Vikas Sammelan (RGVS) 2026 is set to showcase SARAS Aajeevika Gallery secured trademarks SARAS, SARAS Aajeevika and Aajeevika.

- **SARAS Aajeevika Gallery –** It is a ***permanent retail storefront and exhibition center.***
- **Aim** – To provide a dedicated and sustainable market platform for quality products handcrafted by rural women entrepreneurs organized under Self Help Groups (SHGs) across India.
- **SARAS, SARAS Aajeevika and Aajeevika** – They are *legally secured trademarks* used by the Government of India to promote, brand, and market products made by rural women entrepreneurs
- It is under the ***Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM).***

DAY-NRLM – Transform traditional skills into sustainable livelihoods.

- **Nodal Ministry –** Ministry of Rural Development.
- **Narrative Shift –** From localized crafts to an organized ecosystem of authentic rural products.

SARAS (Sale of Articles of Rural Artisans Society)	It is a brand name and national initiative created to provide a dedicated marketing platform for rural artisans.
Aajeevika	It is the common name for the National Rural Livelihoods Mission (NRLM), a flagship poverty alleviation program.

SARAS Aajeevika	It expands upon the physical fairs by digitizing the ecosystem, bringing authentic rural products to the national market year-round.
eSARAS	e-commerce platform and mobile application, enabling rural women entrepreneurs to access digital markets and connect with consumers nationwide.
SARAS Shakti Collection	Curated gift collection featuring high-quality handcrafted products created by rural women Self Help Groups (SHGs)

Reference

PIB | SARAS