

Government of Tripura  
Directorate of Information and Cultural Affairs

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S-3852

Agartala, 28<sup>th</sup> November, 2023

**18<sup>th</sup> Saras Mela from December 28**  
**Preparatory meeting at the Secretariat**

The 18<sup>th</sup> Regional Saras Mela will commence in the state from December 28, 2023 at Hapania International Fair Ground. This 12-day long fair will continue till January 8, 2024. This decision was taken in the preparatory meeting held under the chairmanship of Chief Minister Prof. (Dr.) Manik Saha in the conference hall of the Secretariat last afternoon. Secretary to Chief Minister Dr. Pradeep Kumar Chakraborty, Principal Secretary of Industries and Commerce Department V.G Jenner, Secretary of Rural Development Department Dr. Sandeep R Rathod, Director of Industries and Commerce Department Vishwasree B, Director of Information and Cultural Affairs Department Bimbisar Bhattacharya and officials of various departments were present at the preparatory meeting.

In the preparatory meeting, Chief Minister Prof. (Dr.) Manik Saha sought everyone's sincere cooperation to make the 18<sup>th</sup> Regional Saras Mela a complete success. In line with Prime Minister Narendra Modi's 'Vocal for Local' vision, self-help groups should be encouraged more to showcase their produce at fairs. The Chief Minister also laid emphasis on ensuring that self-help groups become financially viable on a regular basis. He said, this will make the state government organize such a fair worthwhile.

In the preparatory meeting, Chief Executive Officer of Tripura Rural Livelihood Mission Brahmmit Kaur informed in detail about the measures taken to make the 18<sup>th</sup> Regional Saras Mela a success. She said that there will be 370 stalls in this year's Saras Mela. There will also be a food court run by SHGs in this fair. Besides, cultural events will be organized under the management of Department of Information and Cultural Affairs as well as buyer-seller conference under the management of Department of Industries and Commerce. First, second and third place winners in various categories will be awarded at the fair. There are a total of 44 category of award. State level organizing committee, Executive committee and various sub-committees have been constituted for successful completion of the fair.

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