



# Chief Minister Inaugurated Aajeevika Mart and Saras Fair

## Why In News?

On October 1, 2023, Madhya Pradesh Chief Minister Shivraj Singh Chouhan inaugurated the state-level Aajeevika Mart and Saras Mela-2023 at Bhopal Haat by cutting the ribbon.

## Key Points:

- Aajeevika Mart has been constructed at a cost of Rs 49.34 lakh in Bhopal Haat complex. Food, hygiene materials, clothes, decorative materials and other items will be available in the state-level Livelihood Mart.
- The products manufactured by self-help groups of all 53 districts will be sold. Self-help groups without middlemen will have direct access to urban consumers.
- There are 43 rural marts operating in the state for distribution of products of different districts. Aajeevika Mart will emerge as the coordinating center of all these rural marts.
- Patanjali Ayurved will provide technical support. This will help in standardization and marketing of products of Aajeevika brand.
- Women in rural areas are making many products by joining self-help groups formed under the Livelihood Mission in the state. So far, more than 60 lakh families have been connected by forming about 5 lakh women self-help groups in the state.
- Spices, oil, ghee, flour, lentils, rice, salt, jaggery, pickles, papad, toast, honey, millets items, soap, washing powder, Maheshwari saree, bag-print, ladies dress material, salwar suit, purse, sheet, stall, jewelry, handloom textiles, folk-art kirti, terracotta, bamboo items, tribal art, designer brooms, incense sticks, etc. will be available in Aajeevika Store Bhopal.



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