1. Background

“सरस मेला एक ऐसा समागम है जिसमें क्रेता के मन में प्राकृतिक भाव जगाने की शक्ति होती है, इसलिए यहाँ बस्तु नहीं, भाव बिकता है। यह एक ऐसा बाजार है जहाँ किसी अन्य बाजार की तुलना में अपेक्षाकृत अधिक देशज चीजें मिलती हैं।”

SARAS is an initiative by the Ministry of Rural Development, Government of India to provide a platform to the rural Producers /Artisans to market their products through Exhibitions. It was introduced during 1999-2000 when MoRD participated in India International Trade Fair (IITF), 1999 under the banner of SARAS. It was organized, for the first time, with a view to give exposure to rural artisans/entrepreneurs/officials dealing with SGSY to a major international event in the country to develop markets for products manufactured by beneficiaries of various poverty elevation programmes of MoRD. This initiative also helps in creating awareness about our heritage amongst consumers of urban India and about taste and preferences of urban consumers amongst the rural producers which help them in improving the quality, designing and a better packaging for the product.

Since 1999, SARAS exhibitions have been a regular annual event and have been able to elicit wide participation of Self Help Groups from all over the country. The participants bring an impressive range of rural products, which include Handicrafts, Artwork, Textiles, Furniture & Furnishing items, Local food items, Items of daily use etc. The visitors show a lot of interest in these products and there is a huge direct sale of rural products every year. In addition to the direct sales, bulk orders for the products.
MoRD organizes regional SARAS fairs regularly in the recent years. The participation in these exhibitions has boosted the confidence and enthusiasm of rural artisans and small entrepreneurs (especially women entrepreneurs). SARAS has been able to demonstrate the capacity of the rural poor to produce goods for sale in urban, metropolitan and international markets.

SARAS exhibitions have opened a new dimension in promotion of rural products and encouraged the participants and other stakeholders in the development of rural products/artisans. It is felt that SARAS has provided a platform not only for direct sales of rural markets, giving exposure to rural artisans/entrepreneurs to various aspects of marketing, and developing linkages with various other markets. The concept of participation has to be evolved in the longer run with these objectives in mind.

BIHAR GRAM SARAS MELA 2014 was another event in the chain for assisting these artisans, opening new opportunities for them, improving their awareness level and exposing the richness of products from rural poor to the huge urban markets. Rural Development Department, Government of Bihar and Bihar Rural Livelihood Promotion Society – JEEVIKA in collaboration have organized BIHAR GRAM SARAS MELA 2014. The exhibition cum sales fair was for 13 days [from 2nd December to 14th December 2014].

2. THEME OF BIHAR GRAM SARAS 2014

The theme of SARAS for this year is “Women Entrepreneurs – Inspiring, Creating and Achieving”. Since women entrepreneurs have been identified as a major source of innovation, job creation and economic growth and women in India have huge entrepreneurial potential and leadership quality, it is a good opportunity to capitalize on their abilities so that they can excel in their skills. Considering the theme of the fair, maximum participation of women members have been ensured.

3. Infrastructure

Mela premise was built in the Southern East corner of Gandhi Maidan (the historical exhibition ground of Patna). It has been built in a space of three lac square feet space. Main entrance was in front of Udyog Bhawan i.e., situated in the SE of Gandhi Maidan.

- Free parking facility - On the right corner of the entrance gate (outside of the premise), free parking facility was available for vehicles of all participants and visitors with proper lighting and security arrangements.
- Lighting arrangements: 24X7 electric supplies were available in the Mela premise with five high mast lights, thirty vapor lights within/around mela premises; proper lighting at entrance / exit gate and proper luminous intensity with light arrangement for all stalls.
- Free pure drinking water was available in the Mela premise.
- Sanitation facility – Thirty standard size toilets was available for Male/Females with proper gate, light & water. Ten basins were available with 24x7 water connection. Proper drainage and cleanliness was ensured though a cross check team of organizing committee.
4. Security arrangements

The security in mela premises was the top most agenda. A Security check counter [metal detector and separate frisking facilities for male & female] was available at the Entrance Gate. CCTV cameras along with four CC TV monitor were installed for regular monitoring the movement of visitors inside the mela premise. A control room under the supervision of a Magistrate was dedicated to review the security in the premises. The Security guards were deputed to man the security of each stall. Fire fighting arrangements were available in Mela premises in accordance with the norms laid down by Fire department.
5. Atithi Devo Bhav
   During mela period lodging arrangements were available for the participants and state coordinators of other state in nearby lodges or small hotels around the venue. A separate staying arrangement has been done for all female participants. The Transport facility was available for the participants from residing place to the venue and back.

6. Stall allocation
   A total of three hundred three [303] stalls has been allocated in the fair premise of which one hundred sixty two [162] craft persons participated from nineteen [19] states (excluding the host state) and one hundred forty one [141] craft persons participated from twenty one [21] districts of Bihar. Along with these 303 commercial stalls, fifteen [15] stalls are reserved for live demonstration of craft making, thirty [30] stalls are for different agencies / departments to show case their achievements /awareness campaigns, twenty five [25] stalls are for Food zone and twenty one [21] open space stalls are allocated for Carpet / Dry flower / Terracotta /Wood furniture. In the fair premise, a total of one hundred ninety three [193] stalls are allocated to the craft persons / artisans associated with Self Help Groups [SHGs] and one hundred sixty [160] stalls are for individual entrepreneurs / commercial agencies.

Live Demo space
This place was meant to provide place to artisans from across the country to display their skills in their respective traits. This section was able to create awareness among common mass about the rich Indian heritage of art and craft. This was the section where art lovers were able to come forth with their questionnaire and discuss with the concerned artisan; many beginners learnt the basics of heritage making; visitors exchanged the views on different craft making with artisans from different parts of India. This also provided an opportunity for the Artist/craftsmen to enrich their skills through the feedbacks of visitors along with advertisement of their product.
Craft making is an ancient tradition in India, which has withstood the test of time, and the tradition has passed on from generation to generation. The Indian craftsmen are still making the traditional crafts along with the improvised versions, which are attracting the attention of connoisseurs of craft all over the world. In BIHAR GRAM SARAS MELA 2014, one hundred sixty two artisans / craft persons from 19 states (excluding the host state – Bihar) had participated. 85 participants were from Northern states, 16 participants were from Southern states, 24 participants were from Eastern states, 28 participants were from Western states and 5 participants were from Eastern states. A glimpse of crafts available in mela premises were as follows -

Greenland SHG of Arunachal Pradesh was having Artificial flower in their stall. Four stalls of Assam were selling the famous cane and bamboo handicraft products.

Eleven stalls of Jammu & Kashmir were having their exclusive vibrant hand-made crafts, which symbolize the cultural significance of the state. Craftsmen are selling wall hangings, shawls, woven with wool or silk yarns and cloths with traditional Kashmiri embroidery. Art and craft has found a significant place in Delhi because so many dynasties and emperors ruled Delhi. Three stalls of Delhi were selling Home furnishing items and cloths with Embroidery work. Four stalls of Haryana were selling their famous Phulkari work, Raisin idols and artificial flowers. Bright and brilliant colors form an essential part of the Arts and Crafts of Haryana. Five stalls are having the rich tradition of Punjab handicrafts includes Phulkari works along with Pidhis, Jootis and beautiful Punjabi dolls.

Five stalls of Gujarat were having Needle work, Tie and dye – Bandhani, Bead work, Patola and Zari works in their Handloom section, different Home furnishing items and Jute products. Two stalls of Maharashtra handicrafts are having a rich variety of crafts including Marathi Sarees and miscellaneous items of daily use.

A total of thirteen stalls were allocated to Jharkhand which were selling a variety of craft products including Jute crafts, bamboo crafts, woodcrafts, Pitkar paintings, tribal ornaments, stone carving, cloths with traditional embroidery and dress materials. Four stalls of Orissa possesses a wide range of art and craft including splendid handmade pieces of handicraft including Patta Chitra, Metal Work, Silver Filigree, Stone Carving, Puppets and Masks making. Ten stalls of West Bengal portrayed the legacy of the state and sold their renowned Kantha stitch, Bangla Sarees, Handloom products and Dry flower.

Six stalls of Karnataka were having many fine fabrics and crafts including Mysore silk and paintings, Karnataka dolls and famous Mysore Incense sticks & soaps. Two stalls of Andhra Pradesh were having the Decorative hand-crocheted lace work - a kind of handicraft, made with slender threads woven with the help of stainless steel crochet needles and Banjara Embroidery & the Kalamkari craft. The Kalamkari craft involves the art of printing and painting of fabrics. This is a rare kind of art, which uses a Kalam or quill, from which it has earned its name and also vegetable dyes. It is exclusively found in the Machilipatnam and Srikalahasti areas of the state. Eight stalls allocated to Telangana which were selling their famous Banjara Embroidery, handlooms and dhoop/incense sticks made of guggle powder.

A total of nineteen stalls of Madhya Pradesh were selling almost all popular crafts of MP including unique Chanderi Silk Saree, coloured lacquer ware, Daabu print, Block print, Zari embroidery, wooden items and world famous Rangoli art. Two stalls of Chhattisgarh were having the famous Silk Sarees and Idols made of rice husk (the hard outer brown layer of rice).

Being huge in size, the state of Uttar Pradesh was having the largest number of stalls – a total of Forty one – in the mela premise. Craftsmen were selling various handicrafts including Benarasi Sarees, Zari work, chikankari embroidery, wood carving & iron moulded furniture of Saharanpur, earthen pottery, Moradabadi Brass ware, famous Bhadohi carpet, stonework, jewellery, sport items of Meerut and herbal medicines. Fifteen stalls of Uttarakhand displayed and sold Cotton and Silk handlooms and their wool craft. Six stalls of Rajasthan - the largest producer of handicraft items in India – is having many bright coloured and patterned interior decoration items, garments, accessories, jewellery - silver, kundan and meenakari and miscellaneous items.
**Crafts of Bihar**

In BIHAR GRAM SARAS MELA 2014, one hundred forty one artisans / craft persons from 21 districts had participated. Details of crafts were as follows -

**Banka** - South East district of Bihar which is sharing its borders with Jharkhand is a well known Tussar silk destination. Its Katoria cluster still produces tussar silk through traditional thigh reeling process. **Six** stalls of Banka were selling Ghhichha & Katia tussar Sarees and various handloom dress materials.

**Bhagalpur** - the silk city of Bihar - is situated in the Ganga basin. The weaving industry is more than 200 years old here which is producing fine cotton, mercerized cotton, spun silk, tussar silk, Matka silk & munga silk. Its Husainabad cluster is famous for Matka silk (the famous Bhagalpuri silk); Nathnagar cluster is for its famous silk chadar/ gammcha / lungi; Chamanpangan and Kharki bajar clusters are famous for its traditional Bhagalpuri silk. **Five** stalls of the district were selling their unique silk/cotton products and renowned Katarni chura & rice.

**Madhubani** - Of the many interesting crafts of Bihar, the Madhubani Paintings are most famous, which are mostly practiced in the region of Mithila. These paintings are painted during weddings and festivals as these are regarded as auspicious. These paintings mostly depict religious subjects like marriages of god and goddesses. **Thirteen** stalls were selling their famous Sarees having Madhubani Painting, Madhubani Painting and handloom products of Bhauara cotton cluster. Another renowned craft of the district was Sikki craft - that uses grass, which is then hand-woven into nice baskets and mats.

**Muzaffarpur** - Sujini and Khatwa Embroidery, Lacquer ware and Kambal were uniqueness of this district. **Sujini** is a traditional quilt made with layers of old cloth for inner stuffing and this craft is mostly practiced in rural areas. For embroidery cotton or colourful threads are mostly used. The design in this craft mostly depicts village scene or religious scene. **Khatwa** is a kind of applique work used to create decorative items like tents, canopies, shamanias etc. This craft uses Persian designs and circular central motif designs. (Lacquer ware) The use of lac has been going on for making beautiful items like boxes and bangles. **Ten** stalls were selling the above mentioned crafts.

**Bhojpur** - Five stalls were selling artificial jewellery.

**Chhapra** – One stall was for key ring making.

**Darbhanga** – One stall was for handloom products.
East Champaran – One stall was for jewellery made of artificial seep.

Gaya – Four stalls were selling handmade incense sticks, Bamboo craft, handloom products (of Manpur cluster) and famous Sattu.

Jamui – One stall was for leather goods.

Kaimur – Two stalls were selling their famous handloom products.

Khagaria – Two stalls were selling Vermi compost and famous Pedha.

Nawada – Six stalls were having handloom products and dry flower.

Patna - A whooping seventy stalls of this local city represented their handloom products of Sigori cotton cluster. Other stalls were selling Khadi products, Bamboo crafts, processed foods, Fibre statue and natural oil products.

Rohtas – One stall represented this district with its Ayurvedic medicines.

Saharsa – Known Kosi belt contributed its renowned Jute craft in one stall.

Samastipur – Five stalls were selling their famous Litchi honey, bamboo craft and Handloom products.

Shivhar – One stall was selling their famous masaledar sattu.

Sitamarhi - Two stalls were selling their famous Mithila paintings.

Siwan – One stall was selling its recycled quilt and other woollen items.

Vaishali – Two stalls were selling their handloom products.


A total of ten workshops were organized in the Conference hall. Different departments supported by team and audience discussed various issues related to their work which created for awareness purpose among participants including the visitors.

Jobs team of Bihar Rural Livelihood Promotion Society – JEEViKA discussed on skill training facility provided by Government & JEEViKA in different job sectors for rural youth. State Coordinator, Adite Action was the main speaker on the dais. Deputy Director and Joint Director of Industries Department discussed about facilities for entrepreneurship development by District industries center and program structure of Chief Minister cluster Development scheme in detail. One scientist of Indian Council of Agricultural Research and Founder of Kaushlya Foundation represented Department of Agriculture and discussed about the women entrepreneurship development through processing of agricultural inputs. Women Development Corporation(WDC) team discussed various schemes or interventions of WDC for the empowerment of women. Representatives from Human Resource Development Department discussed about role of Bihar Board of Open Schooling and Examination (BBOSE) for left out girl students. Head of the department of Paediatrics, Patna Medical College & Hospital and Civil Surgeon, Patna represented Health Department and discussed about care for lactating & pregnant lady and gave suggestions for different diseases. Representatives of Khadi and Village Industries Commission discussed about details of PMEGP Intervention, Packaging Services and role of District
level task force committee for operation of PMEGP. Experts form Youth Art & cultural Department talked about regional art of Bihar and role of women in different folk art. Banking Ombudsman Head and one of General Manager from Reserve Bank of India discussed about total financial inclusion, Pradhan mantri Jan dhan Yojna, issue related to Credit & other financial awareness issues. General Manager of NABARD had thrown light on Entrepreneurship Development for rural product and opportunities for scaling up traditional activities for entrepreneurship.

In the centre of the mela premise, a replica of GOLGHAR was made inside this all programs of Rural Development department are being displayed through Print media and Audio-visual mode.

9. **Lucky Draw scheme for visitors**

A lucky draw scheme is available for 5 lucky customers for re-purchase of products for stalls owned by SHG members. Every day in the evening the lucky coupon was being drawn by children on the cultural stage and winners were announced. This was one of a major attraction for SARAS 2014.

10. **Stall owner’s feedback**

Feedback was taken on nine parameters - Stall Allocation, Accommodation, Transportation, Cleanliness of Mela premise, Security arrangements, Lighting arrangement, Toilet facility, Drinking water facility and Behaviour of Mela administration. Ten scores [1 – Very good, 2 – Good, 3 – Satisfactory, 4 – Not Satisfactory, 5 - Would like to come again, 6 - Should learn from other fairs about coordination and layout, 7 - Avail Fodding Facility, 8 - Coupon facility should be applicable to all stalls, 9 - Not happy with the layout of stalls, 10 - ATM Facility needed in mela premise] were being offered for the feedback on above nine parameters.

A total of two hundred ninety nine stall owners have given their feedback.

On **Stall allocation**, 47% were for Very Good, 28% were for good, 17% for Satisfactory and only 7% were not satisfied.
On **Accommodation facilities** provided, 34% were for Very Good, 34% were for good, 20% for Satisfactory and only 13% were not satisfied.

On **Transportation facilities** provided, 39% were for Very Good, 28% were for good, 20% for Satisfactory and only 13% were not satisfied.

On **Cleanliness facilities** provided, 57% were for Very Good, 27% were for good, 14% for Satisfactory and only 2% were not satisfied.

On **Security arrangements** provided, 66% were for Very Good, 24% were for good, 8% for Satisfactory and only 2% were not satisfied.

On **lighting arrangements** provided, 51% were for Very Good, 34% were for good, 10% for Satisfactory and only 5% were not satisfied.

On **Toilet facilities** provided, 27% were for Very Good, 33% were for good, 25% for Satisfactory and only 15% were not satisfied.

On **Drinking water arrangements** provided, 28% were for Very Good, 26% were for good, 24% for Satisfactory and only 22% were not satisfied.

On **behaviour of mela administrator**, 63% were for Very Good, 25% were for good, 9% for Satisfactory and only 3% were not satisfied.

50 stall owners were not happy with the layout of stalls.

**PRODUCT SALES ANALYSIS**

11. **Advertisement and Promotion**

To create awareness about rural products among common masses, advertisement and promotions are key pillars. In BIHAR GRAM SARAS MELA 2014, advertisement regarding Mela through all Print Media / different communication channels [Radio / TV] during mela period was ensured. Advertisement about the fair was circulated in Hindi and English dailies. Radio Mirchi was broadcasting jingles to attract visitors. Scroll Display of thirty seconds to one minute was being broadcasted on a local TV channel. On prime locations of the city, Hoarding were being displayed during many locations during Mela period.
सरस नेले में बिके ढाई करोड़ के हस्तिशिल्प

राजन मुख्य समिति अंग्रेज़ी कुछ समय आया व राजनीतिक बदलाव के पश्चात् सरस नेले में बिके ढाई करोड़ के हस्तिशिल्प के दायरे में आया।

राजन, नेले में हस्तिशिल्प के लोक-प्रियता ने समय के साथ साथ में बढ़ा दिया। यह हस्तिशिल्प की बनावट में नवीनता मिली है जो राजन को अपने बंग और मोड़ों में दिखाया गया है।

राजन के नेले में बारिश उत्सव में हस्तिशिल्प के नवीनता मिली है जो राजन का बंग और मोड़ में दिखाया गया है।

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सरस मेले का समापन

दाई करोड़ की किरण के साथ रविवार को गाढ़ी मेठन में लग रहे सरस मेले का समापन हो गया। अंतिम दिन की भीड़ देख लग रहा था, जैसे पूरा शहर मेले में चमक गया है।
जी करता है सब खरीद लूं

"प्रभात खबर" के शीर्षक पर हस्ताक्षर लगाते ही, जब भी हमारी नक्सली विद्रोही आतंकी सीमा तक लोटी, हम नक्सली को शराब के ब्रिस्टल स्क्यूम से जड़ते हैं। जब भी हमारी नक्सली विद्रोही आतंकी सीमा तक लोटी, हम नक्सली को शराब के ब्रिस्टल स्क्यूम से जड़ते हैं।

सरस में सज गई रंगों के चरणों में रंगीन बुधबार की नींद बनाती नज़र होती है। जो उनके ज्यादा बनाए हुए सज़ों में बैठकर सज़ों के बीच लोगों को सज़े देता है।

मंगलवार के चलते नक्सली विद्रोही आतंकी सीमा तक लोटी होती है। जब भी हमारी नक्सली विद्रोही आतंकी सीमा तक लोटी, हम नक्सली को शराब के ब्रिस्टल स्क्यूम से जड़ते हैं।

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सरस मेला : गांवी मैदान में चल रहे मेले में पूरी तरह से सज गये स्टॉल, तीसरे दिन करीब 10 हजार लोग पहुंचे यहां हर उत्पाद में दिख रही कला और सांस्कृतिक विरासत
सरस मेले में दिखा महिला सशक्तीकरण

ताइफ़ रिपोर्टर@ पटना

सरस मेले में एक और जाहिर देश भर की लोक कलाकृतियों की रंग-बिरंगी छटा देखने को मिल रही है. वहीं दूसरी और मेले में खरीदारी करने आयी महिलाओं की शाखा करने का पहला भाग की जा रही है. रंग-बिरंगी व लोक कला. एवं संस्कृति की छटा के संग प्रतिदिन कई सामूहिक कार्यक्रम भी हो रहे हैं, इन कार्यक्रमों के जरिये विहार की महिला सशक्तीकरण की कहानी बनी जा रही है. शनिवार को कुछ ऐसा ही नजर आया सरस मेले में देखने को मिला. यहाँ महिलाओं की आर्थिक सशक्तीकरण के मायने बताये गए. महिला विकास निगम

ढंढु के बाहुल्य खरीदारी की समस्या हो रही.

की ओर से ' महिला सशक्तीकरण की विकस घर नयी दिशा की ओर से कार्यक्रम प्रस्तुत किये गए. इसमें स्वयं सहायता समूह की महिलाओं ने जीवन में आये कठिनाइयों को काम किया. समुह की महिला सुलभता व रेखा ने नौकरिया के क्षेत्र में स्वयं सहायता समूह की उपलब्धि को जानकारी दी. रेखा ने बताया कि समुह के जरिये महिलाएं अपनी छोटी-छोटी बच्चों के साथ रोजगार से जुड़ रही हैं, कृषि से लेकर अन्य कई बड़े रोजगार का आसनियंतर हो रही है. महिला विकास निगम के परियोजना प्रबंधक सुलेखा कुमार सिंह ने निगम द्वारा संचालित योजनाओं की जानकारी दी. इसमें जननी सुरेश, महिला संघ स्थापना, बचत समूह व हस्तकला योजनाओं की जानकारी दी.
संदेह को एक लाख से अधिक लोगों ने की खरीदारी

लाखू निवेदयार @ पटना

लक्ष्य बन आदर्शों के होने के नए सन्तोष के रूप में पॉश बनाने के लिए दोहराये गए, जो नए सालों में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोशनी दिखाने के लिए दोहराये गए, जो नए साल में भारतीय राजनीति के जनता अभियान के लिए रोश...
सरस मेला. खूब हो रही महंगे आइट्स की भी खरीदारी मेला छह दिनों का मेहमान

कई राज्यों से आये हैं
उज्जैन, दक्षिण कुख्या सुनंद भी है मेहमान

शहीद कुमारी की बालुकाम
मेला में 303 दिवालियों हैं, जिनमें छह क्रांति शहीद की दीया की लघुत्व कुल के नेता। बालुकाम का उपवन का लघुत्व वाला दीया दिखाई देता है।

ये सामान है खाना
- नाशिक का दांत - 10 रु. 65 प्रति दांत
- फार्स के खाने का प्रमाण - 15 रु. 80 प्रति दांत
- मासूम तोफान - 40 रु. 65 प्रति दांत
- गुडल का फलाहार पीट - 50 रु. 12 प्रति दांत
- लंबाई की बढी - 275 रु. 3,200 प्रति
- दोमटाड़ के दीये - 10 के 9 प्रति
- कंधे और दांतों की खेलियां - 12 लाख

ये सामान सबसे खारिज का होता है।

नगरी की अलग-अलग खाने के लाभ का खाना आपके नजरों में देखना है।

कई इस्तेमाल हो रहा है।

प्रबुद्ध और रोजी दो दिवालियों के साथ दस्तावेज का संचयन कर रहा है।