

Media Management and Coordination Report for the Saras Aajeevika Mela, Gurugram 2024

Conducted by Elect-Insight Research Foundation (EI) Partners

The **Saras Aajeevika Mela 2024**, held at Leisure Valley Grounds in Gurugram from October 13 to October 29, showcased over 900 women artisans from across 30 states. Through proactive and well-coordinated media efforts, Elect-Insight Research Foundation (EI) focused on fostering positive publicity, emphasizing the mela as a celebration of rural craftsmanship and an ideal Diwali shopping destination for the Delhi NCR region.

1. Maintaining Positive Publicity and Crisis Management

- **Strategic Prevention of Negative Coverage:** Despite minor mishaps, EI's media team worked closely with journalists to ensure that no negative stories were published, maintaining a positive narrative around the event. This approach highlighted the artisans' achievements, the quality of the crafts displayed, and the event's vibrant, festive atmosphere.
- **Diwali Shopping Exclusives:** EI collaborated with major publications, including *Amar Ujala*, *Dainik Jagran*, and *Hindustan*, to promote the mela as a prime Diwali shopping destination. This coverage emphasized the wide range of handmade and artisanal products, enhancing the mela's appeal among festive shoppers and attracting a large turnout.

2. Highlighting Success Stories of 'Lakhpatti Didis'

- **Empowerment Narratives from Across India:** A central theme of the mela's media coverage was the success journey of 'Lakhpatti Didis'—entrepreneurs from self-help groups (SHGs) who have achieved financial independence through their crafts. Stories featured artisans from states such as Madhya Pradesh, Uttar Pradesh, Haryana, Gujarat, Telangana, Chhattisgarh, Uttarakhand, Himachal Pradesh, Ladakh, Jammu and Kashmir, Punjab, Bihar, Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, West Bengal, Goa, and the North East.
- **Special Features on Regional Artisanship:** State-specific stories were included to celebrate traditional crafts. This coverage spanned Telangana's handlooms, Chhattisgarh's bamboo and metal works, Himachal Pradesh's woolen items, and Kerala's coir products. National publications like *The Times of India* included an in-depth feature on the artisans' journeys, portraying the mela as a hub of diverse regional arts.

3. Engaging the Delhi NCR Audience

- **Enhanced Visitor Experience:** The media team facilitated visitor testimonials, showcasing the public's enjoyment of the mela's cultural offerings. Feedback from visitors reflected a strong, positive response to the variety of products and food stalls, further amplified by coverage from both print and electronic media.
- **Media Interaction Session with Artisans:** EI played a key role in organizing media interactions, allowing journalists to engage with 'Lakhpatri Didis' via ANI's coverage, which showcased artisans' stories and the transformative impact of SHG-led initiatives on their lives.

4. Promoting Culinary Diversity through State-Wise Food Stalls

- **Regional Culinary Highlights:** Food stalls from 25 states offered visitors an authentic culinary experience, with unique regional dishes contributing to the mela's diverse appeal. Media outlets highlighted the journey of these SHG women, showing how their culinary skills have contributed to their economic empowerment.

Through strategic media management, Elect-Insight underscored the Saras Aajeevika Mela's mission to empower rural artisans, enhance their livelihoods, and celebrate India's diverse cultural heritage. The coordinated coverage generated significant engagement, successfully presenting the mela as a symbol of cultural pride and economic empowerment.