

## TARAgam Mela 2024: Showcasing Local Green Enterprises and Cultural Heritage



Shri Lokesh Jangid, Hon'ble Collector and District Magistrate of Niwari buying from Cold-Pressed Oil Cluster, Madhya Pradesh (Chokha) after inaugurating the Mela on December 13, 2024



Ritesh Usrathe and team's Cold-Pressed Oil Cluster, Madhya Pradesh (Chokha) cold pressed oil stall at the Mela

As part of the flagship event of the Development Alternatives Group, TARAgam Yatra, the TARAgam Mela 2024 highlighted the potential of *Local Green Enterprises* as drivers of sustainable change. The Mela was held from 13 to 15 December 2024 and was inaugurated by Shri Lokesh Jangid, Hon'ble Collector and District Magistrate of Niwari. The event celebrated inclusive, community-driven, circular, and regenerative business models that have empowered individual and collective enterprises to embrace aspiration-driven opportunities.

The Mela also showcased a vibrant confluence of indigenous art, culture, and sustainable practices from the Bundelkhand region and other parts of India. Artisans and farmers displayed their handicrafts and agricultural products, creating visibility and outreach through exhibitions and knowledge-sharing.

### Participating Clusters and Exhibits

The mela featured IMEDF SFURTI clusters, representing diverse regions and products:

- Matcraft Cluster, West Bengal (*Medini Handicrafts*): Mangal Swami exhibited utility items like pen stands, bags, and table mats crafted from the GI-tagged madur kathi grass.
- Natural Dye Cluster, Rajasthan (*Urmul Desert Craft*): Jagdish Jyani showcased ethnic apparel, including kurtas, sarees, and stoles inspired by Rajasthan's weaving traditions.
- Cold-Pressed Oil Cluster, Madhya Pradesh (*Chokha*): Ritesh Usrathe and team displayed oils such as mustard, linseed, sesame, and coconut.
- Medicinal Plants Cluster, Uttar Pradesh (*Raw & Kind and Pawani Masala*): Surya Prakash and Raj Kumar exhibited herbal products, including moringa capsules, turmeric powder, coriander powder, and lemongrass tea.



Mangal Swami's Medini Handicrafts Stall at the Mela

### Impact and Testimonials

The mela provided artisans with hands-on exposure, enhancing the market positioning of their products and promoting their entrepreneurial acumen.

Surya Prakash, representing the Medicinal Plants Cluster, expressed his gratitude:

*"I thank IMEDF and CREATE for helping me position my cluster products, which I hope will lead to better visibility and market access."*

Mangal Swami from the Matcraft Cluster shared:

*"The TARAGram Mela allowed me not only to showcase our products but also to explore the heritage identity of Orchha city."*

The TARAGram Mela 2024 served as a platform to blend tradition with innovation, enabling artisans to connect with broader markets while celebrating their cultural heritage. It reinforced the role of local green enterprises in driving sustainable development and community empowerment.