‘India on your Plate’ at India Gate lawns, New Delhi

‘Aajeevika Mela’ is being organised at the India Gate Lawns, New Delhi from 10-23 October 2019 under the leadership of National Rural Livelihoods Mission (NRLM) under Ministry of Rural Development (MoRD). In this trade fair, which is being organised at a very important location in the country (and that too for the first time), Kudumbashree had received a unique opportunity (and responsibility) to manage and coordinate the food court of ‘Ajeevika Mela!’ Our team took up this challenge with great enthusiasm and now we are doing our best to make this a real success.
Kudumbashree is entrusted with the duty of organizing the food fest of the Aajeevika Mela because of our initiative and experience in organizing food courts along with trade fairs. We had already mentioned in detail about the food fests we had organized along with the 5 SARAS Melas in Kerala in the Making an Impact Article-39. NRLM decided to implement the concept of food court as a part of this National level event (Aajeevika Mela From Oct 10 to 23 at India gate lawns, Delhi) and Kudumbashree are entrusted with this key responsibility. Our team is in Delhi now, Making last minute efforts to make it a grand event.

And, yes! Our food court will be a very special one. It will be ‘India on your plate’! There will be representation from across the country in the food festival. 21 enterprise units from 19 states of India would set up their counter, bringing the taste of India under one roof. From 10-23 October 2019, all those going to India gate lawn will get ‘India’s taste on a plate’!! Aajeevika Mela would undoubtedly be a golden opportunity to ‘taste’ different flavours of India.

Kudumbashree NRO team is moving forward with the final round activities to organize this food court with utmost responsibility. We hope that ‘India on your Plate’ would be a milestone in the history of Kudumbashree Mission.