Historic sales @ Kannur SARAS Mela

The details about SARAS Mela, the national product exhibition cum sales mela which was being organised at Kannur district of Kerala from 20-31 December 2019 was explained in 'Making an Impact' Article-145. We are delighted to inform that with attractive programmes, and with huge public participation, the SARAS Mela of Kannur had turned out into one of the best trade fairs so far.

12 lakhs of people came to visit the SARAS Mela which was made successful with the hard work of the Kudumbashree neighbourhood group members and the whole Kudumbashree family in Kannur. Special appreciations for Kudumbahsree Kannur District Mission for hosting the SARAS Mela at its best.
There were 252 product sales stalls and food courts with various 23 counters at the SARAS Mela held at Kannur. We could register a sales of Rs. 9.72 crores within the last 12 days. This is the record sales marked in the history of SARAS Mela ever. We had marked the sales each unit had received everyday. Those who wish to know those details may get the same from this link : www.kudumbashree.org/pages/296.

Sale of Rs 92 lakhs was marked from the Food Court and that itself shows the acceptance of the SARAS Mela. This was the highest turn over for India Food Court @ a SARAS Mela. Details of the amount the 23 units received within 12 days is also available in this link.

The Vismaya Handloom unit of Thrissur received the maximum sales at the Mela. At the food court, the stall from Kannur made sales of Rs.10.8 lakhs and bagged the prize for enterprise with the highest sales. In short, the SARAS Mela of Kannur was able to set a model for the upcoming SARAS Melas. Once again appreciations to all, and thanks to all visitors for making it a grand success.