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eSARAS: Rural Women’s Digital Marketplace

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eSARAS: Rural Women’s Digital Marketplace

Practice: 6 MCQs
A women’s group can now sell its craft online.

This lesson covers **what eSARAS is**, **its products**, **its reach**, **how it grew**, **its ground network** and **its effect on income**.

- **Parent:** DAY-NRLM, Ministry of Rural Development.
- **Portal launched:** 28 October 2022.
- **Members:** over 8.99 crore SHG members.
- **Products:** 1,400+ in six groups.
- **Goal:** 6 crore Lakhpati Didis by 2029.

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1. What is eSARAS?

eSARAS, also called SARAS Aajeevika, is the official online marketplace of DAY-NRLM. It is built only for products made by women self-help groups and their federations.

1.1 Who built it?

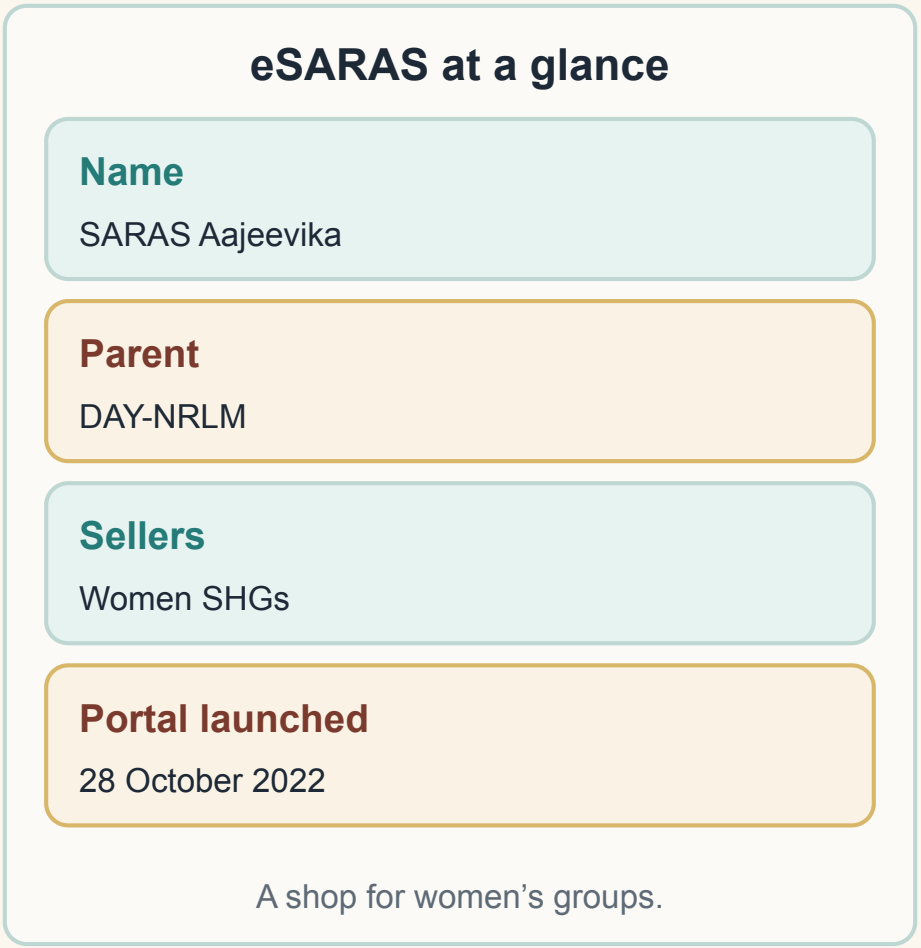
The Ministry of Rural Development runs it under DAY-NRLM. The Digital India Corporation, under MeitY, built it with the Ministry.

1.2 When was the portal launched?

The portal was launched on 28 October 2022. Union Minister of State for Rural Development Faggan Singh Kulaste launched it.

1.3 What problem does it solve?

It cuts out middlemen. Women’s groups can sell straight to buyers across the country.



The basics. Original explanatory diagram.

Sources:

- PIB: eSARAS factsheet
- PIB: 11 Years of Digital India, eSaras (Jul 2026)
- Digital India: SARAS Aajeevika eSARAS

Think it through: why does cutting out middlemen help a women's group?

A middleman keeps a share of each sale. A direct sale lets the group keep more. This is a reasoned view, not an official quote.

2. What can you buy on eSARAS?

Products come in six groups. These are Home and Living, Women’s Apparel, Men’s Apparel, Personal Care, Food Items and Kids Toys.

2.1 Which crafts show its range?

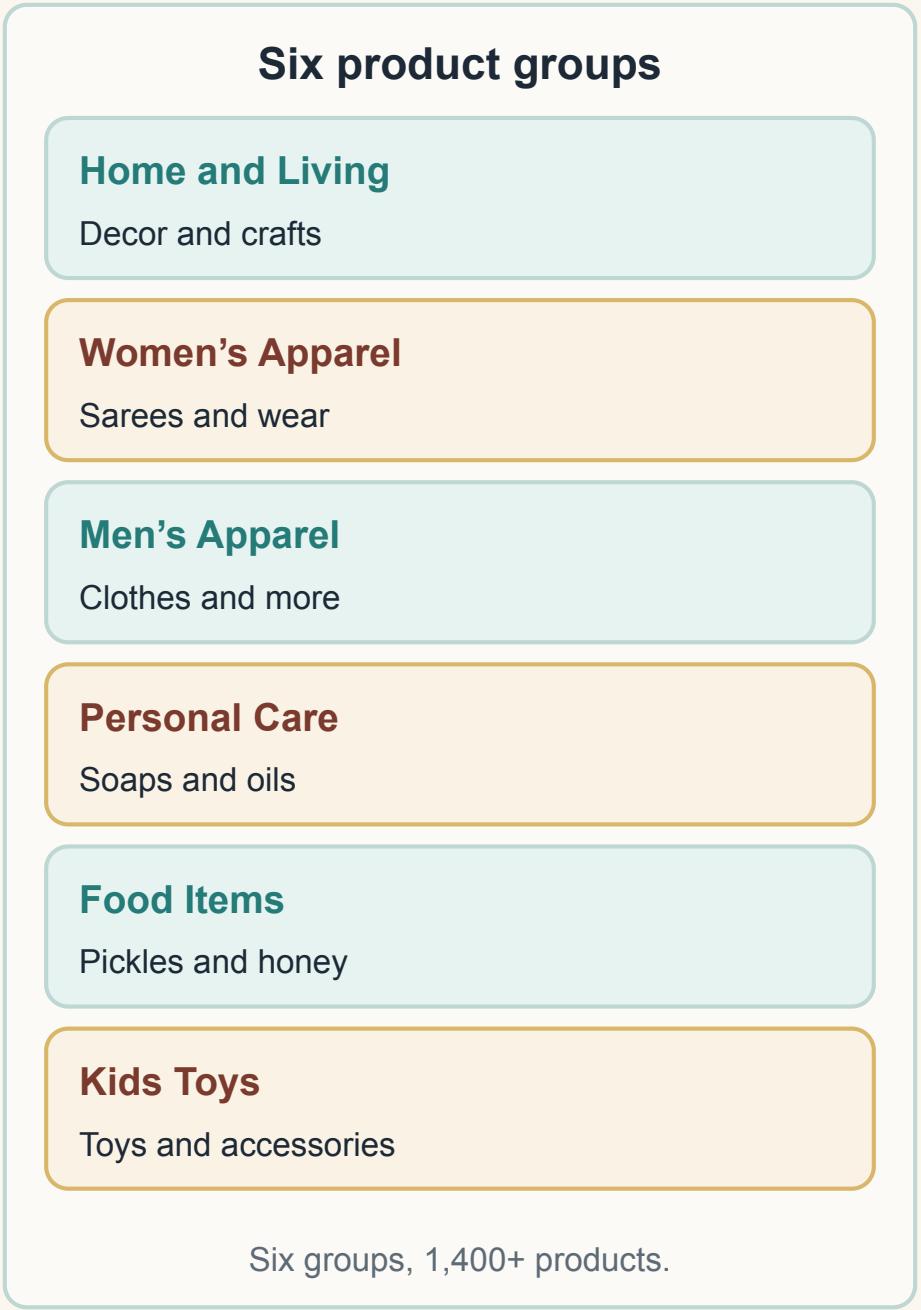
Chanderi sarees come from Madhya Pradesh. Marble crafts come from Rajasthan. Pashmina products come from Jammu and Kashmir.

2.2 How many products are listed?

The platform features more than 1,400 products. Chips, papad, honey and handicrafts are some examples.

2.3 What is value addition?

A group can turn raw potatoes or fruit into packaged goods. Examples are chips, pickles and jams. Packaged food lasts longer and earns more.



The products. Original explanatory diagram.

Sources:

- PIB: eSARAS factsheet (section 2)
- PIB: 11 Years of Digital India, eSaras (Jul 2026) (section 2)

True or false: eSARAS lists products in six main groups.

3. How far does eSARAS reach?

In February 2024, over 8.62 crore women SHG members had a storefront. By July 2026 the figure was over 8.99 crore registered SHG members.

3.1 How does ONDC help?

SHG products sit on 11+ buyer apps linked to ONDC. Those apps reach 20 crore+ buyers on the ONDC platform. Over 800 handcrafted products are listed there.

3.2 What is the UMANG link?

eSARAS is listed on UMANG. UMANG serves 2,572 services with 796.69 crore in transactions as of June 2026. These are UMANG-wide figures, not eSARAS sales.

3.3 Which other shops carry the products?

eSARAS also helps list SHG goods on other big e-commerce sites such as Flipkart, Amazon and Meesho.



The reach. Original explanatory diagram.

Sources:

- PIB: eSARAS factsheet (section 3)
- PIB: SARAS melas and eSARAS reply

True or false: The 796.69 crore figure shows total eSARAS sales.

Think it through: why add a fulfilment centre to an online shop?

A buyer wants fast and safe delivery. Village groups cannot pack and ship at scale. A central centre does this for them.

4. How did the platform grow?

It began as a simple web portal. It now has a mobile app, a gallery, national melas, a fulfilment centre and big marketplace links.

4.1 What does the fulfilment centre do?

It handles processing, packing and shipping of products. The mobile app was launched alongside it.

4.2 Where is the physical gallery?

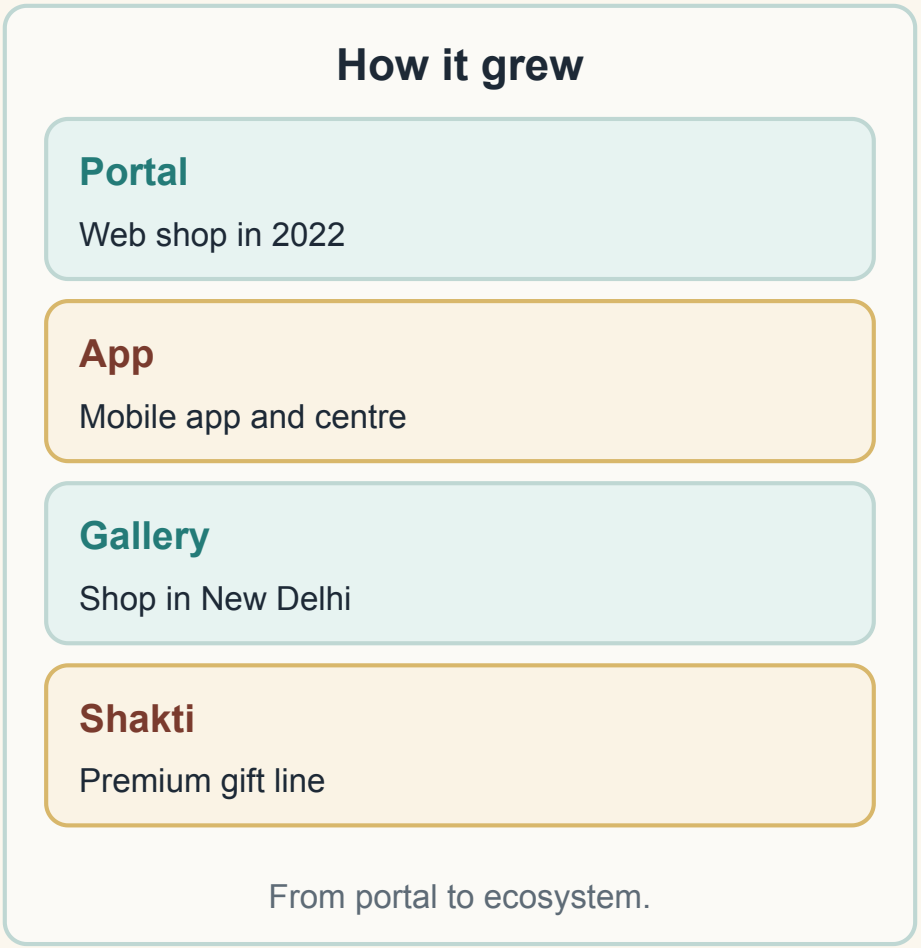
The SARAS Aajeevika Gallery is a permanent retail outlet on Baba Kharak Singh Marg, New Delhi.

4.3 What is the SARAS Shakti Collection?

It is a premium gift line for institutions and companies. It was launched at the Rashtriya Gramin Vikas Sammelan 2026.

4.4 What are SARAS Melas?

More than 50 melas are held each year to promote rural enterprise. Four national melas in 2025-26 had cumulative sales of Rs 35.73 crore.



The growth. Original explanatory diagram.

Sources:

- PIB: eSARAS factsheet (section 4)
- PIB: 11 Years of Digital India, eSaras (Jul 2026) (section 4)

5. What backs it on the ground?

DAY-NRLM covers 7,627 blocks across India. A community cadre of 1.51 crore members helps at village level.

5.1 How are groups onboarded?

Onboarding happens through the LokOS system. The platform also offers catalogues, stock tracking, secure payments and logistics.

5.2 What training do SHG women get?

They learn listing, branding, packaging, product photography and digital marketing. They also learn customer service and money skills.

Sources:

- PIB: eSARAS factsheet (section 5)
- PIB: 11 Years of Digital India, eSaras (Jul 2026) (section 5)

True or false: Women's groups are onboarded to eSARAS through the LokOS system.

6. What does it mean for rural incomes?

The platform lets groups earn through the year, even outside harvest time. This spreads rural income across seasons.

6.1 What is the Lakhpati Didi goal?

The Government aims for 6 crore Lakhpati Didis by 2029. eSaras helps verified rural women entrepreneurs reach national markets.

6.2 Has it worked?

A Ministry assessment says eSARAS and melas have raised market access. Women’s groups now reach customers beyond local markets.

Sources:

- PIB: 11 Years of Digital India, eSaras (Jul 2026) (section 6)
- PIB: SARAS melas and eSARAS reply (section 6)

True or false: The Government aims for 6 crore Lakhpati Didis by 2029.

Your understanding checks

Your 4 quick checks Answered 0 of 4 · Correct 0
This score resets when the page reloads.

Practice: 6 MCQs

Practice MCQs

1. eSARAS (SARAS Aajeevika) is the official online marketplace of which mission?

A. DAY-NRLM

B. Digital India Programme

C. PM SVANidhi

D. Skill India Mission

See answer ↓

2. On which date was the eSARAS portal launched?

A. 28 October 2022

B. 15 August 2011

C. 2 October 2015

D. 1 April 2024

See answer ↓

3. How many main product groups does eSARAS list?

A. Eight

B. Four

C. Six

D. Five

See answer ↓

4. What does the figure of 796.69 crore in transactions refer to?

A. Loans to SHG women

B. Total eSARAS sales

C. Sales at national melas

D. UMANG-wide transactions as of June 2026

See answer ↓

5. Through which system are SHGs onboarded digitally to eSARAS?

A. BHIM

B. LokOS

C. CoWIN

D. GeM

See answer ↓

6. How many Lakhpati Didis does the Government aim to create by 2029?

A. 3 crore

B. 10 crore

C. 6 crore

D. 1 crore

See answer ↓

Answer Key

1. **A.** The answer is **DAY-NRLM**. It sells products made by women self-help groups. Why the others fail: they have different aims. Memory hook: SARAS belongs to the rural livelihoods mission. ↑ Q1
2. **A.** The answer is **28 October 2022**. Union Minister of State Faggan Singh Kulaste launched it. Why the others fail: 2011 and 2015 relate to the mission, not the portal. Memory hook: portal 2022. ↑ Q2
3. **C.** The answer is **Six**. They are Home and Living, Women's Apparel, Men's Apparel, Personal Care, Food Items and Kids Toys. Why the others fail: men's and women's apparel are separate. Memory hook: six groups. ↑ Q3
4. **D.** The answer is **UMANG-wide transactions as of June 2026**. UMANG serves 2,572 services. Why the others fail: eSARAS is only one listing on UMANG. Memory hook: platform-wide, not eSARAS-only. ↑ Q4
5. **B.** The answer is **LokOS**. It is the trusted ecosystem for digital onboarding. Why the others fail: they serve other purposes. Memory hook: LokOS records the local groups. ↑ Q5
6. **C.** The answer is **6 crore**. eSaras helps verified rural women entrepreneurs reach national markets. Why the others fail: the stated vision is 6 crore. Memory hook: six crore by 2029. ↑ Q6

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