

eSARAS Platform

July 3, 2026 • vajiramandravi.com



eSARAS Platform Latest News

eSARAS platform has significantly expanded its reach over the years and more than 8.62 crore women Self-Help Group members now have access to a digital storefront through eSARAS.

About eSARAS Platform

- It is developed by the **Ministry of Rural Development** under the **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)**.
- eSARAS is the official online marketplace built exclusively for products made by **women Self-Help Groups and their federations**.
- It has emerged as a flagship initiative that combines **Digital India's technological framework** with grassroots entrepreneurship.
- The platform lists local products **across major categories**:
 - Home and Living
 - Women's Apparel and Accessories

- Men's Apparel and Accessories
- Personal Care
- Food Items
- Kids Toys & Accessories

Features of eSARAS Platform

- It enabled artisans to sell directly to consumers without relying on multiple intermediaries.
- It is integrated with the **Open Network for Digital Commerce (ONDC) and UMANG platform.**
- To cater to institutional and corporate buyers, the Ministry has introduced the premium **"SARAS Shakti Collection"**, a curated range of products.
- **Significance:** It is positioning India's rural artisans to compete in larger markets without losing the authenticity of their craft.

Source: PIB

Source: <https://vajiramandravi.com/current-affairs/esaras-app/>

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