

Mahila E-haat

The Ministry of Women & Child Development launched "Mahila E-Haat" a bilingual portal on 7th March, 2016. This is a unique direct online marketing platform leveraging technology for supporting women entrepreneurs/SHGs/ NGOs for showcasing the products / services which are made/manufactured/ undertaken by them. It is an initiative for meeting aspirations and needs of women. This was done keeping in mind that technology is a critical component for business efficiency and to make it available to the majority of Indian women entrepreneurs / SHGs / NGOs.

The USP of this online marketing platform are:

- Facilitating direct contact between the vendors and buyers, as by displaying their contact number, address as also the basic cost of products/ services.
- Aadhar number is to be filled in mandatorily in the join us form, as a measure of id and for the payments to be received.
- For understanding how cash-less / digital transaction can be undertaken "Step by step instructions for various modes of payment: UPI, Wallets, PoS, and SMS banking (USSD)" is uploaded along with BHIM App information on the portal.
- Women need to be majorly involved in the value chain and have to be 18 years of age to display their products/ services. No illegal or contraband goods can be displayed. The vendors allowed to price their products and charge accordingly from the buyers.
- Being web based, it has unlimited reach and it is also very simple to join Mahila E-haat i.e. through the portal itself as the entire business of E-haat can be handled through a mobile. The vendor can be approached by the buyer physically, telephonically, by email, etc.
- Since its launch over 17 lakhs visitors / hits have been received by the Mahila Ehaat portal. As on date Women entrepreneurs/SHGs/NGOs from 24 states are showcasing over 2000 products/services across 18 categories viz., Clothing (Men, Women & Children), Bags, Fashion Accessories /Jewellery, Decorative and gift items, Home Décor, Carpets / Rugs /Foot mats, Baskets, Linen/ Cushion Covers, Boxes, Pottery, Grocery & Staples / Organic, Natural Products, File Folders, Industrial Products, Educational Aids, Soft Toys, Miscellaneous. This is impacting 3.50 lakh beneficiaries directly and indirectly and over 26000 SHGs. The portal is continuously being upgraded. The URL is <http://mahilaehaat-rmk.gov.in>.
- Mahila E-haat received the SKOCH GOLD Award on 09th Sep, 2016 and was also awarded 'SKOCH Order-of-Merit' Award, as it was adjudged as one of the "Top 100 Projects in India" for the year 2016.
- To increase visibility major PSUs, IRCTC, Nationalised Banks like SBI have given a link to Mahila E -haat on their websites.
- Information on how logistics can be handled as shared by India Post and Payment Processes and information shared by SBI is placed under useful links on the portal.
- Sensitization, advocacy, training, packing and soft intervention workshops on Mahila E-haat are organized periodically with the support of State Governments & Women Development Corporations - New Delhi, Indore, Kochi, Bangalore, Nagaland, Chandigarh, Chhattisgarh, Mumbai, Raipur, Hyderabad, Varanasi etc.

This exclusive portal is the first in the country to provide a special, focused marketing platform for women. Being a bilingual portal, it aims at financial inclusion and economic empowerment of women. This unique e-platform showcases products and services.

For more information, please visit our <http://mahilaehaat-rmk.gov.in/en/>
