

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 2022
TO BE ANSWERED ON 29.11.2019

MAHILA E-HAAT

2022. SHRIMATI HEMA MALINI:
SHRIMATI POONAM MAHAJAN:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether a direct online marketing platform named “Mahila E-haat” is run by Central Government to support women entrepreneurs, Self-Help Groups and Non-Governmental Organizations to showcase products made and services rendered by them, if so, the details thereof;
- (b) whether “Mahila E-haat” is proving very instrumental in financially empowering women entrepreneurs and workers in the country, if so, the details thereof;
- (c) whether the Ministry has taken any steps to enhance marketing of products manufactured by women entrepreneurs in rural areas and the details of women entrepreneurs getting benefit of the ambitious plan of Mahila Haat, launched in 2016, State-wise;
- (d) whether the Government has set any criteria for inclusion of products on Mahila E-haat;
- (e) if so, the details thereof; and
- (f) the steps taken to ensure that the benefits are reaching out to maximum number of women entrepreneurs and the people?

ANSWER

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SMRITI ZUBIN IRANI)

- (a) Yes, Sir. The Ministry of Women & Child Development (MWCD) launched “Mahila E-Haat” on 07th March 2016, which is a unique direct online e-marketing platform to support and empower women entrepreneurs, Self Help Groups (SHGs) or Non-Governmental Organizations (NGOs).
- (b) Mahila E-Haat website displays the contact details of the vendor/seller, making it easier for the buyers to contact them directly and place their orders. This unique e-platform strengthens the socio-economic empowerment of women as it mobilizes and provides better opportunities to them.
- (c) Awareness cum soft intervention & sensitization workshops have been organized for the existing and new vendors who have shown interest in joining Mahila E-haat portal. Appropriate interventions, capacity building, digital and financial literacy workshops at the grassroots level have been undertaken in different States. Workshops along with State Women Development Corporations have been held in Nagaland (2016), New Delhi (2016), Madhya Pradesh (2016 and 2018), Kerala (2016), Chandigarh (2016), Maharashtra (2016 and 2018), Chhattisgarh (2016), Telangana (2016), Uttar Pradesh (2016 and 2017), Meghalaya (2018) and Jharkhand (2019). Mahila E-haat vendors were provided stalls at Mahalaxmi Saras Exhibition (2017), Chitrakoot Mela (2017), Vibrant North East Mela (2017), Women of India (2017 and 2018) and Vibrant Gujarat Global Trade Show (2019) to showcase and sell their products.

- (d)&(e) The products can be uploaded in 18 categories. Terms and Conditions for Participants/ Vendors in Mahila E-Haat are available on Mahila E-haat website.
- (f) The following steps have been taken to ensure that the benefits reach out to maximum number of women entrepreneurs:
1. Strengthening of new and existing vendors at grassroot level by visiting their place of work and facilitating their enrolment process for registering as a Mahila E-haat vendor.
 2. State Level awareness cum soft intervention and sensitization workshops for existing and new vendors.
 3. Active participation in various Exhibitions, Events and Meals through Ministry of Women and Child Development.
