

**GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT**

**LOK SABHA
UNSTARRED QUESTION NO. 5226
ANSWERED ON 24/03/2026**

SHE MARTS FOR RURAL WOMEN-LED ENTERPRISES

5226. Shri Eatala Rajender:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the steps taken by the Government for Self Help Entrepreneur Marts (SHE-Marts) for Rural Women-led Enterprises in the country;**
- (b) whether the Government propose to help women take the next step from credit-led livelihoods to being owners of enterprises, if so, the details thereof;**
- (c) whether SHE Marts will be set up as community-owned retail outlets within the cluster level federations through enhanced and innovative financing instruments; and**
- (d) if so, the details thereof along with the present status of funds sanctioned and spent?**

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(DR. CHANDRA SEKHAR PEMMASANI)**

(a): The Government has announced the setting up of Self Help Entrepreneur (SHE) Marts as a new initiative to strengthen market access for rural women-led enterprises under the Self Help Group (SHG) ecosystem. These marts are envisaged as structured retail platforms where products made by SHG members can be showcased and sold directly to the consumers. The initiative is aimed at creating stronger market linkages, improving visibility of local products, strengthening SHG institutions, and enabling women entrepreneurs to expand and scale their businesses.

(b): Yes, the Government has proposed measures to support women in transitioning from credit-linked livelihood activities to becoming owners of enterprises. Under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission, the SHE-Marts initiative provides market

access and capacity-building so that women can establish sustainable enterprises.

(c) & (d): Yes, Government has announced to set up SHE-Marts as community-owned retail outlets within the cluster level federations through enhanced and innovative financing instruments. No funds has been sanctioned/spent so far.
