

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

**LOK SABHA
UNSTARRED QUESTION NO. 232
ANSWERED ON 21/07/2026**

SHE-MART INITIATIVES

232. Dr. Rajeev Bharadwaj:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether there is any scheme to establish markets in villages under the She-Mart initiative, if so, the details thereof;**
- (b) whether there is any plan to set up She-Mart retail outlets in Kangra and Chamba districts of Himachal Pradesh, if so, the details thereof; and**
- (c) whether there is any plan to bring the products manufactured by rural women in the markets of metropolitan/major cities, if so, the details thereof?**

ANSWER

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

(a) to (c): 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 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. Government has announced to set up of SHE-Marts as community-owned retail outlets within the cluster-level federations in all the States and Union Territories, including Himachal Pradesh.
