

**Mahila E-Haat**  
**(A Unique Direct Online Marketing Platform to Support Women**  
**Entrepreneurs/SHGs/NGO)**

The Ministry of Women & Child Development launched "Mahila E-Haat", a unique direct online Marketing Platform to support women entrepreneurs/SHGs/NGOS on 7<sup>th</sup> March 2016.

The Mahila E-Haat on the Rashtriya Mahila Kosh Website, showcases products/services exclusively manufactured by women. The initiative also strengthens 'Start Up India Stand Up India' initiative of the Government of India and also helps in their financial inclusion.

The entire business of E-Haat can be handled through mobile phone. The products/services are listed alongwith the photograph, description, price, mobile number and address of the participants/vendors on the E-Haat portal, enabling direct contact between sellers/service providers and buyers.

Mahila E-Haat is thus a direct interface between buyer and seller, to facilitate marketing of products of women entrepreneurs/SHGs/NGOs.

The URL is <http://mahilaehaat-rmk.gov.in>