

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

RAJYA SABHA
UNSTARRED QUESTION NO. 1918
TO BE ANSWERED ON 11.12.2024

MAHILA e-HAAT

1918. SMT. GEETA ALIAS CHANDRAPRABHA:

Will the Minister of Women and Child Development be pleased to state:

- (a) ☐ whether Mahila e-Haat has been launched to provide an online marketing platform for women;
- (b) ☐ if so, the features of Mahila e-Haat platform;
- (c) ☐ whether women citizens and women self-help groups get benefits under this scheme; and
- (d) ☐ if so, the details of the benefits accruing from this portal?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SAVITRI THAKUR)

(a) to (d) The Ministry of Women & Child Development (MWCD) launched an online e-marketing platform namely “Mahila e-Haat” on 07th March 2016, to support and empower women entrepreneurs, Self Help Groups (SHGs) or Non-Governmental Organizational (NGOs).

Government has now promoted platforms such as Government e-Market Place (GeM) as well as e-market place managed by National Small Industries Corporation (NSIC) to support the entrepreneurs. In view of this, the Mahila e-Haat has been closed by the Ministry with effect from July, 2020.
