6th Floor, Hotel Samrat,
Kautiya Marg, New Delhi
Dated: 21st October, 2016

To
The State Mission Director/Chief Executive Officer
State Rural Livelihoods Mission
All States/UTs

Subject: Initiative on Mahila E Haat- nomination of State Nodal Officers regarding

Sir/Madam,

I am directed to inform that the Ministry of Women and Child Development, Government of India has launched an online marketing platform namely Mahila E Haat (URL- www.mahilaehaat-rmk@gov.in) with the objective to empower and strengthen financial inclusion of women entrepreneurs in the economy by providing continued sustenance and support to their creative through the portal. This initiative aims to help women entrepreneurs/SHGs/NGOs where women should be mainly involved in the value chain/number of women beneficiaries.

Ministry of Women and Child Development has requested for nomination of nodal officers for further disseminations about the initiative (copy of communication enclosed). It is, therefore, requested that each SRLM should nominate one nodal officer to liaise with concerned officers in the Ministry of Women and Child Development in order to take maximum benefit from the available platform for helping the rural women. The details of the nominated nodal officer may be communicated to the Ministry of Women and Child Development, Government of India as per the details given in the attached communication under intimation to this Ministry.

Yours faithfully,

(Tapish Chandra Nautiyal)
Dy. Secretary to the Government of India
Ph. 24122935

Encls: as above
Copy to:
1. PPS to Secretary, Ministry to Women and Child Development, Government of India, Shastri Bhawan, New Delhi-110001 w.r.t. DO letter No. RMK-34/1/2016 dated 27th September, 2016
2. Director(NRLM) and DD(NRLM), Hotel Samrat, New Delhi.
3. PPS to Secretary (RD) and PS to JS(RL), MoRD for kind information.
Dear Shri Sinha,

I am to inform you that Mahila E-haat, a unique direct online marketing platform where women entrepreneurs/SHGs/NGOs can display their products/services, was launched by Ministry of Women and Child Development on 7th March, 2016 with an objective to empower & strengthen financial inclusion of Women Entrepreneurs in the economy by providing continued sustenance and support to their creativity through the portal. The Ministry is looking at helping the women entrepreneurs/SHGs/NGOs where women should be majorly involved in the value chain/number of women beneficiaries.

The Ministry is getting good response from across the country for joining Mahila E-haat portal from women entrepreneurs/SHGs/NGOs for displaying their products/services.

I am writing to seek your support for disseminations about Mahila E-haat to the individual women entrepreneurs/ Self Help Groups (SHGs) / Non-Governmental Organisations (NGOs) linked with your Ministry and help them on-board Mahila E-haat through URL www.mahilaehaat-rmk@gov.in or sending mails to rmkosh@gmail.com or whatsapp at 08826909309.

I shall be grateful, if you provide us the details of nodal officer concerned who could be followed up with from your Ministry. The nodal contact persons for this initiative are Dr.Manju Kalra Prakash, Senior Consultant and her contact no. +919811116846 and Mr.Saravanan R, Deputy Director, RMK and his contact no. +919750693920; E-mail - rmkosh@gmail.com for any clarifications on Mahila E-haat.

With regards,

Yours sincerely,

Leena Nair

Shri Amarjeet Sinha
Secretary
Department of Rural Development, MoRD
Government of India
Krishi Bhawan,
New Delhi