

Beat: News

## Maneka Sanjay Gandhi Launches “Mahila E-Haat’

### An Online Marketing Platform For Women

New Delhi, India, 08.03.2016, 16:36 Time

**USPA NEWS** - The Union Minister for Women and Child Development, Mrs. Maneka Sanjay Gandhi launched Mahila E-HAAT, an online Marketing Platform for Women Entrepreneurs, in New Delhi on March 07, 2016. The Secretary, WCD, Mr. V. Somasundaran and other dignitaries are also seen.

In a path-breaking initiative, the Minister of Women and Child Development, Mrs. Maneka Sanjay Gandhi launched “Mahila e-Haat”, an online marketing platform for women in New Delhi on March 7. Mahila e-Haat is a unique online platform where participants can display their products. It is an initiative for women across the country as a part of “Digital India” and “Stand Up India” initiatives of Prime Minister Narendra Modi.

Speaking on the occasion, the Minister said that this initiative can prove to be a game changer since it will provide access to markets to thousands of women who make products and are spread all over the country but have little access to markets. The initiative is unique since this is the first time that the government will help women to sell products online, the Minister added. Congratulating RahstriyaMahilaKosh and all those involved in creating the portal, Mr. Maneka Gandhi said that it is web page based and has unlimited reach and can, therefore become catalyst in creating a new generation of business women.

In his introductory remarks, Secretary WCD, Mr. V. Somasundaran said that the Mahila E-Haat will help to meet the goal of financial inclusion of women and it is a big step forward for empowerment of women.

The Mahila e-Haat portal can be accessed at <http://mahilaehaat-rmk.gov.in>

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#### Article online:

<https://www.uspa24.com/bericht-7308/maneka-sanjay-gandhi-launches-mahila-e-haat.html>

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V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

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