

अनुराधा एस. चगती
संयुक्त सचिव

Anuradha S. Chagti
Joint Secretary



सत्यमेव जयते

भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली-110 001

GOVERNMENT OF INDIA

MINISTRY OF WOMEN & CHILD DEVELOPMENT

SHASTRI BHAWAN
NEW DELHI-110 001 (INDIA)

Ph. : 91-11-23388442

E-mail : anu.chagti@nic.in

17th October, 2018

D.O. No. RMK-29/6/2018-RMK

Dear Sir,

OSD(NR)
24/10

OSD-Defence Pl.

The Ministry of Women & Child Development launched "Mahila E-Haat", a unique direct online e-marketing platform with the objective to empower and strengthen financial inclusion of Women entrepreneurs/SHGs/NGOs, on 07th March 2016. This is being done through the portal with the URL: <http://mahilaehaat-rmk.gov.in>.

Women entrepreneurs/SHGs/NGOs from 29 states are showcasing 6400 products/services through this portal. Presently there over 32000 women entrepreneurs/ SHGs/ NGOs and over 5.86 lakh beneficiaries directly and indirectly impacted. This is being continuously upgraded.

The entire business of E-Haat can be handled through a mobile phone. The products/services are listed along with 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. On this portal bulk, repeat and customized orders can also be undertaken.

As the festive season is approaching I am enclosing a sample product catalogue which showcases the products like Decorative, Gift items, Home Décor, Pottery, Candles, Diyas and Beauty Products etc. You may like to visit the URL: <http://mahilaehaat-rmk.gov.in> for more items. It is also requested to disseminate this information to all organizations under your administrative control and effective networks for sourcing as many items from these Women Mahila E-haat vendors directly. This initiative will help in the economic and financial inclusion of these Women entrepreneurs/SHGs/NGOs.

The contact person for this initiative is Dr. Manju Kalra Prakash, Senior Consultant Mahila E-haat and her contact no : +919811116846, E-mail: manjukal@gmail.com

Looking forward to a positive response.

With regards,

Yours sincerely,

Anuradha S. Chagti
(Anuradha S. Chagti)

Mr. Shashi Shanker,
Chairman & Mg. Director
Oil & Natural Gas Corporation Ltd.,
Deen Dayal Urja Bhavan,
5-A, Nelson Mandela Marg, Vasunt Kunj,
NEW DELHI 110070.

CMD's Office N. Delhi
Dy. No. M-4351
Date. 24/10/2018

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