

लीना नायर
Leena Nair

D.O. NO. 101



सचिव
भारत सरकार
महिला एवं बाल विकास मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

Secretary
Government of India
Ministry of Women & Child Development
Shastri Bhawan, New Delhi-110001
Website : <http://www.wcd.nic.in>

PPS/- Place this in SMT
also

D.O.No.RMK-34/1/2016

✓ AS LSC / JS (SMT) 28/9/16

Date : 27.09.2016

Dear

Jalan,

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
(Leena Nair)

Dr. K.K. Jalan
Secretary
Ministry of Micro Small and Medium Enterprises
Government of India
Udyog Bhavan,
New Delhi.