



‘SHE-Marts’ will provide a new market platform for rural women entrepreneurs

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The Government has announced the setting up of Self Help Entrepreneur (SHE) Marts as a new initiative to strengthen market access for rural women-led enterprises under the Self Help Group (SHG) ecosystem. These marts are envisaged as structured retail platforms where products made by SHG members can be showcased and sold directly to the consumers. The initiative is aimed at creating stronger market linkages, improving visibility of local products, strengthening SHG institutions, and enabling women entrepreneurs to expand and scale their businesses.

The Government has proposed measures to support women in transitioning from credit-linked livelihood activities to becoming owners of enterprises. Under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission, the SHE-Marts initiative provides market access and capacity-building so that women can establish sustainable enterprises.

Government has announced to set up SHE-Marts as community-owned retail outlets within the cluster level federations through enhanced and innovative financing instruments. No funds has been sanctioned/spent so far.

This information was given by the Minister of State for Rural Development Dr. Chandra Sekhar Pemmasani in a written reply in the Lok Sabha today.

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