

SHE-MART Initiative

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SHE-MART Initiative Latest News

The Ministry of Rural Development (MoRD) has initiated a nationwide roadmap for the creation of women-led rural marketing ecosystems through SHE-MARTs initiative.

About SHE-MART Initiative

- **SHE-MART** (Self Help Entrepreneurs-Marketing Avenues for Rural Transformation) is a Government of India initiative to **empower women entrepreneurs** by creating **community-owned retail outlets** within cluster-level federations of self-help groups.
- It 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.
- SHE Mart **will primarily support SHG-made goods** including handicrafts, textiles, food products, agricultural produce, and value-added processed products.
- **Nodal Ministry:** Ministry of Rural Development, implemented under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission.

Key Features of SHE-MART Initiative

- **Community-Owned Retail Outlets:** Retail outlets owned and managed by local women's groups within cluster-level federations, ensuring community control and ownership.
- **Direct Market Access:** Creating structured **retail platforms for women entrepreneurs** to sell products and access formal markets without intermediaries.
- **Economic Growth:** Moving women up the economic value chain from income generation to enterprise ownership, transforming them from earners to business owners.
- **Permanent Infrastructure:** Permanent retail points for SHG-made goods with value-added product support, ensuring sustainable business operations.
- **Empowerment:** Greater control over markets, branding, and sustainable income generation, empowering women economically and socially.

Source: DD News

Source: <https://vajiramandravi.com/current-affairs/she-marts/>

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