

# Vedanta's Nand Ghar Partners with Frontier Markets to Empower 1,800 Women Entrepreneurs in Rajasthan



**New Delhi, April 01, 2026:** Nand Ghar, Vedanta's flagship social impact initiative, has partnered with Frontier Markets to launch a women's economic empowerment programme in Bharatpur, Rajasthan. The initiative aims to create 1,800 digitally enabled women entrepreneurs by equipping them with digital skills and market-linked livelihood opportunities.

The programme will be implemented with support from Saral Jeevan India Foundation and will focus on strengthening income-generation avenues for rural women across Nand Ghar communities. Participants will receive structured training in digital commerce, financial literacy, and enterprise development, enabling them to build sustainable micro-enterprises.

Under the initiative, women will be trained to become digital grocers, forming a network of entrepreneurs capable of providing essential products and services within their communities. The programme aims to bridge the digital divide while fostering financial independence and economic participation among rural women.

Speaking on the initiative, Shashi Arora, CEO, Nand Ghar, said, “Empowering women with the tools of digital entrepreneurship is critical to building resilient rural economies. Through Nand Ghar, we are committed to creating opportunities that enable rural women to become financially independent, confident, and active contributors to their communities. Our partnership with Frontier Markets will help unlock the potential of rural women by connecting them with technology, training, and market opportunities.”

The collaboration leverages Vedanta’s Nand Ghar network as a community infrastructure platform, combined with Frontier Markets’ expertise in rural commerce, digital platforms, and women-led distribution models.

Ajaita Shah, Founder & CEO, Frontier Markets, said, “At Frontier Markets, we believe rural women are powerful drivers of economic change when equipped with the right tools and opportunities. Through our partnership with Nand Ghar, we are enabling women in Bharatpur to become digitally empowered entrepreneurs who can access markets, serve their communities, and build sustainable livelihoods. By combining technology, training, and local networks, this initiative will help unlock new pathways for women’s economic participation and leadership in rural India.”

The initiative is part of Vedanta’s broader efforts to strengthen rural ecosystems through its Nand Ghar programme, which focuses on nutrition, early childhood education, healthcare, and women’s empowerment.

The programme is expected to contribute to building resilient rural economies by enabling women to access sustainable livelihood opportunities and participate more actively in India’s growing digital economy.