

Businesswomen extends web services

with E-Pasar

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PETALING JAYA, Sun. — The National Council of Women's Organisations yesterday launched E-Pasar, a website for its affiliates to promote and sell their goods and services.

This is an extension of Newwomen.net portal, which it launched on Women's Day last year.

The Raja Permaisuri Agong Tuanku Fauziah Tengku Abdul Rashid launched the E-Pasar by becoming the first customer. She bought a handicraft basket.

Present were Prime Minister Datuk Seri Dr Mahathir Mohamad's wife Datuk Seri Dr Siti Hasmah Mohd Ali, Women's Affairs and Family Development Minister Datuk Seri Shahrizat Abdul Jalil and NCWO president Datin Paduka Zaleha Ismail.

The Newwomen.net portal was developed with government funding through the Demonstrator Application Grant Scheme. The portal links women organisations for information exchange.

NCWO deputy president Datin Prof Dr Sharifah Hapsah Shahabudin said the E-Pasar was developed through a smart partnership among NCWO, DRB-Hicom Information Technologies Sdn Bhd and TmNet Netmyne.

"E-Pasar aims to help women conduct their business activities efficiently by putting at their disposal the opportunities for networking with various people, including local and global suppliers, customers and distributors," said Sharifah Hapsah.

"They can also interact with research centres and training institutions to improve the quality of their products and services," she added.

E-Pasar contains an E-Catalog, which enables NCWO affiliates to display their products and services.

E-Delivery enables buyers to purchase items from the E-Catalog, select the delivery mode and find out the total cost of the transaction.

E-Payment enables buyers to select the mode of payment.