



WELCOME TO THE WOMEN ENTREPRENEURSHIP PLATFORM NEWSLETTER!



The Women Entrepreneurship Platform (WEP), a pioneering initiative by NITI Aayog, is steadfast in its mission to empower women entrepreneurs across India. Through recent initiatives and partnerships, WEP continues to break barriers and create opportunities for women. From launching state chapters and building international partnerships to providing mentorship and skill development programmes, WEP is making a tangible difference and setting a foundation for future possibilities.

Read on to know the details and celebrate the inspiring journeys of women entrepreneurs.



**Smart Match
Mentorship
Feature**



**Comprehensive
Government
scheme
Repository**



**Empowering
Women
Entrepreneurs
with
Award-To-Reward
(ATR) Programme**



**Community
Page:
An Interactive
Platform for
Engagement,
Resources,
and Networking**



**AskWEP:
A Series
of Informative
Sessions with
Industry Experts**



**WEPcares:
An Insightful
Series
on Holistic
Health and
Development**

Dear WEP Community,

As we dive into this edition of our quarterly newsletter, I am happy to share stories of collaboration, resilience, and innovation that are shaping the journey of women entrepreneurs within our community.

Each initiative featured—whether through our first Telangana chapter launch, our Award-to-Reward programmes, or the AskWEP series—represent efforts on all fronts to accelerate entrepreneurial journeys of women.

Join me in exploring how WEP programmes are catalysing growth and creating new possibilities for women entrepreneurs across segments.

Warm regards,

Ms. Anna Roy,

Mission Director, WEP & Principal Economic Advisor, NITI Aayog



Highlights from the 3rd Steering Committee Meeting



The NITI Aayog hosted the 3rd Steering Committee meeting of the WEP on 28th August 2024. It was co-chaired by Shri B.V.R. Subrahmanyam, CEO, NITI Aayog, Dr. Sangita Reddy, JMD, Apollo Hospitals, and led by Ms. Anna Roy, Mission Director, WEP & Principal Economic Advisor, NITI Aayog.

Key Outcomes:

- Roadmap for WEPs sustainability and

scalability

- Mechanism to measure WEP's impact on women entrepreneurs.
- Enhanced grassroots connect in aspirational districts.
- WEP State chapters to reach more women across India

[Explore more insights.](#)

WEP IN STATES

WEP LAUNCHES FIRST STATE CHAPTER IN TELANGANA



The WEP Telangana Chapter, launched in Hyderabad with WE Hub as the nodal organisation, offers tailored support to women entrepreneurs. WE Hub and WEP work together to provide support to women entrepreneurs in Telangana on access to state and central government schemes.

[Learn more.](#)

WEP EMPOWERING WOMEN HOMESTAY OWNERS THROUGH PROJECT MAITRI



In collaboration with MakeMyTrip and ITC, Project Maitri empowers women homestay owners in Northeast India through training and skill development. Read success stories like Renu Tigrania's and Lopamudra Bharali's who are inspiring sustainable livelihoods.

[Explore Project Maitri.](#)

FWC- ACCELERATING ACCESS TO FINANCE FOR WOMEN ENTREPRENEURS



Financing Women Collaborative (FWC), a WEP initiative was convened to deliberate and address issues with relevant stakeholders towards accelerating access to finance for women entrepreneurs. The event was organised in Mumbai by WEP in partnership with TransUnion CIBIL (TU CIBIL) and MicroSave Consulting (MSC).

It featured an impressive line-up of speakers from NITI Aayog, Reserve Bank of India, the Ministry of Finance, MSME, SIDBI, State Bank of India, Bank of India, Gates Foundation, Mahila Arthik Vikas Mahamandal (MAVIM), TU CIBIL, and MSC. Ms. Anna Roy, Mission Director, WEP and Principal Economic Adviser, NITI Aayog, launched several initiatives under FWC.

"FWC is among the first initiatives exemplifying a true public-private partnership. Efforts to promote financial inclusion involve both demand and supply sides. While numerous initiatives have effectively tackled supply-side issues to a good extent, FWC's initiatives will go a long way in addressing demand-side constraints." – Mr. Neeraj Nigam, Executive Director (ED), Reserve Bank of India (RBI).

WEP ATR

WEP PARTNERS WITH URBAN COMPANY on a programme for women in the beauty and wellness sector



Project Siddhi, WEP's Award-to-Reward (ATR) initiative, supports women entrepreneurs in beauty and wellness. This pilot will train women entrepreneurs to address their needs on finance, skills training, market linkages and mentorship.

[Find out more about Project Siddhi.](#)

SWAWALAMBINI – A Programme for Building Future Pipeline of Women Entrepreneurs Launched with Sri Sri University



WEP launched Swawalambini programme to create awareness amongst female university students to pursue entrepreneurship as a career path. Discover strategies and frameworks discussed during our recent webinar to empower women entrepreneurs.

[Catch the highlights.](#)

WEP-उन्नति (UNNATI) CONCLUDES



WEP-उन्नति (Unnati), WEP's inaugural Award-to-Reward (ATR) programme with MSC and SIDBI, terminated with a two-day Grandpath. Discover strategies and frameworks discussed during our recent webinar to empower women entrepreneurs.

Grand Finale which comprised a pitchathon, capacity-building on leadership and accessing government schemes, and the final jury round.

Some of WEP-उन्नति (Unnati)'s impressive impact is captured in 100% of the cohort reporting an increase in confidence while networking, pitching, and asking for support, 73% refining their existing or implementing new business models post 4-months-long mentorship, and 40% receiving funding through grants, equity, debt, or award money.

The programme concluded with two women winning the "WEP-उन्नति (Unnati) Greenpreneur of the Year" title along with SIDBI-sponsored eRUPI vouchers worth INR 5,00,000 each.

HOW INCUBATORS CAN PROPEL WOMEN-LED DEVELOPMENT' WITH DR. RENU SWARUP

This is your chance to create an **IMPACT**

Join our virtual webinar on

Catalyzing Change:
How Incubators can Propel Women-Led Startups
with



Dr. Renu Swarup
Former Secretary to Government of India,
Department of Biotechnology, Ministry of
Science & Technology and Steering
Committee Member, WEP

WEP held a convening of all major incubators and accelerators across India under the guidance of Dr. Renu Swarup. WEP shared how incubators can play a pivotal role in fostering women-led development.

[Explore more insights.](#)

#ASKWEP

HOW ENTREPRENEURS CAN LEVERAGE PERSONAL BRANDING TO SCALE THEIR BUSINESS



Ms. Rini Chatterjee shared tips on harnessing personal branding to amplify strengths and values. Moderated by Ms. Parul Tandon, this session offered actionable advice for scaling businesses.

ENTREPRENEURSHIP IN THE ERA OF AI: WILL IT HELP OR HINDER?



Two industry veterans Ms. Debjani Ghosh and Dr. Rohini (Gupta) Srivathsa, Chief Technology Officer - Microsoft India & South Asia, explored AI's transformative role, describing it as a 'founder's assistant' to boost productivity and competitiveness.

[Learn about AI's impact.](#)

STREAMLINING SUPPORT: WEP LAUNCHES UNIFIED PORTAL FOR SCHEMES



WEP's Unified Portal consolidates 835 government schemes, offering seamless information and access to resources. Inaugurated by Shri B.V.R. Subrahmanyam, this initiative bridges information gaps for entrepreneurs.

[Visit the Unified Portal today.](#)

WEP CARES

WEP CARES – PRIORITISING LUNG HEALTH IN A CHANGING ENVIRONMENT

LOOKING FOR TIPS TO KEEP YOUR LUNGS HEALTHY?



Tune in to our latest episode on 'Protect your lungs from changing weather and pollution' led by **Dr. Ashish Jain**, Director & HoD, Respiratory Medicine, Max Smart Super Specialty Hospital.

16th August | 02 PM – 03 PM

[REGISTER NOW](#)
[SHARE YOUR QUERIES](#)



Dr. Ashish Jain shared insights on respiratory health during the third WEP Cares session. Key topics included pollution's effects and lifestyle adjustments for better lung health.

INTERNATIONAL DELEGATES BRAINSTORM with WEP team at the MEA-ITEC WE-LEAD SESSION



Global experts convened at the MEA-ITEC WE-LEAD session to share perspectives on fostering leadership among women entrepreneurs.

[Read more.](#)

WEP OFFERINGS – EXCLUSIVE DEALS TO support YOUR ENTREPRENEURIAL JOURNEY

EXCITING NEWS!
WEP Community Members get an **EXCLUSIVE 10% DISCOUNT** on the freedom App!

What it offers?

- 1,200 Video Courses on personal finance, business development & more
- AI ChatBot offering virtual assistance and support

- Take advantage of exclusive offers curated for WEP members to fuel your entrepreneurial goals.
- 1200+ business courses on discount and much more.

[Browse WEP offerings.](#)

WEP MENTORSHIP PLATFORM WITH JIO MEET

LIVE NOW

JioMeet is proud to partner with Women Entrepreneurship Platform for Mentorship Platform

Connect with seasoned mentors through the WEP Mentorship Platform in collaboration with Jio Meet to receive tailored guidance for your venture.

[Sign up here.](#)

WiDEF INDIA ROUND LAUNCHED



WEP Mission Director launched the WiDEF India Round, inviting innovative solutions to address the gender digital divide and foster inclusivity in technology. Explore more details about this initiative on the WiDEF website: [WiDEF India Round Launch](#)

[Find out more.](#)

WEP x WE HUB HUDDLE: COLLABORATING TO EMPOWER WOMEN ENTREPRENEURS



This impactful session, led by Ms. Anna Roy, highlighted strategies to overcome entrepreneurial challenges. Participants received personalised guidance for their journeys.

[Watch the full story.](#)

YASHASVINI: SIMPLIFYING ACCESS TO GOVERNMENT SUPPORT



Yashasvini is a first-of-its-kind, collaborative government effort designed to simplify access to support schemes offered by various ministries of the Government of India, for women's entrepreneurship. This initiative embodies the "whole-of-government" approach through partnerships with civil society organisations, ministries, and women's associations alike. Since January 2024, it has facilitated 200,000+ new wMSME registrations by conducting 6 state workshops in Jaipur, Ranchi, Agartala, Guwahati, Moga, and Kolkata.

