

Fair Play: Niti Launches a Platform for Women Entrepreneurship

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Niti Aayog on Thursday launched a platform that aims to build a vibrant entrepreneurial ecosystem where women do not face any gender-based barriers.

The Women Entrepreneurship Platform (WEP) will act as a point of dissemination of information on existing government schemes and programmes besides initiatives in the private sector to promote women entrepreneurship.

"The platform aspires to substantially increase the number of women entrepreneurs who will create and empower a dynamic new India," said Anna Roy, head of WEP.

Roy said they will rely on partnerships with micro-finance, which will enable technology for a basic verification of credentials and credit evaluation to enable credit access to women-led businesses.

WEP has tied up with a range of industry lobby groups and entities including Nasscom, SIDBI, FICCI and CII, besides companies like Facebook that will provide ad credits to 100 selected women, and ShopClues, which will mentor 12



women entrepreneurs for a year.

Nasscom will provide infrastructure to 15 women-led startups across 10 states at a nominal charge.

WEP has also partnered with DICE, which will provide a fund of Rs 10 crore through its accelerator, Digital Leadership Institute, which will provide free training to 1,000 women, and Mann Deshi Foundation, which will allow women entrepreneurs to call on a helpline number for advice in digital literacy.

WEP is also looking to cater to women who have taken a break in their career.