

Women Entrepreneurship Platform

Building Partnerships



CONTEXT

01

About Women Entrepreneurship Platform (WEP)

02

WEP: A Partnership Driven Platform

03

WEP: Approach to Building Partnerships

04

Ongoing Partner Initiatives

Women Entrepreneurship Platform (WEP)

An initiative to address information asymmetry and create a robust entrepreneurial ecosystem for women



Easy-to-access Aggregator Platform offering personalized information and services to **aspiring as well as established** women entrepreneurs to assist in their entrepreneurial journey.



Adopts the **public-private partnership** route to achieve its vision & mission

- Enables **collaboration** among peers, partners and industry players
- Leverages technology and extensive research to power a dynamic knowledge portal
- Showcases **role models** by recognizing exceptional women changemakers across India

3 Core Pillars of WEP 3.0

01

Iccha Shakti

Motivating women towards entrepreneurship



02

Gyaan Shakti

Providing knowledge and ecosystem support to empower women entrepreneurs

03

Karma Shakti

Hands-on support to entrepreneurs in setting and scaling up businesses



WEP : Existing user community



28000+ Women entrepreneurs registered so far



Micro Businesses

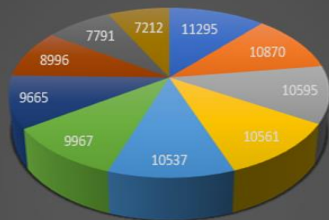


Women Entrepreneurs
across the spectrum



Rural & Urban Social
Collectives
or Self Help Groups

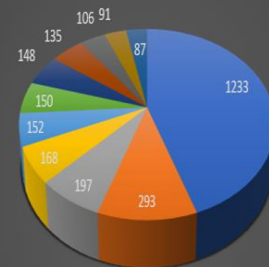
Top ten areas where they seek help



- Networking
- Entrepreneurship Skillling
- Starting Up
- Assistance under Government Schemes
- Funding Support/Fund raising Assistance
- Marketing Assistance
- Corporate Tie-ups and Industry Linkages
- Financial Assistance
- Entrepreneurship based Certification Courses/Programs
- Incubation Support

User
Analysis

Top ten sector of enterprise wise representation



- Others
- Education And Ed Tech
- Healthcare
- Consumer Goods
- Fashion
- Agriculture
- E-commerce
- Non Profit Or Social Organisation
- IT Services
- Business Intelligence
- Beauty and Wellness

WEP

A Partnership Driven Platform

01

The WEP model

02

Key Areas of Partner Support within WEP ecosystem

03

Channels of Partner Engagement

The WEP model – A unique public private partnership



WEP aims to aggregate, collate and catalyse the efforts and initiatives of public and private sector organisations to create a continuum and build the ecosystem for entrepreneurs

- Partners **translate** WEP's vision to reality by being at the forefront in supporting women entrepreneurs
- Partners move forward the ongoing efforts of WEP by enabling **skill sets, knowledge** and addressing **queries** of WE
- Partners **curate programs** to build effective initiatives and enriching knowledge material for the benefit of WE.

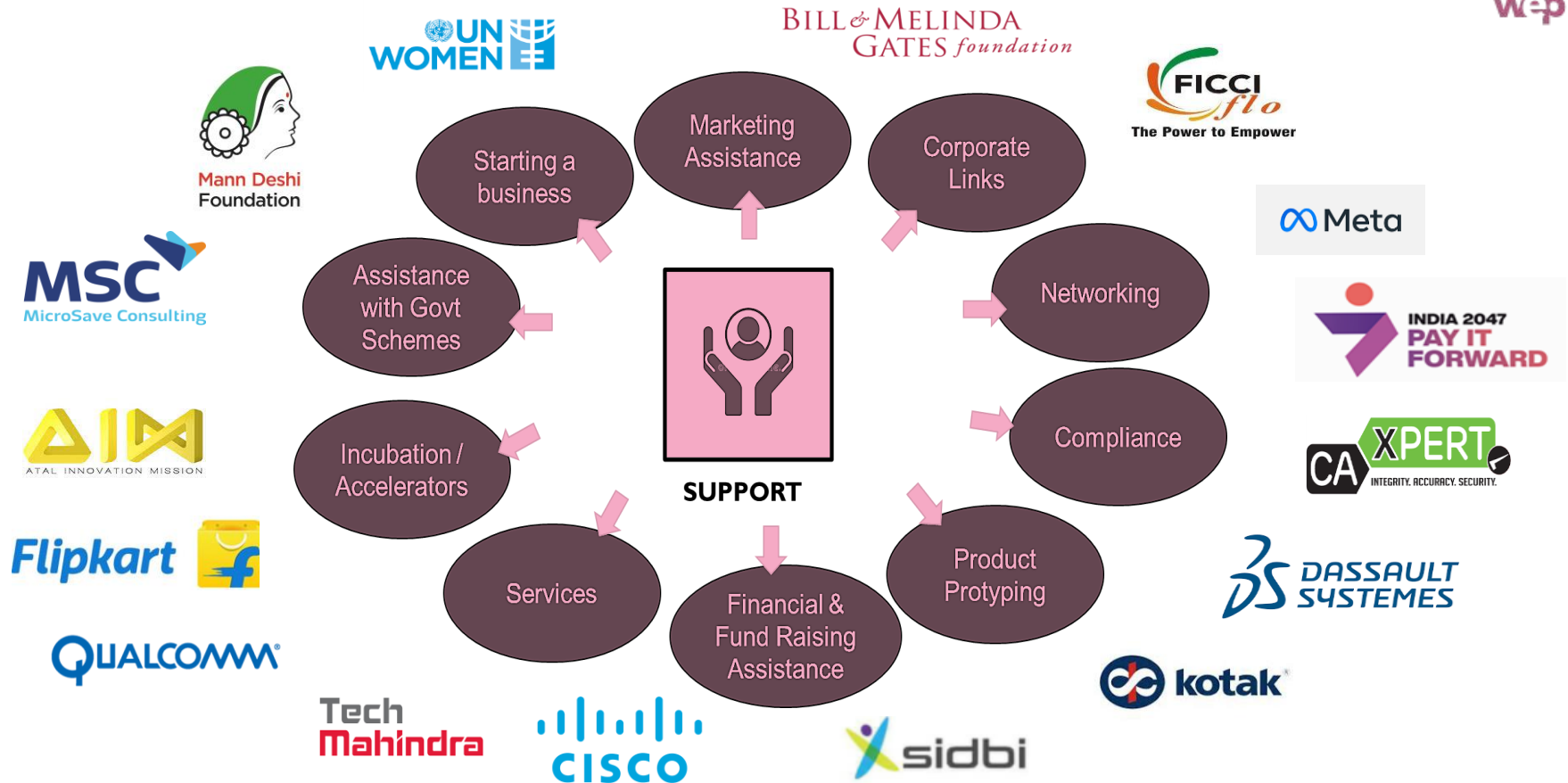
Partner Support Verticals

Entrepreneurship Skilling & Mentorship	Incubation and Acceleration Support	Marketing Assistance	Funding and Financial Assistance	Tax and Compliance Support
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Community Interactions and Networking

Research and Development

Key Areas of Partner Support within WEP ecosystem



Engage with WEP Users

EVENTS

Get exhibited with merchandise, branding, speaker slots.
Sponsor and organise events for entrepreneurship promotion

COMMUNITY PAGE

Connect with Entrepreneurs, fellow Partners, WEP Team in a safe and moderated environment.

SMART MATCH

WEP Partner Page disseminates information of the Partner services;
via smart match making it could be pushed to the most relevant users

CURATED PROGRAMMES

Support organise thematic workshops, webinars, roadshows for the intended target cohort of women entrepreneurs



Engage with WEP platform

DEVELOP

Assist Integrated Module Development and Plug-ins for the Platform

KNOWLEDGE BANK

Support content creation by funding research, development of AV etc.
to be hosted on the Platform

SKILLS

Help in managing different modules and programmes of WEP by
providing services or skills of the organisation

OUTREACH

Support media awareness and Pan-India outreach of WEP platform
and its initiatives

SUPPORT

Commit funds to entrepreneurship promotion agencies like incubators
who directly support WEP users



This is an excellent way to network, cultivating new business relationships along with contributing to a worthwhile cause

WEP

Approach towards Building Partnerships

01

Why Partner with WEP?

02

Who can become a Partner?

03

Partner Life Cycle and Journey with WEP

Why Partner with WEP



MARKET FASTER



LEVERAGE ON PLATFORMS REPUTATION



CONDUCT/PARTICIPATE IN EVENTS



CONTRIBUTE TO DISCUSSION FORUMS



HELP IN CAPACITY BUILDING



FUND WEP INITIATIVES



PROVIDE PRO BONO SERVICES



CONTRIBUTE TO THE KNOWLEDGE BANK



SUPPORT WITH ANY ONLINE SERVICES

→ **28,000 plus & growing registered Women Entrepreneurs** across India

→ Connect with other organisations

→ Grow your market presence through vast size of registered users

EXPAND YOUR REACH



→ Opportunity to host events in collaboration

→ Host blogs share checklists, video guides, Infographics'

→ Leverage on the trust users have on the platform

→ Participate in discussion threads

Become a Social Impact Champion

Get Ahead in Digital Marketing with WEP outreach base



Digital Marketing with WEP announcements to a ready niche audience of women entrepreneurs, partners, government entities and international agencies



Get featured in our newsletters

Collaborate with WEP to publish relevant reports

Participate in roadshows and pan India WEP outreach initiatives

Social media posts and creatives feature relevant Partners



SOCIAL MEDIA CHANNELS :

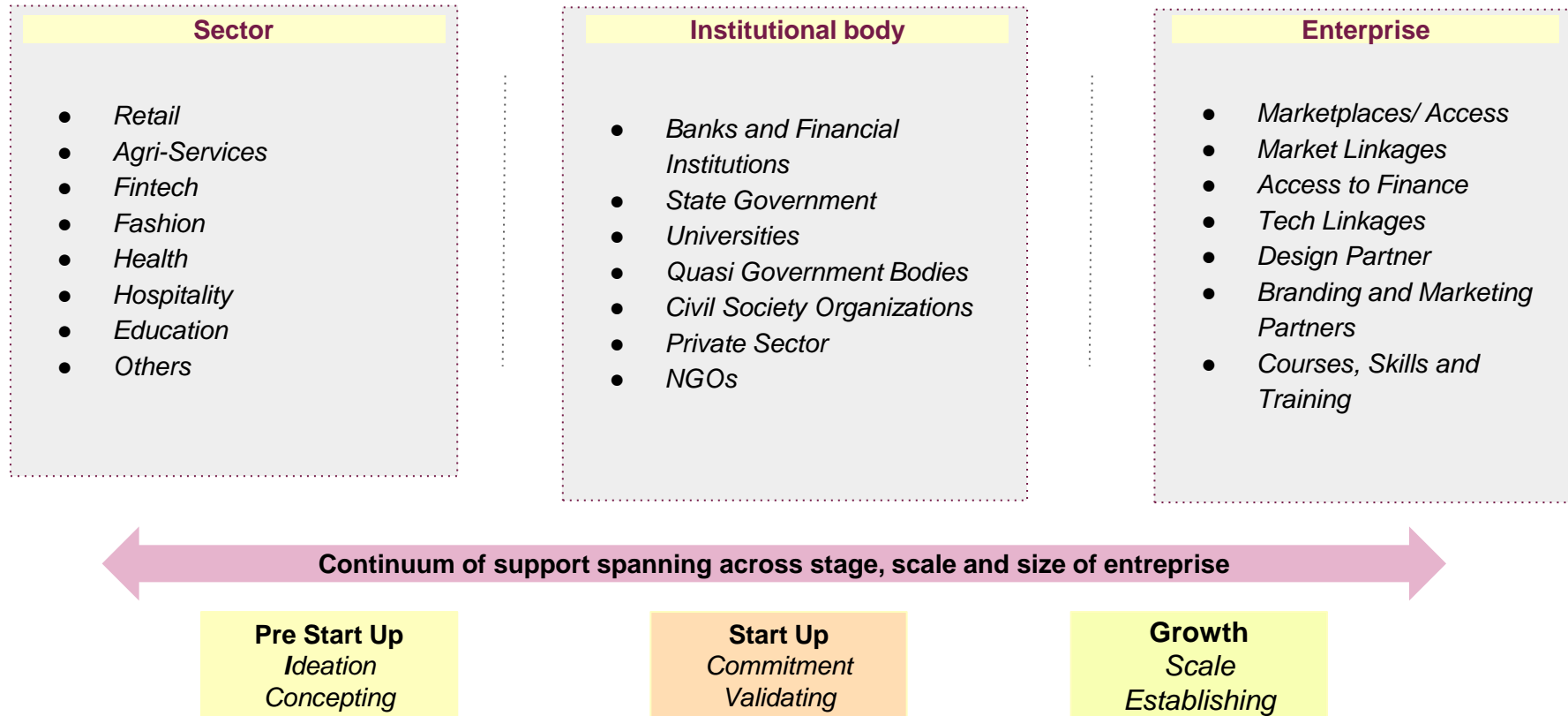


Promotion of partner initiatives, program and events on all social media assets as well as the portal.

OFFLINE CHANNELS :

WEP will be initiating its strategy to create a pan India network of regional chapters across the entrepreneurial hotbeds of the country in the later half of 2023.

Prospective partners could be from any....

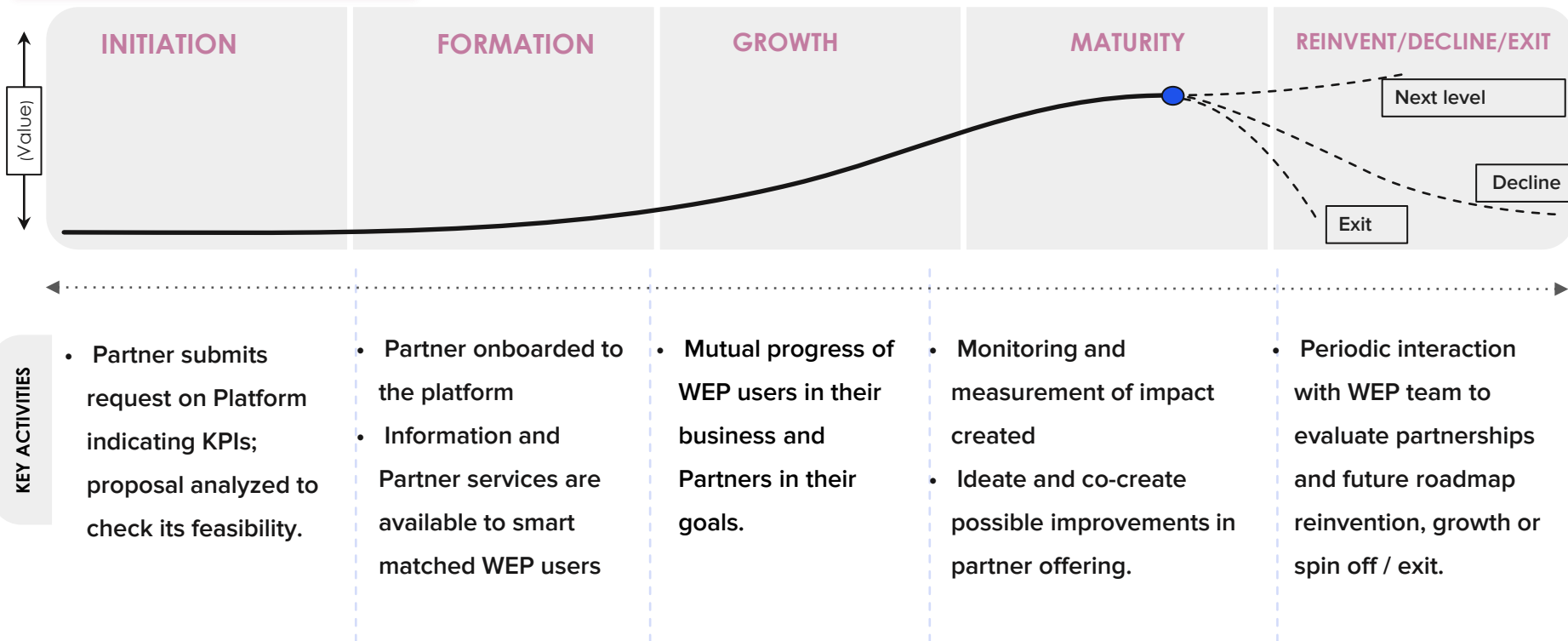


Partner Lifecycle on WEP – an outcome-oriented approach



Partnerships

Lifecycle



Partner Journey with WEP



#1

Partner submits request on Platform indicating KPIs; proposal analyzed to check its feasibility.



#2

Partner is onboarded on the platform and mapped to relevant vertical; appears on smart match and browsing results.



#3

Smart Matchmaking algorithm ensures that Partner information is pushed to most relevant WEP users. Partner is also continuously updated about the in-demand ecosystem needs

#4

Partner offerings are rolled out and women entrepreneurs avail them.



#5

Performance monitored & periodic interaction by WEP team in case of issue on the engagement



#6



Partner recognised as WEP Valued Partner and Social Impact Champion on successful completion of milestones.

Ongoing Initiatives by WEP Partners



ACADEMIC
INSTITUTIONS

RESEARCH AND CONTENT CREATION



human^x

PLATFORM DEVELOPMENT AND TESTING



FUNDING WEP INITIATIVES



CO-CREATE MODULES LIKE
COMMUNITY PAGE, CHATBOT



BILL & MELINDA
GATES foundation

COMMUNITY BUILDING AND OUTREACH



RESKILLING AND TRAINING



Apply to be a Partner

Visit Women Entrepreneurship Platform wep.gov.in



Or share your questions / interest with us to help formalize the partnership!!

Write to wep-niti@gov.in