EmpowHER Biz (Sapno Ki Udaan)

Why in News?

Recently, the EmpowHER Biz – Sapno Ki Udaan was launched to boost women entrepreneurship in retail.

- **Launched by** – ***Women Entrepreneurship Platform (WEP) of NITI Aayog*** in partnership with New Shop (India's largest 24/7 convenience retail chain) under its Award to Reward (ATR) program.

  New Shop *operates a network of over 200 round-the-clock convenience retail stores which are currently present in 35 cities across 18 states. It is committed to empowering over 10,000 entrepreneurs in India by 2030 as it continues to grow its footprint nationwide through a franchising model.*

- **Launched for –** Women from Delhi, Punjab, Rajasthan, Uttar Pradesh, Haryana, Madhya Pradesh and Gujarat.
- **Aim** – To *empower women entrepreneurs* by equipping them with the skills and resources needed to succeed in the organized retail sector.
- To *create a robust retail ecosystem* that empowers women entrepreneurs and drives sustainable growth in the sector.
- **Role** – It will offer *mentorship and comprehensive training*.
  - It will cover retail management, digital tools, financial literacy and business development to aspiring women entrepreneurs.
- It also provides for financial support, or the opportunity to join the New Shop franchising ecosystem
- **Selection** – *50 participants aged 18–35 selected*, will be selected through an online application process based on specific criteria.
- *Top 20 participants receive a 100% waiver* on New Shop franchise fees.

Women Entrepreneurship Platform (WEP)

• It is an aggregator platform.
• **Incubated in** – 2018, *by Niti Aayog*.
• **Aim** – To empower women entrepreneurs by overcoming information asymmetry and providing *continuum of support* across different pillars
  - Access to Finance
  - Market Linkages
  - Training and Skilling
  - Mentoring & Networking
  - Compliance & Legal Assistance
  - Business Development Services.
• It transitioned into a *Public-Private Partnership (PPP) in 2022*.
• **Partners** – Over 30 public and private sector partners.
• **Role** – It fosters collaboration to develop scalable and impactful programs that benefit women entrepreneurs.
• Since 2023, the *'Award to Reward' initiative under WEP* offers a plug and play framework for stakeholders to develop impactful programs.

Reference

PIB| Launch of EmpowHER Biz – Sapno Ki Udaan

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