



Women Entrepreneurship Platform - Time To Catapult!

DESIGN THINKING WORKSHOP
in WOMEN ENTREPRENEURSHIP PLATFORM (WEP)
for New & Existing Initiatives
Monday, May 15, 2023 | FICCI, New Delhi

GOLD PARTNERS
Hindustan Unilever Limited, transworld GROUP, Apollo HOSPITALS

SILVER PARTNERS
imfa, Microsoft

There is always scope to improve, be better and stay relevant. Women Entrepreneurship Platform, a one-stop shop for women entrepreneurs in the country has adopted this approach since inception and that has also helped the platform onboard more than 27,000 women entrepreneurs today.

Global Alliance for Mass Entrepreneurship (GAME) facilitated a design thinking workshop to explore strategies and ideas on multiple aspects from content creation and user testing to partner onboarding and mentoring.



Anna Roy

Mission Director, WEP

"WEP is not looking to replicate what is already happening; instead, we are a platform where all stakeholders can openly discuss and collaborate to ensure we reach our mission of last-mile access. WEP is a coming together of all members and stakeholders of the ecosystem to ensure the common goal of empowering women entrepreneurs is achieved."



Setting the agenda for the Design Thinking workshop, Ms Anna Roy, Mission Director, **WEP**, explained the relevance of innovative thinking and why it is essential to find bespoke creative solutions to help strengthen the entrepreneurship ecosystem for women in India. "WEP is not looking to replicate what is already happening; instead, we are a platform

where all stakeholders can openly discuss and collaborate to ensure we reach our mission of last-mile access. **WEP** is a coming together of all members and stakeholders of the ecosystem to ensure the common goal of empowering women entrepreneurs is achieved."

Watch The Full Video



WEP is an aggregator platform that aims to develop a robust entrepreneurial ecosystem for women by addressing the information asymmetry. The platform works to enable last mile discovery of all relevant information, help develop a community and strengthen industry linkages by providing access to a wide range of services to women entrepreneurs. This includes access to finance, mentorship, skill development, and networking opportunities. The platform is a public-private partnership aimed at promoting women's entrepreneurship in India. *The vision* of **WEP** is to create a vibrant and inclusive ecosystem and make women market ready to realize their entrepreneurial aspirations and drive economic growth. **WEP** focuses on the entire spectrum of entrepreneurship and strives to provide a continuum of support.

Become A Partner

Building Multilingual Capability

A key feature that was discussed was the importance of improving the usability of the **WEP** interface to ensure that entrepreneurs from different cities, towns, and rural areas are able to derive similar benefits. Fundamental to achieving this is also making the platform multi-lingual as it gives women entrepreneurs the comfort of interacting in their own language. This allows for better outreach of **WEP**. India lives in its villages and empowering

women in India's hinterland is central to **WEP's** success. This would entail building partnerships that can help spread the message using the many languages that are used across our country.

WEP also intends to leverage the power of storytelling to highlight the achievements of women entrepreneurs in India. By sharing stories of successful women entrepreneurs and the challenges they have overcome, **WEP** can inspire and motivate other women to pursue their entrepreneurial dreams. This will help build a strong reward & recognition mechanism which is a motivator for everyone. Additionally, by building a stronger narrative around women entrepreneurship in India, **WEP** can help to change the perception of women entrepreneurs and create a more supportive ecosystem for their growth and success.

[Know more](#)



Mentoring Essential For Pivoting WEP

Another integral element would be to onboard a mix of several partners who have specific solutions to address women entrepreneur's needs and support with on-ground handholding through human intervention where and when necessary. There is a need to create an offline ecosystem that supports and enables more women from smaller towns and rural areas to be a part of the WEP platform and benefit from it. The Mentorship pathway for women entrepreneurs in India was brainstormed and discussed at length. G20 Empower, under the India Presidency, has committed to rolling out a mentorship program that will increase the knowledge and skills of women members from G20 nations. The G20 Women Mentorship Platform aims to address this need by providing a tailored and efficient mentorship experience to women from G20 nations, with the support of WEP as a key collaborator. The Mentorship Platform aims to offer a tailored experience to its

users, profiling them through smart matchmaking using AI and ML, and connecting them to relevant mentors and specialized aggregator platforms in record time. WEP hopes to focus on identifying the needs of women entrepreneurs and will work together to develop innovative solutions and strategies to create a successful mentorship program for women entrepreneurs in India. The Workshop elicited enthusiastic participation from 75 participants from 40 organizations.

 GLOBAL ALLIANCE FOR
 Mass Entrepreneurship



JUNIOR ACHIEVEMENT INDIA SERVICES

Game, 73/42, 41st Cross, Jayanagar 8th Block,
Bangalore 560082, India

To Unsubscribe

game@massentrepreneurship.org