



Global Alliance For
Mass Entrepreneurship

UNLEASHING POTENTIAL. ELEVATING ECONOMIES.

CELEBRATING WOMEN ENTREPRENEURS

Women Entrepreneurs in India's Economic Renaissance

In the intricate mosaic of India's commercial sphere, women entrepreneurs stand tall, embodying the spirit of innovation and determination. At GAME, we deeply understand the critical influence women entrepreneurs exert on our nation's inclusive growth and innovation. With a substantial presence of nearly 12.6 million women-led MSMEs creating employment for around 27 million individuals, their economic impact is nothing short of monumental.

In this issue, we turn the spotlight on our joint endeavours that have monumentally advanced financial inclusion and market access. From bolstering the economic fortitude of women through the Women Entrepreneur Financial Empowerment Program (WEFEP) to cultivating pivotal alliances with market leaders like Amazon, our initiatives are designed to dismantle obstacles and pave avenues for prosperity.

As we ponder over our collective achievements and the road ahead, we renew our pledge to uplift women's entrepreneurship and to forge an era where each woman can flourish and reach her enterprise potential.

Financial Empowerment: A Leap for Women Entrepreneurs

A salute to the tenacious team at Latur DMMU, with who we have recently celebrated a landmark achievement within the WEFEP. The gathering at Jilha Krida Sankul was not just an event but a beacon of progress, with the disbursement of INR 1.12 crores in loans to 53 determined women entrepreneurs. This major stride towards economic inclusivity is amplified by the additional 300 loan applications currently under review, showcasing the expanding influence of WEFEP.



Market Access: Building Bridges, Crafting Futures

GAME's Women Economic Empowerment (WEE) initiative in collaboration with the e-commerce giant, Amazon aspires to elevate and transform the livelihoods of approximately 25,000 women entrepreneurs associated with 25 aggregator brands. By bridging the gap between local talent and global platforms, we are setting the stage for their businesses to soar.



Women Economic Empowerment at GAME

Navigating New Horizons

Our commitment to women's economic advancement is unwavering. The WEE program at GAME is designed as a nurturing incubator that propels women entrepreneurs towards growth and success. To stay abreast of the latest developments and stories of inspiration, follow us on Instagram and LinkedIn.



Unity in Progress: Banking on a Brighter Future



As we commemorate International Women's Day, we reflect on the phenomenal strides made by women entrepreneurs in driving economic dynamism and societal progression. At the heart of this evolution lies the potent combination of collaboration and financial inclusion, equipping women with the necessary resources to conquer barriers and actualise their entrepreneurial ambitions.

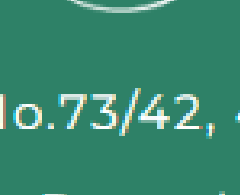
Delve into the impact of these synergistic partnerships in our most recent blog post, which explores the vital role financial access and mentorship play in empowering women entrepreneurs.

[Read the blog](#)

As we continue our journey of fostering women's entrepreneurship, let us reaffirm our commitment to building a more inclusive, equitable, and prosperous future for all. Together, we can create a world where every woman has the opportunity to unleash her full potential and make her mark on the entrepreneurial landscape.

[#ChampionHerChange](#)

Together, we're not just witnessing history; we're writing it.
Thank you for being an integral part of this transformative journey.



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