

GOVERNMENT OF INDIA  
MINISTRY OF PLANNING

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 146**  
TO BE ANSWERED ON 03.02.2025

**EMPOWHER BIZ - SAPNO KI UDAAN**

146 SHRI RAJIB BHATTACHARJEE:  
SMT. KIRAN CHOUDHRY:  
DR. SUMER SINGH SOLANKI:  
SHRI NARAYANA KORAGAPPA:

Will the Minister of PLANNING be pleased to state:

- (a) the objective of collaboration with New Shop to empower women retail entrepreneurs; and
- (b) whether Government plans to extend support to these entrepreneurs through this initiative, if so, the details thereof?

**ANSWER**

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION; MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF PLANNING AND MINISTER OF STATE IN THE MINISTRY OF CULTURE

(RAO INDERJIT SINGH)

- (a) & (b): In 2018, NITI Aayog had launched the Women Entrepreneurship Platform (WEP), as an aggregator platform aimed at creating an enabling ecosystem for women entrepreneurs in India. In 2022, WEP transitioned into a public private partnership working towards empowering women entrepreneurs by overcoming information asymmetry and providing continuum of support for meeting different needs. As a public private partnership initiative, it endeavors to collaborate with Ministries/Departments of government and other industry stakeholders. WEP in partnership with New Shop launched EmpowHER Biz - Sapno Ki Udaan, as part of its Award to Reward (ATR) program. This collaboration aims to empower women entrepreneurs by equipping them with the skills and resources needed to succeed in the organized retail sector by offering mentorship and comprehensive training covering retail management, digital tools, financial literacy and business development. New Shop, as the anchor partner of the ATR program have designed the programme to promote women entrepreneurship in retail sector and will provide comprehensive training, mentorship and other support to 50 participants during the programme. WEP will support this programme by on-boarding other partner organizations to meet any other requirements identified by the anchor partner.

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