

GOVERNMENT OF INDIA
MINISTRY OF PLANNING

RAJYA SABHA
UNSTARRED QUESTION NO. 787
TO BE ANSWERED ON 10.02.2025

EMPOWHER BIZ – SAPNO KI UDAAN SCHEME

787 # SHRI NEERAJ DANGI:

Will the Minister of PLANNING be pleased to state:

- (a) whether Government is planning to provide assistance to women entrepreneurs through EmpowHER Biz – Sapno Ki Udaan scheme, if so, the details thereof;
- (b) the States targeted to be covered under this scheme; and
- (c) the objectives set to provide skills and resources to women entrepreneurs in the organised retail sector?

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) to (c): 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. New Shop has launched EmpowHER Biz - Sapno Ki Udaan, as part of the Award to Reward (ATR) program of WEP. The ATR programme is aimed at handholding women in their entrepreneurial journey by imparting them required skills and rewarding those who demonstrate specific capabilities. The EmpowHER Biz - Sapno Ki Udaan 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 EmpowHER Biz - Sapno Ki Udaan, have designed the programme to promote women entrepreneurship in retail sector and will provide comprehensive training,

mentorship and other support to 50 participants from Delhi NCR, Punjab, Rajasthan, Uttar Pradesh, Haryana, Madhya Pradesh, and Gujarat. WEP will support this programme by onboarding other partner organizations to meet any other requirements identified by the anchor partner.
