

**GOVERNMENT OF INDIA
MINISTRY OF PLANNING**

**LOK SABHA
UNSTARRED QUESTION NO. 3173
TO BE ANSWERED ON 11.03.2026**

WOMEN ENTREPRENEURSHIP PLATFORM

3173. SHRI TANUJ PUNIA:

Will the Minister of PLANNING be pleased to state:

- (a) whether the Niti Aayog's flagship initiative " Women Entrepreneurship Platform" achieved its target objectives of catering of both aspiring and well-established women in the field of Entrepreneurship;**
- (b) if so, the details thereof and if not, the reasons therefor, State-wise; and**
- (c) the details of the steps taken/being taken by the Government to cater both aspiring and well-established women in the field of Entrepreneurship?**

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS & 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) Yes Sir. The Women Entrepreneurship Platform (WEP) using the framework of Award to Reward programme is aimed at catering to the well-established women in the field of entrepreneurship under the

Yashasvini programme in collaboration with the Ministry of Micro, Small and Medium Enterprises (MSME) and aspiring college going girl students under the Swavalambini programme implemented in collaboration with the Ministry of Skill Development and Entrepreneurship (MSDE).

For Aspiring Women Entrepreneurs:

MSDE in collaboration with the Women Entrepreneurship Platform of NITI Aayog as knowledge partner launched the Swavalambini - a Women Entrepreneurship Programme in February, 2025 in six Higher Education Institutions (HEIs)/ Universities of Assam, Meghalaya, Mizoram, Uttar Pradesh and Telangana as a pilot project. The Ministry is implementing the programme through its Autonomous Institutes, namely, National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida and Indian Institute of Entrepreneurship (IIE), Guwahati.

The Project aims to cultivate an entrepreneurial mindset among female students, equipping them with awareness of available support mechanisms, schemes, resources and networks essential for pursuing entrepreneurship as a career.

The target group for the Swavalambini Project includes 1200 female students from Higher Educational Institutes (HEIs) and Universities who undergo introductory programme on entrepreneurial awareness through Entrepreneurship Awareness Programme (EAP). Out of these, 600 students selected from EAP participants undergo the Entrepreneurship Development Programme (EDP) offering intensive entrepreneurship development training covering crucial business aspects such as skilling, access to finance, market linkages, compliance and legal support, business services and networking opportunities. This is followed by 21 weeks of mentorship and handholding support to help participants translate their ideas into sustainable enterprises.

MSDE will oversee the execution, supervision, and monitoring of the programme, while NITI Aayog will organize workshops, provide mentoring support, facilitate seed funding, and recognize successful entrepreneurs through the Award To Reward (ATR) initiative.

To ensure long-term impact, the programme also includes a Faculty Development Programme (FDP), where faculty members from participating HEIs/Universities shall undergo a five-day training session. This initiative will equip educators with the necessary skills to mentor and guide aspiring women entrepreneurs within their institutions.

The programme-wise details of women participants trained under the pilot project is as under:

Name of the Programme	Total Target	Total Trained
Faculty Development Programme (FDP)	75	75
Entrepreneurship Awareness Programme (EAP)	1200	1,110
Entrepreneurship Development Programme (EDP)	600	302

The State-wise and programme-wise details of number of women participants trained as on 29.01.2026 under the pilot project is as under:

State	Name of the Programme (Total trained)		
	FDP	EAP	EDP
Assam	9	64	*
Meghalaya	8	161	*
Mizoram	10	244	*
Uttar Pradesh	31	491	254

Telangana	17	150	48
Total	75	1,110	302

***programme started and currently under implementation.**

(c) Government of India has taken a number of initiatives to promote entrepreneurship among women. In this regard, some of the initiatives taken by M/o Micro, Small and Medium Enterprises (MSME) include CPSEs/Ministries/Departments mandated to procure 3% of their annual procurement from women-owned micro and small enterprises; under the Credit Guarantee Scheme for Micro and Small Enterprises specific concessions for women; in a credit-linked subsidy programme under Prime Minister's Employment Generation Programme (PMEGP) for self-employment opportunities through establishment of micro-enterprises, 39% are women and they are provided higher subsidy (35%) vis-a-vis non-special category (upto 25%); subsidizing participation of women entrepreneurs in trade fairs under Procurement and Marketing Support Scheme to the extent of 100% vis-a-vis 80% for other entrepreneurs. Some of the schemes of the M/o Skill Development and Entrepreneurship (MSDE) to promote entrepreneurship among different target groups, including women include Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PMJANMAN) Project, Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA) Project, Skill Strengthening for Industrial Value Enhancement (STRIVE) Project, Capacity Building Programme for Fair Price Shop Owners, Rastriya Udyamita Vikas Pariyojana on Pilot Basis for PM Svanidhi Beneficiaries and Organising Workshops in Artisan Melas and Haats.
