



WOMEN
ENTREPRENEURSHIP
PLATFORM



Swavalambini Women Entrepreneurship Programme

Date: EAP 1.08.2025 to 02.08.2025

Date: WEDP 04.08.2025 to 08.08.2025

***Venue: AIC Building, Banaras Hindu University, Varanasi,
Uttar Pradesh***

Organised By

**Ministry of Skill Development and Entrepreneurship (MSDE),
in collaboration with
Women Entrepreneurship Platform (WEP),
incubated at NITI Aayog**

Implemented By

**The National Institute for Entrepreneurship & Small Business
Development (NIESBUD)
Ministry of Skill Development and Entrepreneurship, Govt. of India
A-23, Sector-62, Noida**

About Swavalambini : Women Entrepreneurship Programme

Women's entrepreneurship is a key driver of economic growth, employment generation, and social development. Despite their potential, women in India face significant barriers in accessing entrepreneurial opportunities due to socio-economic constraints, lack of access to finance, and inadequate institutional support. To address these challenges and foster an enabling environment for women-led enterprises, the Ministry of Skill Development and Entrepreneurship (MSDE), in collaboration with Women Entrepreneurship Platform (WEP), incubated at NITI Aayog, has launched the Swavalambini Women Entrepreneurship Programme - a structured initiative designed to empower young female students in Higher Education Institutions (HEIs) by equipping them with essential skills, training, mentorship, and financial literacy to establish and sustain successful businesses.

The objective of this initiative is to foster a culture of entrepreneurship among female students and enable them to consider self-employment as a viable and attractive career option.

This pilot initiative will provide valuable insights into the effectiveness of entrepreneurship promotion among women in HEIs, serving as a foundation for a nationwide rollout. By fostering a strong entrepreneurial ecosystem within educational institutions, the programme aims to empower young women, promote economic self-reliance, and contribute to India's vision of a more inclusive and dynamic entrepreneurial landscape. The Project intervention will lead to establishment of enterprises by 10% of EDP trainees and will create enhanced visibility for women entrepreneurs and the promotion of entrepreneurial culture in HEIs.

Project Institutions

The programme is being implemented in two regions: Uttar Pradesh (North Zone) and Telangana (South Zone), covering following institutions :

- Banaras Hindu University,
- Chaudhary Charan Singh University, and
- Maulana Azad National Urdu University.

Objectives of Swavalambini : Women Entrepreneurship Programme

- i) **Create Awareness:** Build a foundational understanding of entrepreneurship among young female students, highlighting it as a viable and equally attractive career option.

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- ii) **Capacitate Beneficiaries through Women Entrepreneurship Development Programme:** Equip participants with knowledge on Entrepreneurship; entrepreneurial opportunities; entrepreneurial support ecosystem; financial and digital literacy; legal entities; essential elements required for preparation of project report; enterprise management and in nutshell whole spectrum of entrepreneurship development.
 - iii) **Orient on Emerging Opportunities:** Introduce female students to current and future areas of opportunity in entrepreneurship, such as Digital marketing, e-commerce, Electrical Mobility, Artificial Intelligence and Machine Learning, Health and Wellness, Food Processing, Solar entrepreneurship, Nursery raising, Organic farming, Mushroom cultivation, etc.
 - iv) **Provide Mentoring and Handholding:** Ensure sustained support through mentoring and handholding and exposure to industry experts, role models, and successful entrepreneurs. Enhance access to business development services, networks, market linkages, and financial resources.

Target Group

The target group for the Swavalambini Women Entrepreneurship Programme will be female students from selected Higher Educational Institutions (HEIs). The female students will be preferable Final year Undergraduate/ Post Graduate Students of the HEIs.

Venue

The EAP and WEDP will be organised at the respective HEIs.

Programme Components

The implementation of the Swavalambini Women Entrepreneurship Programme will follow a phased and structured approach to ensure effective outreach, capacity building, and sustained support for aspiring women entrepreneurs within Higher Education Institutions (HEIs). The methodology is designed to provide end-to-end support, starting from awareness creation to enterprise establishment and mentoring, while actively engaging both students and faculty members.

i) Phase I – Entrepreneurship Awareness Programme (2 Day)

Entrepreneurship Awareness Programme (EAP) will be organised in the selected Institutions for female students. The selected trainees from the EAP who have strong desire

to pursue entrepreneurial opportunities will be further provided an opportunity to pursue the Women Entrepreneurship Development Programme.

The proposed initiative will aim to create awareness among 600 female students. NIESBUD Faculty will conduct the EAP at the HEIs.

HEI	No. of Participants to be trained through EAP
Chaudhary Charan Singh University, Meerut	300
Banaras Hindu University, Varanasi	150
Maulana Azad national Urdu University, Hyderabad	150

Objectives

The Entrepreneurship Awareness Programme envisages following key objectives:

- To advocate Entrepreneurship as an equally attractive Career Option among female students;
- To acquaint the participants about entrepreneurial opportunities;
- To make the participants aware about the entrepreneurial support ecosystem;
- To motivate the participants to pursue entrepreneurship in near future.

Duration

2 Days (8 Hours : 4 Hours per Day)

Mobilization of Participants

With the Support of Faculties of HEIs.

ii) **Phase II – Women Entrepreneurship Development Program (40 Hours – 5 Days)**

Following the awareness campaign, female students with strong desire to pursue entrepreneurship across the selected institutions will be selected to pursue the Women Entrepreneurship Development Programme.

This program will address the ecosystem needs, focusing on areas such as entrepreneurial training, opportunity Identification, market survey, compliance and legal issues, access to finance, market linkages, and business development services.

NIESBUD Faculty will conduct the EAP at the HEIs. Additionally, NITI Ayog will conduct sessions/ workshops during the WEDP Programme.

HEI	No. of Participants to be trained through EAP
Chaudhary Charan Singh University, Meerut	150

Banaras Hindu University, Varanasi	75
Maulana Azad national Urdu University, Hyderabad	75

Selection Criteria for WEDP

The beneficiaries of the Entrepreneurship Awareness Programme who demonstrate intent and aptitude for pursuing entrepreneurship opportunities will be identified for Phase-II. Candidates will be shortlisted based on the Aptitude Test designed to evaluate their entrepreneurial potential. Further, shortlisted candidates will undergo an interview process conducted by a Selection Committee to assess their readiness for the programme. The Selection Committee will comprise three to five members from the following institutions:

- Representative, MSDE
- Representative, NITI Aayog
- Representative, Bank/Financial Institution
- Representative, District Industries Centre (DIC)
- Representative, NIESBUD

Objectives

The WEDP envisages the following key objectives:

- To impart knowledge on Entrepreneurship among the female students;
- To acquaint the participants with entrepreneurial opportunities;
- To build the capacity of female students on business and life skill components to enhance their business initiatives and self-awareness;
- To make the participants aware of the entrepreneurial support ecosystem;
- To impart knowledge about financial and digital literacy;
- To impart knowledge to participants on selecting the suitable entity for their enterprise;
- To impart knowledge to participants on essential elements required for preparation of project report;
- To impart knowledge on enterprise management;
- To provide mentoring and handholding to women entrepreneurs for setting up their enterprises.

Additionally, the students will be oriented on current and future areas of opportunity in entrepreneurship, such as Digital marketing, e-commerce, Electrical Mobility, Artificial Intelligence and Machine Learning, Health and Wellness, Food Processing, Solar entrepreneurship, Nursery raising, Organic farming, Mushroom cultivation, etc.

Duration

40 Hours (5 Days)

Mobilization of Participants

With the Support of Faculties of HEIs.

Selection of winners from Phase II

Upon successful completion of the Phase-II of the WEDP training, participants will be awarded certificates of completion.

Beyond certification, trainees will receive 21 weeks of intensive and personalized mentoring and handholding support in hybrid mode, helping them in maturing of their business ideas toward setting up commercial enterprises or the establishment of enterprises and sustaining enterprises.

Participants who successfully establish their enterprises during this period will be felicitated and their achievements will be showcased on the social media platforms of MSDE. This recognition will serve as a motivational tool, inspiring other aspiring entrepreneurs and enhancing the visibility of the programme's impact.

iii) Phase III – Mentoring and Handholding Support (21 Weeks : 2-3 Hours Per Week)

The students completing the WEDP programme will receive 21 weeks of mentorship over six months through hybrid mode. This mentorship will be intensive and personalized, helping the students refine their business ideas, convert it to an enterprise and prepare for real-world challenges.

Mentoring and Hand holding support will be offered for 21 weeks with 2-3 hours of mentoring session for 6 consecutive months, which will include the services like Focused Business & Technical Mentoring, Business Development Services, connect with State and Central Government Schemes, and linkages with financial institutions and marketing platforms.

Additionally, NIESBUD will also provide periodical mentoring and handholding support to the faculties to sort out their teething issues in guiding the students in their entrepreneurial journeys through online/ offline modes. NITI Ayog will offer mentoring, handholding support through its WEP Platform.

Registration of Participants

- All the candidates of EAP and WEDP shall be registered on the Skill India Digital Hub (SIDH), and NIESBUD portal.
- The Participants will also be registered on the WEP Platform of NITI Aayog.

- The SIDH, Udyam Disha platform, and WEP Platform of NITI Aayog will be used by the candidate for mentoring support, experience sharing and peer learning.
- The attendance of the participants will be recorded through Aadhaar Enabled Biometric Attendance System (AEBAS).

Assessment and Certification

The assessment of the candidates will be done through SIDH Portal. On successful completion of the programme the candidates will be given a Certificate with QR code for verification generated through SIDH Portal.

Recognition & Incentives

- Mentoring and Handholding Support for Aspiring Entrepreneurs
- Seed funding support for promising business ideas.
- Awards & recognition for outstanding participants.
- Certificates issued by MSDE & WEP (NITI Aayog) to all participants, with special recognition for winners.
- Success stories showcased on MSDE & NITI Aayog's platforms.

Expected Outcomes

- 600 female students sensitized through EAP.
- 300 selected students trained under EDP.
- Increased women-led enterprises through structured support.
- 10% of EDP trainees establishing businesses.
- Stronger entrepreneurship culture in HEIs.

The Swavalambini Women Entrepreneurship Programme represents a significant step towards fostering a gender-inclusive entrepreneurial ecosystem in India. By equipping women with the skills, knowledge, and networks necessary to succeed, this initiative will contribute to economic growth, employment generation, and social empowerment. Through strategic partnerships and sustained support, the programme will serve as a model for expanding women's entrepreneurship across the country.

PROGRAMME SCHEDULES

Entrepreneurship Awareness Programme (EAP) (8 Hours)

Day	Time	Topic
Day 1	10.00 AM – 11.00 AM	Registration and Welcome Address
	11.00 AM – 12.15 PM	Rapport Building & Unfreezing
	12.15 PM – 1.30 PM	Understanding Entrepreneurship as a Viable Career Option
	1.30 PM – 2.00 PM	Break for Refreshments
	2.00 PM – 3.15 PM	Qualities and Characteristics of an Entrepreneur
	3.15 PM – 4.00 PM	Success Stories
Day 2	10.00 AM – 11.30 AM	Interaction with a successful Entrepreneur
	11.30 AM – 12.30 PM	Identification of Business Opportunities
	12.30 PM – 1.00 PM	Break for Refreshments
	1.00 PM – 2.00 PM	Entrepreneurial Support Ecosystem
	2.00 PM – 4.00 PM	Selection of Participants for WEDP – Aptitude Test and Interview by Selection Committee

Women Entrepreneurship Development Programme (EDP)

Schedule (40 Hours)

Day	Time	Topic
Day 1 Entrepreneurial Orientation and Competency Building	10.00 AM - 10.30 AM	Registration and Welcome Session : Overview of Swavlambini Project
	10.30 AM - 12.00 PM	Entrepreneur, Entrepreneurship, and Enterprise
	12.00 PM – 1.30 PM	Entrepreneurial Competencies for Women Empowerment
	1.30 PM – 2.30 PM	Entrepreneurial Motivation
	2.30 PM – 3.00 PM	Break
	3.00 PM – 4.30 PM	Life Skills and Employability Skills
	4.30 PM – 6.00 PM	Interface with Successful Entrepreneur
Day 2 Opportunity Identification and Ecosystem Overview	10.00 AM – 11.30 AM	Business Opportunity Identification
	11.30 AM – 1.00 PM	Current and Future Areas of Opportunities in Entrepreneurship
	1.00 PM – 1.30 PM	Break
	1.30 PM – 3.00 PM	Overview of Market Survey
	3.00 PM – 4.30 PM	Entrepreneurship Support Ecosystem
	4.30 PM – 6.00 PM	Start-Up and Incubation
Day 3 Marketing and Digital Strategies, Business Models and Financial Management	10.00 AM – 11.30 AM	Business Idea Competition
	11.30 AM – 1.00 PM	Marketing Management
	1.00 PM – 1.30 PM	Break
	1.30 PM – 3.00 PM	Usage of Digital Marketing and social media Tools for promoting Businesses
	3.00 PM – 4.30 PM	Types of Enterprises (Legal Entities)
	4.30 PM – 6.00 PM	Entrepreneurial Accounting and Taxation
Day 4 Leadership, Financial Literacy, and Business Planning	10.00 AM – 11.30 AM	Leadership and Team Building
	11.30 AM – 1.00 PM	Financial and Digital Literacy
	1.00 PM – 1.30 PM	Break
	1.30 PM – 3.00 PM	Procedure and Formalities for Bank Finance
	3.00 PM – 4.30 PM	Preparation of Business Plan
	4.30 PM – 6.00 PM	Navigating funding opportunities and platforms - Online Applications for Financial Linkage
Day 5 Compliance, Enterprise	10.00 AM – 11.30 AM	Intellectual Property Rights (IPR)
	11.30 AM – 1.00 PM	Regulatory Compliances and Registration for Enterprises

Day	Time	Topic
Management, and Action Planning	1.00 PM – 1.30 PM	Break
	1.30 PM – 3.00 PM	Enterprise Management
	3.00 PM – 4.30 PM	Business Plan Competition
	4.30 PM – 6.00 PM	Assessment and Feedback

The Jury for the Business Idea and Business Plan Competition will comprise of members from representatives from MSDE/ NITI Aayog/ Bank/Financial Institution/ District Industries Centre (DIC)/ NIESBUD.

Detailed WEDP Curriculum

Women Entrepreneurship Development Programme (EDP) Schedule (40 Hours)

Ecosystem Need	Course	Remarks
Access to Finance	<ul style="list-style-type: none"> • Financial Literacy (Understanding and managing financial resources effectively) • Entrepreneurship Support Ecosystem (Overview of Government Schemes, support services, institutions, and networks for entrepreneurs) • Guidance on Project Report Formulation for Sector-Specific Enterprises (Detailed planning for ventures in Solar Installation, Digital Marketing, E-commerce, etc.) • Procedure, Formalities and Documentation for Bank Finance (Step-by-step process for obtaining loans and financial assistance) • Navigating Funding Platforms (Utilizing government schemes and private investment opportunities) • Improving Creditworthiness (Building and maintaining a strong financial profile for businesses) 	<ul style="list-style-type: none"> • The Access to Finance module is designed to equip participants with comprehensive knowledge of financial management and the entrepreneurship support ecosystem. • Topics such as Financial Literacy ensure participants understand core principles of managing financial resources effectively. • The module emphasizes sector-agnostic schemes from central/state governments and private platforms while also addressing sector-specific funding opportunities. • Guidance on Project Report Formulation will be according to sectors/ based on interest of participants. Also, participants will be provided with proto type of sector specific business plans which will help them in preparing their individual business plans. • Participants will receive step-by-step knowledge for navigating funding platforms and preparing documentation for financial assistance.

Ecosystem Need	Course	Remarks
Market Linkages	<ul style="list-style-type: none"> • Market Survey (Analysing market needs, consumer behaviour, and identifying key stakeholders like customers, suppliers, and distributors) • Marketing Management (Core principles of effective marketing) • Digital Literacy (Understanding and effectively using digital tools and technologies for business growth) • Usage of Digital Marketing and Social Media Tools for Promoting Businesses (Leveraging online platforms to enhance visibility and drive sales) • Identifying and Connecting with Rural and Urban Market Platforms (Establishing networks across diverse market ecosystems) • Developing Partnerships with Government and Private Marketing Agencies (Collaborating to expand market reach and resources) 	<ul style="list-style-type: none"> • This module provides practical training on market survey techniques, enabling participants to assess consumer behavior and identify key stakeholders such as suppliers and distributors. • Topics such as Digital Literacy and Usage of Social Media Tools emphasize the importance of leveraging online platforms for market expansion. • Sessions on Developing Partnerships and Connecting with Rural and Urban Market Platforms provide practical approaches for establishing diverse networks. • The module integrates sector-agnostic marketing principles while showcasing sector-specific strategies, ensuring participants can navigate both traditional and digital ecosystems effectively.
Training & Skilling	<ul style="list-style-type: none"> • Current and Future Areas of Business Opportunities in Entrepreneurship (Solar Installation and Maintenance, Digital marketing, e-commerce, Electrical Mobility, Health and Wellness, Food Processing, Organic farming, Mushroom cultivation, Nursery raising, Artificial Intelligence and Machine Learning) • Business Idea Competition • Micro Lab (Icebreaker and climate setting session) • Entrepreneur, Entrepreneurship, and Enterprise (Understanding entrepreneurial basics) • Entrepreneurial Competencies for Women Empowerment (Inculcating entrepreneurial competencies for leadership and enterprise development) 	<ul style="list-style-type: none"> • Business opportunity areas are tailored to align with emerging trends, ensuring participants are prepared for emerging entrepreneurial opportunities. • The Skilling module introduces participants to current and future areas of entrepreneurial opportunity, such as Digital Marketing, E-commerce, Artificial Intelligence and Machine Learning, Electrical Mobility, Health and Wellness, Food Processing, Solar Entrepreneurship, Nursery Raising, Organic Farming, and Mushroom Cultivation. • Core entrepreneurial skills such as Life Skills, Leadership, and Team Building are sector-agnostic, fostering

Ecosystem Need	Course	Remarks
	<ul style="list-style-type: none"> • Entrepreneurial Motivation (Building a resilient mindset) • Life Skills and Employability Skills (Building interpersonal and professional skills) • Leadership and Team Building (Strengthening leadership qualities and teamwork) 	<ul style="list-style-type: none"> competencies applicable across all industries. • Sessions on Entrepreneurial Motivation and Competencies for Women Empowerment encourage resilience and innovation.
Market & Networking	<ul style="list-style-type: none"> • Facilitating Participation in Industry Expos, Trade Fairs, and Networking Events (Providing platforms to showcase products and build connections) • Interface with Successful Entrepreneurs (Gaining insights and practical knowledge from real-world experiences) • Establishing Community Networks for Shared Learning and Business Growth (Creating collaborative spaces for mutual support and resource sharing) • Participating in Business Matchmaking Events, Loan Clinics (Identifying potential collaborators, investors, and partners) 	<ul style="list-style-type: none"> • Participants will be encouraged to engage with industry expos, trade fairs, and networking events to gain market visibility and build strategic connections. • The module promotes the establishment of community networks for shared learning and mutual support. • Networking opportunities are designed to cater to businesses across all sectors, ensuring inclusivity while emphasizing sector-specific benefits where relevant.
Compliance & Legal Support	<ul style="list-style-type: none"> • Regulatory Compliances and Registration for Enterprises (Step-by-step guidance for business registration and ensuring adherence to legal requirements) • Labor, Environmental, and Trade Regulations (Understanding and complying with labor laws, environmental standards, and trade regulations) • Intellectual Property Rights (IPR) (Guidance on protecting business ideas, patents, trademarks, and copyrights to secure competitive advantage) • Selection of the Appropriate Legal Entity for Enterprises (Assisting in choosing the right legal structure of enterprise) 	<ul style="list-style-type: none"> • The module covers step-by-step guidance on regulatory compliances and the registration process for enterprises which will be according to sectors/ based on interest of participants. • Participants will be introduced to labor, environmental, and trade regulations, ensuring compliance with essential standards across industries. • Guidance on Intellectual Property Rights (IPR) focuses on protecting innovations and business ideas. • Emphasis will be placed on the selection of appropriate legal entities and the fundamental of accounting and taxation with

Ecosystem Need	Course	Remarks
	<ul style="list-style-type: none"> • Entrepreneurial Accounting and Taxation (Financial record-keeping, tax planning, and compliance with tax regulations) 	<p>sector-agnostic principles supplemented by sector-specific examples to address unique legal and regulatory challenges.</p>
Business Support Services	<ul style="list-style-type: none"> • Start-Up and Incubation (Understanding the incubation process and accessing facilities for early-stage businesses) • Enterprise Management (Implementing effective strategies for operational and organizational efficiency) • Assistance in Business Plan Preparation (Crafting comprehensive and bankable business plans) • Business Plan Competition • Onboarding on Digital and E-commerce Platforms for Market Access (Facilitating entry into online market places to expand reach) • Mentoring and Handholding Support to Address Teething Challenges (Guidance to overcome initial hurdles in business operations) 	<ul style="list-style-type: none"> • Participants will be guided through the start-up and incubation process, exploring incubation facilities available for early-stage businesses. • Enterprise Management will emphasize operational efficiency across all sectors. • Prototypes of sectoral business plan templates will be provided, and participants will receive guidance to craft bankable business plans tailored to their chosen sectors or areas of interest. • Session also include support for onboarding digital and e-commerce platforms to enhance market access and mentoring to address initial challenges in business operations.

About NIESBUD



The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. NIESBUD has provided training to 16,91,858 persons through 61,684 different training programmes since inception. This includes 5,610 international participants hailing from more than 145 countries throughout the globe.

For Details Contact

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