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BITS Pilani's PIEDS to Launch Startup Programme for Women Entrepreneurs

'Womenpreneurs for Bharat 1.0' is aimed at providing funding & incubation support to women entrepreneurs

Our Bureau

Bengaluru: BITS Pilani's technology business incubator, Pilani Innovation and Entrepreneurship Development Society (PIEDS), is launching a startup programme that will support women entrepreneurs who are creating solutions for the smaller cities in the northeastern region, Rajasthan, Haryana and J&K, according to a statement from the institute.

The programme, 'Womenpreneur for Bharat 1.0', will provide funding of up to Rs 10 lakh to the eligible startups, along with extended incubation support from PIEDS, including one-on-one mentoring, market access support, and opportunities to raise funds.

The programme is being launched in association with the Women Entrepreneurship Platform (WEP)-- incubated within Niti Aayog--and will be supported by Aditya Birla Capital Foundation, the CSR arm of Aditya Birla Capital.

'Womenpreneurs for Bharat 1.0' is aimed at providing funding and incubation support to women entrepreneurs who are building solutions for/from tier 2, 3 and 4 cities across the northeast region, Rajasthan, Haryana and J&K.

The programme will seek both for-profit and non-profit women-led startups, working across UN-SDG (sustainable development goals) areas and solving business or societal challenges in those regions.

Bharat Push

- **Programme will** support women entrepreneurs who are creating solutions for the smaller cities in the northeastern region, Rajasthan, Haryana and J&K
- **Programme will** provide funding of up to ₹10 lakh to the eligible startups



- **To include** incubation support from PIEDS, including one-on-one mentoring, market access support, and opportunities to raise funds

GEETANJALI

"We are committed to creating equitable, inclusive and long-term social and economic growth for the country," said Vishakha Mulye, director of Aditya Birla Capital Foundation and CEO of Aditya Birla Capital, in a statement. "Through 'Womenpreneurs for Bharat 1.0', we aim to provide a platform to nurture the growth of women entrepreneurs in the country, who have the potential of impacting a large number of underserved Indians through innovative solutions."

V Ramgopal Rao, vice-chancellor of BITS Pilani, said, "I strongly believe that women innovators, especially from the northeastern states, will lead the next wave of innovations in solving their region's own unique problems. We are happy to help bring some of these innovations to the fore and help them scale."

According to a research report published by government think tank Niti Aayog, India has 63 million micro, small, and medium enterprises (MSMEs), of which around 20% are run or owned by women, employing 22-27 million people in all.