



WOMEN EMPOWERMENT MISSION 2019-2022

EMPOWERING WOMEN, EMPOWERING NATION



Expressing The Real She



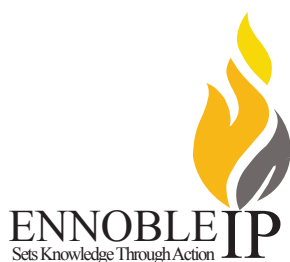


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BLESSINGS FROM THE HONORABLE PRIME MINISTER



With the blessings of our Honorable Prime Minister Shri Narendra Modi Ji, we inaugurated WEM (Women Empowerment Mission) 2019-2022. Through WEM, we will cover 260 districts & 50,000 villages across the nation, thus impacting 1.05 million women. This nationwide program seeks to enhance Skillsets, Health, Education, Financial Understanding and Legal Rights Awareness amongst women. Prime Minister Sir was very supportive by being attentive & asking questions while offering the Government's full support to the program. He also asked us to provide follow-up reports through the Ministry of Women & Child Welfare, Government of India.



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Dear Supporting Partners,

WIEF (Women Innovation & Entrepreneurship Foundation) would like to thank you for your support as we begin preparing for the biggest mission of our nation, called “WEM (Women Empowerment Mission) 2019-2022”. With the blessing of Honorable President Sir and Honorable Prime Minister Sir, we request you to consider sponsoring, partnering, participating & contributing to this project and become part of India’s one of a kind mission to empower women, families, cities, states and the nation itself.

You can participate by:

- Becoming a sponsor.
- Becoming a partner.
- Adopting a city or a village.
- Conducting workshops and skill training.
- Sponsoring the education of a girl child.

WIEF (Women Innovation & Entrepreneurship Foundation) was founded in 2016, with a vision to make every Indian woman financially independent. We have the largest network of women from villages and cities (tier 3, 4) along with white collar women from various fields. We are committed to the cause of true empowerment of women by developing and nurturing their skills which could help them to earn and be independent to take their own decisions.

WEM (Women Empowerment Mission) 2019-2022, will cover around 260 districts across the nation while giving the support to train women across these areas where there are fewer resources. As you are one of the celebrated leaders of our community, we invite you to support and be part of this national mission to empower women everywhere.

Director
Dr. Shweta Singh

MISSION STRATEGY

WOMEN EMPOWERMENT MISSION 2019-2022

COVERING

WEM WILL BE COVERING
OVER 260 DISTRICTS, THUS IMPACTING
OVER 10.5 LAKH WOMEN.

50,000+ VILLAGES

260 DISTRICTS

10,00,000 WOMEN

THROUGH

THESE TRAINING & AWARENESS
WORKSHOPS WILL BE THE CATALYST
FOR EMPOWERMENT.

HEALTH & HYGIENE

FINANCIAL EMPOWERMENT

LEGAL & FUNDAMENTAL RIGHTS

EDUCATION OF WOMEN & GIRL CHILD

LIVELIHOOD

INCLUDING

THROUGH WEM WE WILL PROVIDE
JOBS AND BE ABLE TO INCLUDE VARIOUS
ORGANIZATIONS & INDIVIDUALS ALIKE.

400+ NGO'S

200 HEALTH INSTITUTES

100+ NPO'S

500+ CORPORATES

1500+ WOMEN INFLUENCERS/HEROIS

1100+ ACADEMIA

5000+ TEACHERS

SHOWCASING

WE WILL ORGANIZE VARIOUS EVENTS
EACH YEAR TO SHOWCASE THE PROGRESS.

4 PROGRAMS/YEAR

3 DISTRICT LEVEL PROGRAM

1 NATIONAL LEVEL PROGRAM

OUTCOME

WE HOPE TO EMPOWER WOMEN
ALL AROUND THE WORLD.

40% WOMEN ENTREPRENEURS

30% JOBS SKILLING

30% WOMEN FUTURE ENTREPRENEURS

INTRODUCTION

WIEF (Women Innovation & Entrepreneurship Foundation), a Not-for-Profit Organization, has been working towards empowering and educating women to be financially independent, through developing their skill sets. We are committed to developing a sense of strong communal tie by partnering with local authorities.

Since its inception in 2016, WIEF has extended support to over 12 thousand women which include start-ups and rural women, to realize their dreams of entrepreneurship. Through its flagship program – SheReal, WIEF has promoted awareness about various outreach programs of the government, and empower women across ages, demographics & cultures.

WIEF is a place where we promote the development of promising women entrepreneurs and guide them throughout this period of growth by being their mentors whilst nurturing their individualities. We teach problem-solving techniques such as design thinking, business modelling and management while keeping in mind other evolving technological aspects that help them stay relevant in this industry.





VISION

WIEF IS WORKING WITH ONE CLEAR AND DEDICATED VISION, WHICH IS TO EMPOWER EVERY WOMAN FINANCIALLY THROUGH EDUCATION AND ACCELERATING THE PACE FOR WOMEN'S LEADERSHIP, PHILANTHROPY AND ECONOMIC SECURITY.

MISSION

WE ARE DEDICATED TO THE CAUSE OF EMPOWERING WOMEN SO THAT THEY COULD ACHIEVE THEIR FULL ECONOMIC POTENTIAL. **WE** SEEK TO INSPIRE WOMEN FROM BOTH RURAL AND URBAN AREAS SO THAT THEY BECOME ADVOCATES OF CHANGE, INNOVATORS, LEADERS AND DECISION-MAKERS WHO CAN BRING A MUCH-NEEDED CHANGE IN THEIR COMMUNITY. **WE** EQUIP THEM WITH RESOURCES, OPPORTUNITIES AND A PLATFORM THAT FACILITATES NETWORKING, LEARNING AND SHARING OF EXPERIENCES.

WIEF ASPIRES TO PROVIDE THE BELOW-MENTIONED INFRASTRUCTURE TO ACHIEVE ITS **VISION & MISSION:**

- ◆ **HELPING WOMEN WHO HAVE INNOVATIVE IDEAS BUT LACK THE STRUCTURE TO START THEIR OWN VENTURE.**
- ◆ **EMPOWERING WOMEN LIVING IN RURAL AREAS, WHO WE BELIEVE CAN HELP IN BRINGING A MUCH NEEDED ECONOMIC TRANSFORMATION.**
- ◆ **NURTURING FUTURE WOMEN BUSINESS LEADERS BY PROVIDING THEM EXPOSURE TO SKILL-BASED EDUCATION, AND NETWORKING WITH MENTORS & INVESTORS.**
- ◆ **BEING A NEW-AGE STARTUP ECOSYSTEM ENABLER, WE HELP WOMEN ENTREPRENEURS IN ELEVATING THEIR DREAMS AND MAKING THEM A REALITY.**
- ◆ **CREATING ONE OF A KIND ENTREPRENEURIAL ECOSYSTEM FOR WOMEN, WHERE THEIR SKILLS AND ENTREPRENEURIAL QUALITIES CAN BE NURTURED.**
- ◆ **BY IMPARTING 360-DEGREE SUPPORT TO WOMEN STARTUPS THROUGH TRAINING, ACCELERATOR PROGRAMS, MENTORSHIP, FUNDING, BUSINESS ASSISTANCE, MANAGEMENT GUIDANCE, CONSULTATIONS AND BY PROTECTING THEIR VARIOUS INTELLECTUAL PROPERTIES.**

WOMEN EMPOWERMENT MISSION

WEM (Women Empowerment Mission) 2019-2022, powered by SheReal, is a three-year journey, commencing from 2019 to 2022, covering over 260 districts, thus impacting over 10.5 lakh women (3.5 lakh per year) across the life cycle of the project.

PRIMARY OBJECTIVES



HEALTH & HYGIENE

- ORGANIZE HEALTH CAMPS
- MENSTRUAL HYGIENE AWARENESS
- MEDITATION & POSITIVE THINKING
- NUTRITION
- DENTAL HEALTH CAMPS

- AWARENESS OF PREVENTIVE & PROMOTIVE HEALTH
- SANITATION
- GOOD HYGIENE PRACTICES

FINANCIAL EMPOWERMENT

- LIFE WITH DIGNITY
- TECHNIQUES OF FINANCIAL EMPOWERMENT
- SAVINGS AND OTHER BENEFITS OFFERED BY GOVERNMENT
- BANKING & FINANCIAL SERVICES
- GOVERNMENT SCHEMES AND PLANS TO PROMOTE ENTREPRENEURSHIP AMONGST WOMEN



LEGAL & FUNDAMENTAL RIGHTS

- TRAINING ON GENDER EQUALITY
- VOICE AGAINST DOMESTIC VIOLENCE
- AWARENESS OF LEGAL RIGHTS - WOMEN & GIRL CHILD
- AWARENESS OF FUNDAMENTAL RIGHTS

EDUCATION OF WOMEN & GIRL CHILD

- AWARENESS: EDUCATION IS A NEED, NOT A PRIVILEGE
- SPENDING MONEY ON EDUCATION INSTEAD OF MARRIAGE
- AWARENESS OF GOVERNMENT INITIATIVES ON GIRL CHILD

EDUCATION

- DIGITAL LITERACY
- TRAIN THE TRAINERS (TTT)

- PROFESSIONAL COURSES
- SKILL-BASED LEARNINGS
- ADDRESSING THE EDUCATIONAL NEEDS OF LOCALS
- TRAINING ON SELF DEFENSE



LIVELIHOOD

- LOCAL SKILL BASED PROGRAMS
- TRAINING CUM PRODUCTION CENTERS
- CREATING EMPLOYMENT OPPORTUNITIES
- EMPOWERING UNPRIVILEGED WOMEN THROUGH EMPLOYABILITY TRAINING
- SELF HELP GROUPS AND CLUSTER WORK TRAINING

THESE WILL BE PRIMARILY DRIVEN THROUGH EXTENSIVE TRAINING AND AWARENESS WORKSHOPS, MENTORING, SKILL-IMPROVISING AND FINISH BY STARTING THESE VENTURES THAT WILL GO ON AND BE THE CATALYST FOR EMPOWERMENT.

VISION

OUR VISION IS TO SEE EVERY WOMAN IN INDIA FINANCIALLY EMPOWERED. SINCE WOMEN IN THIS COUNTRY HAVE UNPRECEDENTED POTENTIAL TO BREAK NEW GROUND IN THE REALM OF LEADERSHIP & PHILANTHROPY, AS WE HAVE SEEN IN THE PAST AND THE PRESENT. OUR VISION IS TO SEE THESE WOMEN, WHO HAVE THE POTENTIAL TO LEAD, TO GO ON AND FULFILL THAT VERY POTENTIAL AND CREATE NUMEROUS OPPORTUNITIES FOR OTHERS AS WELL, WHO FOLLOW IN THEIR FOOTSTEPS.

MISSION

TO AFFECT THE LIVES OF AROUND 10.5 LAKH WOMEN ACROSS THE PROJECT LIFE CYCLE (3.5 LAKH WOMEN EACH YEAR) IN A POSITIVE WAY, WHICH COULD INSPIRE THEM TO BECOME FUTURE LEADERS, INNOVATORS & DECISION-MAKERS.



PROGRAM STRATEGY

Through WEM, we will be covering 260 districts from all over the country, which would mean 80-90 districts each year.



Year 1

Andhra Pradesh, Bihar,
Haryana, Uttar Pradesh,
Uttarakhand

Year 2

Arunachal Pradesh, Assam,
Goa, Himachal Pradesh,
Karnataka, Kerala,
Madhya Pradesh,
Maharashtra, Meghalaya,
Punjab

Year 3

Chattisgarh, Gujarat,
Jharkhand, Jammu Kashmir,
Manipur, Mizoram,
Nagaland, Odisha,
Rajasthan, Tamil Nadu,
Telangana, Tripura,
West Bengal

With our media platform, SheReal, we intend to showcase stories of around 500 women heroes, who deserve a platform to share their experiences with the world.

SHEReAL

SHEReAL IS THE ONLY MEDIA PLATFORM FOR WOMEN, BY WOMEN, WHICH AIMS TO MOTIVATE THEM FROM EVERY RELEVANT ASPECT OF SOCIETY. SHEReAL PLANS TO PUT OUT CONTENT THAT IS JUST LIKE OUR WOMEN, WHICH IS FEARLESS, AUTHENTIC & INTERESTING.

SHEReAL IS A BIG PART OF OUR WEM PROJECT, WHICH INTENDS TO WORK TOWARDS THE SAME GOALS & OBJECTIVES, I.E., WOMEN- EDUCATION, EMPOWERMENT AND ENTREPRENEURSHIP. WITH THE LAUNCH OF 'MAKE IN INDIA' AND 'STARTUP INDIA', WE HAVE SEEN SOME CHANGE IN THE YOUNGER GENERATION, BUT MAJORLY FROM THE URBAN SECTOR. SHEReAL WILL TAKE THE CHALLENGE OF ADOPTING WOMEN FROM DIFFERENT VILLAGES AND SMALL TOWNS BY NURTURING THEIR SKILLS IN ORDER TO TURN THEM INTO INNOVATORS & ENTREPRENEURS.

SHEReAL WANTS TO BE THE PILLAR FOR WOMEN IN OUR SOCIETY AND WILL ARRANGE WORKSHOPS,

MENTOR WOMEN INNOVATORS, WORK ON IMPROVING THEIR SKILLS THROUGH EDUCATION AND GUIDANCE, SO TO MAKE THIS MISSION A SUCCESS. SINCE EMPOWERING WOMEN IS ESSENTIAL TO TACKLE SOCIAL EVILS LIKE CHILD MARRIAGE, DOMESTIC VIOLENCE AND HUMAN TRAFFICKING, ONE OF THE BEST WAYS TO EMPOWER THEM IS THROUGH RELEVANT EDUCATION AND MENTORING THAT WOULD HELP THEM STAND ON THEIR OWN FEET. SO, WE ARE USING EVERY POSSIBLE MEDIUM TO MAKE WOMEN AWARE OF THE IMPORTANCE OF TAKING AN INITIATIVE.

TO MAKE THIS MISSION SUCCESSFUL, WIEF HAS COME UP WITH A TECHNOLOGY-ENABLED PLATFORM, WHICH WILL EMPOWER THE RURAL WOMEN TO GET BY HELPING THEM IN STARTING THEIR OWN VENTURE. THIS PLATFORM WILL FEATURE THE UNSUNG STORIES OF WOMEN FROM INDIA, WHICH WILL IN TURN MAKE WOMEN FROM ALL AROUND THE NATION, AWARE OF GOVERNMENT AND CORPORATE SCHEMES, WHILE ALSO HELPING THEM IN VARIOUS FIELDS LIKE SKILL DEVELOPMENT, TRAINING CENTER, LIFESTYLE, HEALTH AND HYGIENE, ETC. THROUGH THIS DIGITAL PLATFORM, WE WILL DISCOVER THE INSIGHTS FROM SOME OF THE UNRECOGNISED TALENTED WOMEN IN THE NATION. IN SHORT, SHEReAL IS THAT ONE PERFECT STOP FOR WOMEN WHO HAVE THE DESIRE TO BE ENTREPRENEURS WHILST MAKING THEM FINANCIALLY INDEPENDENT.





NAANDii

WITH THE INTRODUCTION OF NAANDii FINTECH IN THE INDIAN MARKET, WE AIM TO BRIDGE THE FINANCIAL ACCESSIBILITY GAP FOR SELF-DRIVEN WORKING WOMEN OF THE NATION. BY BRINGING TOGETHER TECHNOLOGY, FINANCE AND EXISTING SOCIAL TOUCH-POINTS AT THE GRASSROOTS LEVELS SUCH AS SELF-HELP GROUPS & WOMEN EMPOWERMENT FORUMS, WE WANT TO EMPOWER EACH AND EVERY WOMEN OF INDIA BY GIVING THEM EASY ACCESS TO BUSINESS LOANS THUS OFFERING THEM AN OPPORTUNITY TO LIVE THEIR LIFE ON THEIR TERMS.

THE NAANDii APP WILL NOT ONLY CONNECT THE WOMEN WITH MONEY LENDING FIRMS, BUT IT WILL ALSO HELP THEM CONNECT TO OTHER FEMALES FROM THE GLOBAL COMMUNITY THUS ENABLING THEM TO GET BUSINESS CONNECTS & FINANCIAL ASSISTANCE FOR THE SAKE OF INDEPENDENCY AND SELF-SUSTAINABILITY. THROUGH OUR DIGITAL TECHNOLOGY SOLUTIONS – A CREDIT ACCESS PLATFORM, AN EXPENSE MANAGER AND A WALLET AVAILABLE ON THE WEB AND MOBILE; SHE CAN TRACK HER INCOME AND EXPENSES, UNDERSTAND THE POWER OF SAVINGS, CREATE A BANKING TRAIL AND HISTORY THAT MAY ALLOW HER TO RECEIVE BETTER LOAN OPTIONS AND OTHER FINANCIAL SERVICES.

MISSION

THE MISSION IS TO INCREASE THE PARTICIPATION OF FEMALES IN THE INDIAN ECONOMY BY SPREADING AWARENESS ABOUT FINANCIAL INDEPENDENCE AND INCREASING FINANCIAL ACCESSIBILITY USING TECHNOLOGICAL SOLUTIONS.

VISION

THE VISION IS TO CREATE A POSITIVE IMPACT ON THE COUNTRY'S ECONOMY AND ALSO IMPROVE THE FINANCIAL INCLUSION QUOTIENT BY DIGITALLY ENABLING WOMEN TO AVAIL ADEQUATE, AFFORDABLE AND APPROPRIATE BUSINESS LOANS.

PROSPECTIVE PARTNERS

◆ **ORGANIZATIONS THAT FOCUS ON HEALTH & HYGIENE:** CONNECTING WITH ORGANIZATIONS THAT PRIMARILY FOCUS ON PROVIDING EDUCATION REGARDING HEALTH & HYGIENE WILL HELP US ORGANIZE HEALTH CAMPS, INITIATE HEALTH AWARENESS AMONG AREAS THAT LACK SUCH FACILITIES & RELEVANT INFORMATION. SUCH ORGANIZATIONS CAN ALSO PROVIDE WOMEN IN THESE AREAS WITH SAMPLED GOODS AND PRODUCTS. THESE WOMEN CAN HELP OUT WITH THE PRODUCT PROMOTION OF THESE ORGANIZATIONS BY SUPPORTING THEM IN FRONT OF THE CAMERAS, THUS BENEFITTING BOTH THE PARTIES IMMENSELY.

◆ **LOCAL NGOs:** NGOs BASED IN LOCAL AREAS WILL BE A BIG SUPPORT TO THIS CAUSE AS THEY PROVIDE A REACH WITHIN THAT PARTICULAR AREA AND FULFILLS VARIOUS REQUIREMENTS THAT WILL BE BETTER SERVED BY THEM. LOCAL NGOs CAN BE A CONSTANT LOCAL PRESENCE, WHO CAN GUIDE AND MENTOR WOMEN BY PROVIDING THEM TRAINING AND NECESSARY SKILLS REGARDING THEIR LIVELIHOOD.

◆ **WOMEN AMBASSADORS/INFLUENCERS:** LOCAL FEMALE HEROES CAN BE THE AMBASSADORS FOR THIS CAMPAIGN AND HELP US SPREAD AROUND THE MESSAGE OF EMPOWERMENT FOR ALL TO TAKE NOTICE. WE WILL PRODUCE VIDEOS, CONDUCT INTERVIEWS AND SHOWCASE INSPIRATIONAL STORIES OF THESE HEROES OF OUR SOCIETY, THROUGH OUR VERY OWN BRAND SheREAL. THESE WOMEN ACHIEVERS WILL PLAY A BIG MOTIVATIONAL ROLE FOR ALL OTHER WOMEN OF THEIR COMMUNITY.

“IT IS IMPORTANT THAT WE SHARE OUR EXPERIENCES WITH OTHER PEOPLE. YOUR STORY WILL HEAL YOU AND YOUR STORY WILL SOMEBODY ELSE. WHEN YOU TELL YOUR STORY, YOU FREE YOURSELF AND GIVE OTHER PEOPLE PERMISSION TO ACKNOWLEDGE THEIR OWN STORY.” – IYANLA VANZANT

◆ **COLLEGE/INSTITUTES:**

● **LOCAL COLLEGES/INSTITUTE:** TYING UP WITH LOCAL COLLEGES/INSTITUTES WOULD BENEFIT THIS MISSION IMMENSELY AS WE CAN REACH AND CREATE A CONNECTION WITH THE CURRENT GENERATION WHICH WOULD HELP US IN UNDERSTANDING THE PROBLEMS OF SOCIETY AND ALSO IN SOLVING THEM. THROUGH THIS TIE UP, THE INFRASTRUCTURE OF THESE COLLEGES CAN BE USED TO PROVIDE VARIOUS SKILL DEVELOPMENT TRAINING & MENTORING SESSIONS, WHICH WOULD BE A GREAT ASSET AND BENEFIT FOR THIS SHARED CAUSE OF EMPOWERMENT.

● **HIGHER UNIVERSITIES:** UNIVERSITIES, WHO HAVE THE POWER TO DO SO, CAN HELP BY ADOPTING VILLAGES NEARBY THEM. BY BEING A PARTNER, UNIVERSITIES WILL NOT ONLY FUND WEM (WOMEN EMPOWERMENT MISSION) 2019-2022, BUT ALSO HELP BY PROVIDING RELEVANT EDUCATION & SKILL DEVELOPMENT SESSIONS.





● STUDENT VOLUNTEERS:

STUDENT VOLUNTEERS CAN BE A BIG PART OF OUR WEM PROJECT, AS WE NEED AS MANY ABLE HANDS AND MINDS TO REACH OUR GOAL. VOLUNTEERS, WHO ARE STUDENTS, WILL BE A BIG PART OF THIS MISSION AS THEY ARE NOT AFRAID TO GET THEIR HANDS DIRTY. WHILE IN RETURN, THEY GAIN SOME VALUABLE WORK AND LIFE EXPERIENCE WHICH WOULD DEFINITELY HELP THEM IN THEIR FUTURE VENTURES.

PROSPECTIVE PARTNERS

A THOROUGH REPORT WILL BE MADE PUBLIC, WHICH WILL FEATURE:

THE DETAILS OF EACH ACTIVITY BEEN DONE IN THAT PERIOD.

- AREA WISE SEGMENTATION.
- TIME WISE SEGMENTATION.
- ACCOUNT OF EACH INDIVIDUAL & THEIR WORK (VOLUNTEERS, MENTORS).

- ACCOUNT OF EACH ORGANIZATION & THEIR WORK (NGOs, UNIVERSITIES, CORPORATES).
- AREAS OF ACHIEVEMENTS.
- AREAS TO BE IMPROVED UPON.
- PARTICIPANTS' FEEDBACK. (IS IT REALLY HELPING THEM? IS IT FEASIBLE? DO THEY WISH TO CONTINUE?)

A QUARTERLY PROGRAM WILL BE HELD IN PARTICULAR STATES WHERE WE WILL HIGHLIGHT THE PROGRESS OF THOSE VERY PARTICULAR STATES.

DEMOGRAPHICS TO BE TARGETED

HEALTH & HYGIENE

5-50 YEARS

LIVELIHOOD

18 YEARS+

FINANCIAL
EMPOWERMENT

18 YEARS+

EDUCATION

5 YEARS+

WIEF PROPOSES THE START OF WEM (WOMEN EMPOWERMENT MISSION) 2019-2022, WHICH PLANS TO ELEVATE & EDUCATE WOMEN FROM EVERY PART OF THE WORLD, BE IT VILLAGES, TOWNS OR CITIES.

THROUGH WEM WE INTEND TO:

- CREATE AN ENVIRONMENT THAT WILL BRING POSITIVE DEVELOPMENT FOR WOMEN WHICH ENABLES THEM TO REALIZE THEIR FULL POTENTIAL.
- SEE EQUAL PARTICIPATION OF WOMEN IN DECISION MAKING BODIES RANGING IN DIFFERENT INDUSTRIES; SOCIAL, POLITICAL, MASS COMMUNICATION, AMONG OTHERS.
- BRING ABOUT A PERSPECTIVE THAT WILL CHANGE THE SOCIETAL ATTITUDES AND BIAS TOWARDS UNEQUAL WORK SETTINGS.
- STRENGTHEN THE BUSINESS ECOSYSTEM WHERE WOMEN & MEN THRIVE EQUALLY.



WHY ARE WE DOING IT?

WOMEN IN INDIA HAVE BEEN TRYING TO FIND THEIR FOOTING IN THE WORKPLACE SYSTEM. WE BELIEVE THAT THE PARTICIPATION OF WOMEN IN THE HIGHEST DECISION MAKING BODIES WILL IMPROVE THE SOCIO-POLITICAL ECOSYSTEM OF OUR NATION. SINCE WOMEN ARE STILL FAR BEHIND IN ACHIEVING EQUAL RIGHTS, THE MAIN PROBLEM LIES IN THE PATRIARCHAL SYSTEM OF OUR SOCIETY WHICH CONSIDERS WOMEN AS MERE SUBORDINATES TO MEN AND CREATES DIFFERENT TYPES OF METHODS TO SUBJUGATE THEM.

THERE IS A NEED FOR ACKNOWLEDGMENT ABOUT THE SITUATION THAT LURKS UPON OUR SOCIETY, WHICH RANGES FROM VIOLENCE AGAINST WOMEN TO LACK OF NUTRITIONAL NEEDS. THE ABSENCE OF A THRIVING ENVIRONMENT

WHERE WOMEN CAN BE NURTURED IS ONE OF THE MAJOR FACTORS THAT SHEREAL WANTS TO ERADICATE SO THAT WE CAN TAKE ONE MORE POSITIVE STEP TOWARDS A MORE PROGRESSIVE SOCIETY. BY FUSING THE SKILLS THAT A WOMAN MIGHT POSSESS THROUGH HER LIFE LEARNINGS



WITH ENTREPRENEURIAL AND MARKETING INPUTS GIVEN THROUGH MENTORSHIP, A PORTAL OF OPPORTUNITIES CAN BE OPENED, THAT CAN HELP NOT ONLY THE WOMEN INVOLVED BUT ALSO THE WHOLE ECOSYSTEM.

ALTHOUGH THE GOVERNMENT OF INDIA HAS INTRODUCED VARIOUS SCHEMES THAT ENVISIONS TO HELP AND EMPOWER WOMEN. BUT WE BELIEVE THAT MOST WOMEN ARE NOT AWARE OF THESE POSITIVE DEVELOPMENTS AND THE VARIOUS OPPORTUNITIES THAT CAN BE UNLEASHED IN VARIOUS FIELDS.

EQUAL PARTICIPATION OF WOMEN SHOULD BE CONSIDERED BASIC RIGHTS WHICH HELPS IN BETTER ENABLING AND GAINING CONTROL OVER THEIR OWN LIVES.

How We Will Do It?

MULTI-VILLAGE ROADSHOW

PROMOTING WOMEN EMPOWERMENT:

WE INTEND TO ORGANIZE A ROADSHOW THAT WILL GO AROUND OVER 50,000+ VILLAGES OVER THE PROJECT CYCLE, WITH THE MESSAGE OF PROMOTING WOMEN EMPOWERMENT THROUGH VARIOUS MEANS INCLUDING THE SCHEMES INTRODUCED BY THE GOVERNMENT LIKE 'MAKE IN INDIA' & 'STAND UP INDIA'.

OUTCOME:

- MAKING WOMEN AWARE OF THEIR ABILITY.
- MAKING THEM AWARE OF VARIOUS GOVERNMENT INITIATIVES.
- HELPING THEM IN STARTING THEIR OWN BUSINESS.
- SUPPORTING THEM WITH ENTREPRENEURIAL, MARKETING AND FINANCIAL GUIDANCE.
- MONITORING THEIR GROWTH FOR THE NEXT 3 YEARS.

FEATURING EMPOWERED WOMEN (VIDEO SERIES):

THE OBJECTIVE HERE IS TO CRAFT NARRATIVES & SHOWCASE STORIES THAT WILL HIGHLIGHT THE PATH OF SUCCESS THROUGH THE EYES OF WOMEN BECAUSE ONE EMPOWERED WOMAN CAN EMPOWER 100 OTHER WOMEN. THE PROBLEMS, ISSUES, CHALLENGES AND OPPORTUNITIES FACED BY ONE WOMAN CAN HELP OTHERS IN OVERCOMING THEIR OWN ODDS AND MOTIVATE THEM IMMENSELY.

OUTCOME:

- OVERCOMING VARIOUS SOCIETAL BARRIERS.
- CHANGE IN MINDSET.
- EXPERIENCE ACCOUNTS.
- MOTIVATION THROUGH ONE-ON-ONE GUIDANCE.

RECOGNIZING WOMEN-preneuers AND SOCIAL LEADERS:

"NOT A SINGLE EFFORT OF YOURS WILL GO IN VAIN. YOU WILL BE REWARDED FOR YOUR PAIN. YOUR HARD WORK WILL BRING YOU A LOT OF GAIN."

TO RECOGNIZE THE EFFORTS OF WOMEN LEADERS AND MAKERS WIEF STARTED WITH ITS FLAGSHIP PROGRAM CALLED INDIAN WOMEN EXCELLENCE AND LEADERSHIP AWARDS (I-WELA).

OUTCOME:

- RECOGNITION GIVES MOTIVATION.
- SHOUT OUT TO WOMEN ALL OVER THE WORLD.
- ACHIEVEMENT FOR PAIN AND EFFORTS.

SALIENT FEATURES

- WE AIM TO CREATE AWARENESS BY ORGANIZING WORKSHOPS/SEMINARS/QUERY BOOTHS/ROADSHOWS.
- IT ALSO AIMS TO TRAIN AND CREATE MORE & MORE WHITE-COLLAR, SELF-INDEPENDENT WOMEN.
- THESE AWARENESS CAMPS WILL BE ORGANIZED FOR - SCHOOLS, ACADEMIA, CORPORATES, MSMEs AND START-UPS.
- THESE CAMPS WILL ENGAGE FOLLOWING AUDIENCE - STUDENTS, FACULTIES, LECTURERS, RESEARCH SCHOLARS, SCIENTISTS, ENTREPRENEURS, INDUSTRIALISTS, INVENTORS, MENTORS AND GOVERNMENT OFFICIALS.



WHY SUPPORT US?



SOCIETAL BENEFITS: BY SUPPORTING THE NOBLE CAUSE OF THE WEM PROGRAM, THE BRAND WILL BE CONTRIBUTING TO THE SOCIETY BY EMPOWERING WOMEN AND TAKING HEALTHY STEPS TOWARDS A MORE PROGRESSIVE SOCIETY.



REACH: IN ONE GO, BRANDS CAN HAVE A REACH OF AROUND 260 DISTRICTS, 50,000+ VILLAGES, 5,000+ MSMEs, 1100+ ACADEMIA FROM ALL OVER THE NATION, ESPECIALLY THE PLACES WHERE IT IS TOUGH TO CREATE A MARKET.



BRAND IMAGE: BEING PART OF THIS MISSION CAN GAIN THE COMMUNITY GOODWILL THAT CAN CHANGE THE PERSPECTIVE OF A BRAND IN THE MINDS OF THEIR CURRENT & POTENTIAL CUSTOMERS ALIKE. AS THE NATION WILL BE THE WITNESS OF THE DEED THAT WILL BE PART OF THE SOCIETY.



NETWORKING: GET CONNECTED TO POLICY MAKERS AND IMPORTANT PERSONALITIES FROM VARIOUS FIELDS THAT MAY OPEN THE DOOR FOR FUTURE VENTURES.



NEW BUSINESS OPPORTUNITIES: IT WILL HELP BRANDS SCALE UNCHARTED LANDS IN TERMS OF MARKET, WHERE THERE IS LESS COMPETITION AND MORE OPPORTUNITIES TO GROW AND EVOLVE THEIR PRODUCTS.



RETURN ON INVESTMENT: EVERY BRAND INVOLVED CAN HAVE A POSITIVE OUTLOOK ON THE FUTURE OF THEIR BRAND AS THE GOAL SHOULD BE TO LEVERAGE YOUR INVESTMENT IN THE LONG RUN.



BLESSINGS: THIS PROJECT IS BEING UNDERTAKEN AFTER THE BLESSINGS OF PRESIDENT & PRIME MINISTER OF INDIA, AS IT IS IN LINE WITH THEIR OWN VISION FOR THIS COUNTRY.

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SUPPORTING OPPORTUNITIES

WITH OUR WEM PROGRAM, WE WILL BE WORKING WITH WOMEN INNOVATORS & FUTURE ENTREPRENEURS IN AROUND 260 DISTRICTS.

WORKING AROUND ALL THOSE PLACES WILL MEAN MORE EXPOSURE TO VARIOUS OPPORTUNITIES THAT MAY HELP INCREASE THE BRAND AWARENESS AND EFFICIENT BRAND BUILDING. INCREASED AWARENESS AND BRAND BUILDING WILL OFFER A GOOD COMMUNICATION MEDIUM FOR ANY SPONSOR THAT JOINS THE WEM PROGRAM. THIS IN TURN CAN INCREASE THE VISIBILITY OF A RESPECTIVE BRAND.

THE REACH OF SUCH PROGRAMS CAN BE BENEFICIAL TO ANY BRAND WHO WILL BE WORKING WITH NOT ONLY GOVERNMENT INDIVIDUALS BUT ALSO IMPORTANT PERSONALITIES, RESPECTIVE TO THEIR FIELDS.

STAYING INVOLVED WITH CSR ACTIVITIES REPRESENTS OUR COMMITMENT TO ECONOMIC AND SOCIAL DEVELOPMENT THAT WILL HAVE A POSITIVE IMPACT ON THE HEALTH AND WELL-BEING OF OUR TEAM MEMBERS, LOCAL & GLOBAL COMMUNITIES, AND STAKEHOLDERS AT LARGE, WHILE ADVANCING THE QUALITY OF OUR COMPANIES THROUGH ENGAGEMENT IN THE WORLD AROUND US.

OUTCOME

AFTER WEM (WOMEN EMPOWERMENT MISSION) 2019-2022, WE HOPE TO SEE:

➤ PIONEERS

WOMEN AGED OVER 18 YEARS OF AGE, WHICH WE ESTIMATE TO BE AROUND 70% OF THE WOMEN WEM WILL REACH, FINANCIALLY EMPOWERED THROUGH – JOBS, FREELANCING, AND BUSINESS OPPORTUNITIES.

40% OF WHOM, WE WILL HELP IN THEIR VENTURE WHILE 30% OF WHOM, WE WILL PROVIDE RELEVANT SKILLS TO PARTICULAR JOBS. WITH OUR TRAINING PROGRAMS, WE WILL TEACH THESE WOMEN RELEVANT SKILLSETS THAT CAN HELP THEM IN ACHIEVING THEIR DREAMS.

➤ FUTURE INNOVATORS/ENTREPRENEURS

WOMEN AGED UNDER 18 YEARS OF AGE, WHICH WE ESTIMATE TO BE AROUND 30% OF THE WOMEN WEM WILL REACH, EMPOWERED THROUGH EDUCATION. GIRLS, WITH PROPER EDUCATION AND DEVELOPED INTELLECT CAN GUIDE THEIR OWN JOURNEY AND BECOME PIONEERS THEMSELVES. AFTER WEM, WE HOPE FOR THIS CYCLE TO CONTINUE AND THE GROUP OF WOMEN TRAILBLAZERS TO GROW AS THERE MIGHT BE A TIME WHERE THERE IS NO PERCENTAGE OF WOMEN LEFT, WHO WOULD NEED EMPOWERING.



DISTRICTS TO BE COVERED

ANDHRA PRADESH

GUNTUR	KADAPA	KURNOOL	VISAKHAPATNAM	VIZIANAGARAM
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ARUNACHAL PRADESH

EAST SIANG	NAMSAI	TAWANG	WEST KAMENG	WEST SIANG
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ASSAM

BAKSA	BARPETA	DARRANG	DHEMAJI	DHUBRI	DIBRUGARH
GOALPARA	HAILAKANDI	KAMRUP	NALBARI	SONITPUR	UDALGURI

BIHAR

ARARIA	AURANGABAD	BANKA	BEGUSARAI	BHAGALPUR	BHOJPUR
DARBHANGA	GAYA	GOPALGANJ	JAMUI	JEHANABAD	KATI HAR
KHAGARIA	KISHANGANJ	MADHEPURA	MUNGER	MUZAFFARPUR	
NALANDA	NAWADA	PATNA	PURNIA	SAHARSA	SAMSATIPUR
SARAN	SHEIKHPURA	SITAMARHI	SUPAUL	VAISHALI	

CHHATISGARH

BASTAR	BIJAPUR	BILASPUR	DANTEWADA	KANKER	KONDAGAON
KORBA	MAHASAMUND	NARAYANPUR	RAIPUR	RAJNANDGAON	SUKMA

DISTRICTS TO BE COVERED

GOA

NORTH GOA	SOUTH GOA
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GUJARAT

AHMEDABAD	BHARUCH	DAHOD	GANDHINAGAR	KHEDA	KUTCH
NARMADA	RAJKOT	SURAT	SURENDRANAGAR	VADODARA	

HARYANA

AMBALA	DADRI	JHAJJAR	KARNAL	KURUKSHETRA	MAHENDARGARH	
MEWAT	PALWAL	PANIPAT	REWARI	ROHTAK	SONIPAT	YAMUNANAGAR

HIMACHAL PRADESH

BILASPUR	CHAMBA	HAMIRPUR	KINNAUR	KULLU
MANDI	SHIMLA	SIRMAUR	SOLAN	UNA

JAMMU KASHMIR

BARAMULLA	KUPWARA
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JHARKHAND

BOKARO	CHATRA	DUMKA	EAST SINGHBHUM	GARHWA	GIRIDIH
GODDA	GUMLA	HAZARIBAGH	KHUNTI	LATEHAR	LOHARDAGA

DISTRICTS TO BE COVERED

JHARKHAND

PAKUR	RAMGARH	RANCHI	WEST SINGHBHUM	SAHEBGANJ	SIMDEGA
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KARNATAKA

DAKSHINA KANNADA	KODAGU	MYSORE	RAICHUR	UDUPI	YADGIR
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KERALA

KANNUR	KOLLAM	KOZHIKODE	THIRUVANTHAPURAM
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MADHYA PRADESH

BARWANI	BETUL	BHIND	BHOPAL	CHHATARPUR	DAMOH	
DEWAS	GUNA	GWALIOR	HARDA	HOSHANGABAD	INDORE	JABALPUR
KATNI	KHANDWA	MORENA	NARSINGHPUR	RAISEN	RAJGARH	
REWA	SAGAR	SEHORE	SEONI	SINGRAULI	UJJAIN	VIDISHA

MAHARASHTRA

AHMEDNAGAR	GADCHIROLI	KOLHAPUR	MUMBAI SUBURBAN		
NAGPUR	NANDURBAR	NASHIK	OSMANABAD	PALGHAR	PUNE
THANE	RAIGAD				

DISTRICTS TO BE COVERED

MANIPUR

CHANDEL	IMPHAL EAST
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MEGHALAYA

EAST KHASI HILLS	RI BHOI	WEST KHASI HILLS
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MIZORAM

AIZAWL	MAMIT
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NAGALAND

DIMAPUR	KIPHIRE	KOHIMA
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ODISHA

CUTTACK	KHRODHA	KORAPUT	SAMBALPUR
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PUNJAB

BARNALA	BATHINDA	FARIDKOT	FIROZPUR	JALANDHAR	LUDHIANA
MANSA	MOGA	PATHANKOT	PATIALA	SANGRUR	SHAHEED BHAGAT SINGH NAGAR

RAJASTHAN

AJMER	BARAN	BIKANER	BUNDI	CHITTORGARH	DHOLPUR
JAISALMER	JODHPUR	KARALI	KOTA	SIROHI	

SIKKIM

EAST SIKKIM	NORTH SIKKIM	SOUTH SIKKIM	WEST SIKKIM
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TRIPURA

DHALAI

DISTRICTS TO BE COVERED

TAMIL NADU

COIMBATORE	MADURAI	RAMNATHAPURAM	VELLORE
VIRUDHUNAGAR	HYDERABAD	KHAMMAM	WARANGAL RURAL

UTTAR PRADESH

AGRA	ALIGARH	BAHRAICH	BALRAMPUR	BAREILLY	BIJNOR
CHANDAULI	CHITRAKOOT	DEORIA	ETAWAH	FATEHPUR	GORAKHPUR
JAUNPUR	JHANSI	KANPUR DEHAT	LALITPUR	LUCKNOW	MATHURA
MEERUT	MIRZAPUR	MORADABAD	MUZAFFARNAGAR	PRAYAGRAJ	
SHRAVASTI	SIDDHARTHANAGAR	SITAPUR	SONBHADRA	VARANASI	

UTTRAKHAND

ALMORA	BAGESHWAR	CHAMPAWAT	DEHRADUN	HARIDWAR
NAINITAL	PAURI GARHWAL	RUDRAPRAYAG	TEHRI GARHWAL	
UDHAM SINGH NAGAR	UTTARKASHI			

WEST BENGAL

DARJEELING	HOWRAH	JALPAIGURI	KOLKATA	SOUTH 24 PARGANAS
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SKILLS

LIFE SKILLSETS

COMMUNICATION SKILLS

LEADERSHIP SKILLS

BASIC MARKETING SKILLS

ENTREPRENEURSHIP SKILLS

MANAGEMENT SKILLS

PERSONALITY DEVELOPMENT

BUSINESS ETIQUETTES

LANGUAGE DEVELOPMENT

LIVELIHOOD SKILLSETS

CEREAL PROCESSING

BROOM MAKING SKILLS

MAKING OF TOILETRIES

BASIC COMPUTER/ INFORMATION TECHNOLOGY ENABLED SKILLS

PRODUCTION OF COIR PRODUCTS

INCENSE STICK MAKING

PRODUCTION OF SPICE BLEND

AGRICULTURAL EXTENSION SKILLS

WATER TREATMENT SKILLS

EXTRACTION OF HERBALS FOR PHARMACEUTICALS & BEAUTY PRODUCTS

EMBROIDERY SKILLS

STITCHING SKILLS

CANDLE MAKING

TAILORING READY MADE GARMENTS

PRINTING & PACKAGING SKILLS

HOSPITALITY INDUSTRY SKILLS

SILK WEAVING

POTTERY MAKING SKILLS

CARVING (WOOD/STONES)

SANITARY PAD MAKING SKILLS

NURSERY HANDLING

PRODUCTION OF ECO-FRIENDLY PRODUCTS

PRODUCTION OF GASKET PAPER

SINGING BOWLS

TEACHING SKILLS

DRIVING SKILLS

BEAUTY & WELLNESS SKILLS

MAKING PRODUCTS FROM BAMBOO SHOOT

FOOD PROCESSING SKILLS

HEALTHCARE

PRODUCTION OF BEAUTY PRODUCTS

PRODUCTION OF JUTE PRODUCTS

INTERIOR DECORATION

BASIC ACCOUNTING SKILLS

GERIATRIC CARE SERVICES

JEWELRY MAKING

DYE MAKING

PRODUCTION OF HANDLOOM SAREES

GLASSWARE

PRODUCTION OF SUGARCANE PRODUCTS

PRODUCTION OF COPPER/IRON/ BRASS PRODUCTS

DAIRY FARMING

DR. SHWETA SINGH

She is Patent Advisor, Mentor, evangelist, Startup Advisor, investor and guide to many startups, Universities and SMEs. Dr. Shweta is actively involved in supporting research and innovation through IP and women based startups and business venture. She has been continuously mentoring women entrepreneurs and supporting them dedicatedly to build strong Women empowered startups ecosystem.

She also provides specialized technolegal and innovation consulting services to help inventors/startups/SMEs in building strong intellectual property for long term strategic benefits and competitive edge. Dr. Shweta has worked with some of the renowned IP support service companies and world's leading IP organisations.



ACHIEVEMENTS:

- Awarded as "Women Achiever of the year for IP" 2019
- Awarded 40 under 40 Indian entrepreneurs by India investment Forum
- Awarded CEO of Year 2018 at India IT Summit
- Ennoble IP Received Industry Excellence Award for IP Services at India IT Summit 2017
- First women to be part of IP colloquium program of WIPO Switzerland Geneva
- Regular Speaker at ET NOW "Leaders for Tomorrow" Show
- Jury member & Panel member at MSME, Government Of India Technology Incubators
- Speaker and Guest at IIT, IIM and other renowned institutions and B-Schools for IP and Startup
- Core member of IEDC committee (Innovation and Entrepreneurial Development Cell) of universities, IITs, TBIs and many ED Cells & incubator
- Member of Women Focused group Startup India
- Awarded India Best Innovative Entrepreneur in IP Services 2018



MR. DINESH JOTWANI

BUSINESS TITLES:

- ▶ CORPORATE & IPR ATTORNEY
- ▶ ADVOCATE, SUPREME COURT OF INDIA
- ▶ PARTNER, JOTWANI ASSOCIATES LLP

DINESH JOTWANI HAS NEARLY 25 YEARS OF EXPERIENCE AND DEEP UNDERSTANDING OF POLICY, LAW, TECHNOLOGY, LITIGATION AND GOVERNMENT RELATIONS, ESPECIALLY IN SOFTWARE, TRADE, IPRs, INTERNET LAW AND CYBER CRIMES. SOME OF HIS CAREER/ PROFESSIONAL HIGHLIGHTS ARE:

- ▶ DINESH HAS BEEN AN IN-HOUSE COUNSEL, PARTNER IN LAW FIRMS AND HAS ALSO BEEN AN INDEPENDENT CONSULTANT TO SEVERAL TECHNOLOGY COMPANIES. SOME OF THE NOTED NAMES INCLUDE, NCR CORPORATION,

TECHORNEYS LLP, MICROSOFT CORPORATION, SYMANTEC AND CISCO.

- ▶ HE HAS ALSO HELD EXECUTIVE POSITIONS IN TRADE COALITIONS SUCH AS FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY ("FICCI"), THE INDIAN LEGAL FOUNDATION (EARLIER CALLED NBAI FOUNDATION) AND BUSINESS SOFTWARE ALLIANCE ("BSA").
- ▶ DINESH IS HONORS GRADUATE IN ECONOMICS–DELHI UNIVERSITY (1991), A POST-GRADUATE IN INFORMATION TECHNOLOGY & SOFTWARE DEVELOPMENT – NIIT (1992) AND ALSO HOLDS A DEGREE IN LAW (LL.B) – DELHI UNIVERSITY (1994).
- ▶ DINESH ALSO HOLDS TWO US PATENTS (7831544 & 8380687) ON E-DISCOVERY PROCESSES USED IN LITIGATION/ INVESTIGATIONS AND HAS AUTHORED A BOOK "INTERFACE BETWEEN COMPETITION LAW AND IPRs: A GLOBAL PERSPECTIVE", PUBLISHED BY GIIP (2012).
- ▶ DINESH REGULARLY APPEARS IN SUPREME COURT OF INDIA AND DELHI HIGH COURT. HE ARGUES MATTERS RELATED TO CORPORATE, IPR, CIVIL, CRIMINAL AND PUBLIC INTEREST.

NEHA JAIN

Neha is the Founder & CEO of Naandii - India's first Fintech Lending Platform only for women. Naandii bridges the financial accessibility gap for self-driven working women of the nation by bringing together technology, financial Institutions & women empowerment forums. Naandii aims to empower each and every women of India by giving them Easy Access to business loans thus offering them an opportunity to live their life on their terms.

Neha is also the co-founder and CMO of Z Nation Lab which is an early-stage fund and Accelerator for technology startups. ZNL empowers entrepreneurs with capital, technical expertise and network. Neha leads the Corporate Innovation & Partnerships at Z Nation Lab. She is the only female co-founder running a mainstream accelerator in India with the head office in Silicon Valley.

Neha is also an Ambassador for the Startup Asia Berlin and Asia Pacific Week Berlin, an initiative by the German Government.

Neha quiet actively works with Israel Embassy, German Consulate & other global startup ecosystems like USA, UK, Europe, Indonesia, Philippines, Austria, Singapore, Australia and many others. to help Indian startups scale-up in Global Markets.

Neha is frequently been invited as a panel speaker, jury member at various entrepreneurship summits and conferences. She has been part of many global delegations like Startup Asia Berlin by GIZ and Govt of Germany, Young innovative leaders by Israel Embassy, Global Entrepreneur Summit (GES), Brand ambassador World Startup Expo, ASEAN Slingshot by DTI & the Govt of Indonesia. Neha also works with all the top universities like IIT's, IIM's, ISB, GIT etc. to give a global platform to the budding entrepreneurs from these institutions.

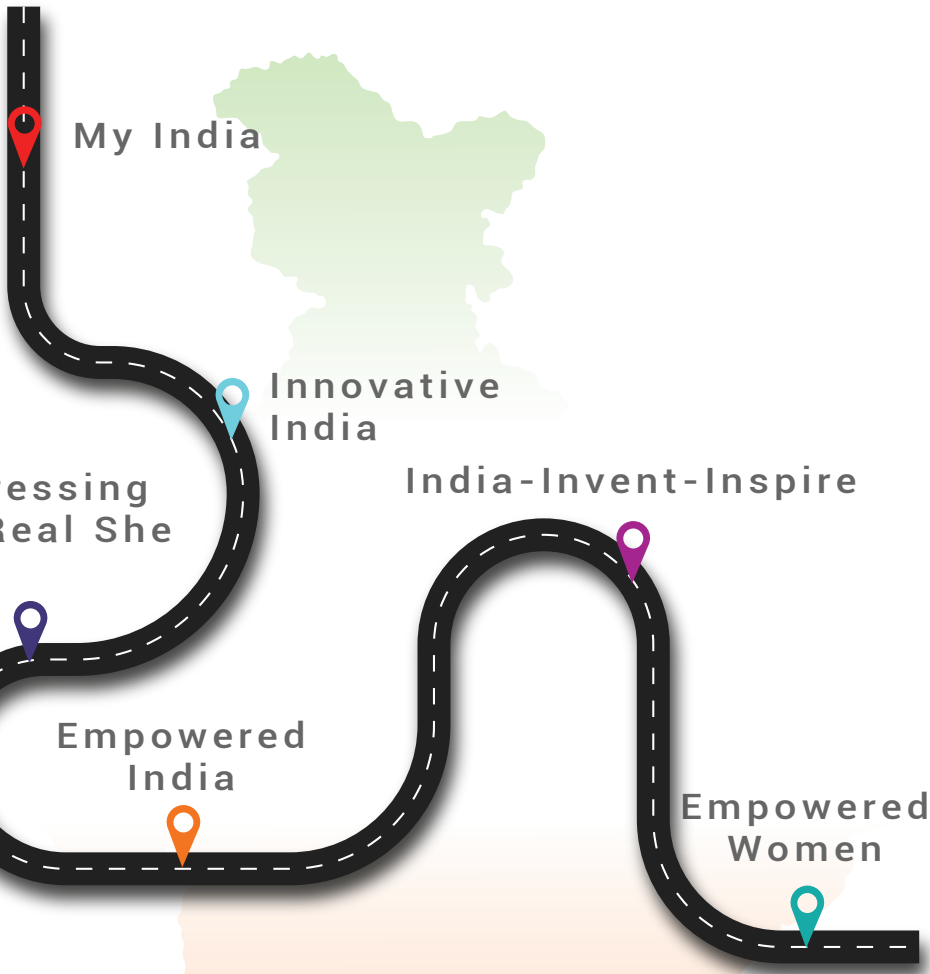
Neha has 12+ years of entrepreneurial experience in building a business enterprise. Before Z Nation Lab, she has successfully led an exit from a home decor venture. She is known for her relationship building and networking skills along with being an outstanding influencer in the startup ecosystem







Expressing The Real She



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