

EDYNO-2472-T  
15.5.18

**GOVERNMENT OF ODISHA  
PLANNING & CONVERGENCE DEPARTMENT**

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No. 6348(50) /P, Bhubaneswar, Dated the 9th May, 2018  
PC-SDG-MISC-0012-2018

From

**Smt. M. Samal,  
Joint Secretary to Government**

To

**The Additional Chief Secretaries to Government/  
The Principal Secretaries to Government/  
The Commissioner-cum-Secretaries to Government/  
Special Secretaries to Government of all Departments.**



Sub: **Women Entrepreneurship Platform (WEP).**

Madam/Sir,

In inviting a reference to the subject noted above, I am directed to enclose the D.O.No.69855/2018/CEO/NITI dtd. 20<sup>th</sup> April, 2018 received from NITI Aayog for wide circulation among all stakeholders and necessary action.

A. Mishra,  
ASO  
Pl. upload  
in the  
website  
Dept.  
9/5/18

Encl: As above

**Yours faithfully**

*[Signature]* 9/5/18

**Joint Secretary to Government**

Memo No. 6349 /P.,

Date 9.5.18

Copy forwarded to Ms. Alka Jena, SEI and Nodal Officer-cum-Content Manager, Social Media for information and necessary action. She is requested to upload the enclosed letter of NITI Aayog onto the Social media sites of Planning & Convergence Department.

*[Signature]* 9/5/18

**Joint Secretary to Government**

Memo No. 6350(30) /P.,

Date 9.5.18

Copy forwarded to All Sections and Cells of P&C Department for Information and necessary action.

*[Signature]* 9/5/18

**Joint Secretary to Government**

अमिताभ कांत  
Amitabh Kant  
मुख्य कार्यकारी अधिकारी  
Chief Executive Officer



ED- 992704798/2606

भारत सरकार  
नीति आयोग, संसद मार्ग,  
नई दिल्ली-110 001

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NATIONAL INSTITUTION FOR TRANSFORMING INDIA  
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New Delhi-110001

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E-mail : /ceo-niti@gov.in, amitabh.kant@nic.in

D.O.No. 69855/2018/CEO/NITI



April 20<sup>th</sup>, 2018

Dear Shri Padhi,

I am happy to inform that NITI Aayog has launched the Women Entrepreneurship Platform (WEP) ([www.wep.gov.in](http://www.wep.gov.in)) on 8th March, 2018, on the occasion of International Women's Day. The initiative aims to facilitate a conducive entrepreneurial ecosystem for women, enabling them to create and empower a dynamic New India.

WEP envisages to substantially increase and empower women entrepreneurs, by addressing information asymmetry and providing access to critical services needed by them to succeed. It has already partnered with a number of key stakeholders including the UN, SIDBI, ICAI, CII, FICCI, NASSCOM, CRISIL etc. Through these partnerships, women entrepreneurs can access mentoring, networking and training opportunities while establishing financial and market linkages. Further, WEP has also partnered with numerous incubators across the country to enable women to successfully develop their ideas and strengthen their business plans.

The WEP is a unique platform that brings together various stakeholders to support women entrepreneurs through their journey. It enables partner connects and enhance outreach of their existing initiatives/programs/schemes.

The WEP is premised on enabling effective partnerships amongst various stakeholders aimed at consolidating the various initiatives in the area of promoting women entrepreneurship and making a greater impact.

More details about WEP can be seen on [wep.gov.in](http://wep.gov.in). Ms. Anna Roy, Advisor (Industry), NITI Aayog ([annaroy@nic.in](mailto:annaroy@nic.in), 91-9971661990) can be contacted for any additional information.

You are requested to partner on this platform in order to showcase your initiatives, increase their reach and the ability to impact wider cross-section of women. Such partnerships would strengthen this initiative, making it more effective and achieving the common goal of promoting women empowerment.

Further, I would like to inform you that nominations for the third edition of the Women Transforming India Awards, NITI's flagship initiative, organized in collaboration with the United Nations and DICE Districts, is now open on the WEP website.

De-cum-ACS  
Secretary, WEP & MS

Contd.....2/-

DB (M. G. S. S.)

1-5-18

27.4  
Chief Secretary,

From pre-page

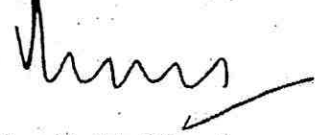
The Awards this year focus on 'Women and Entrepreneurship', and we invite stories of exceptional women entrepreneurs, who are breaking the glass ceiling and challenging stereotypes through businesses, enterprises, and initiatives that:

- Provide innovative solutions to address key development challenges and/or,
- Impact communities

Nominations can be filed on behalf of individuals or by the individual themselves on <https://www.wep.gov.in/wti-awards>. Alternatively, give a missed call on +91-7042648877. Applications are open Indian citizens only. You are requested to widely circulate this initiative so that unique stories of women leaders from your State get a chance to get included in this initiative.

With Regards,

Yours sincerely,



(Amitabh Kant)

**Shri A.P. Padhi,**  
Chief Secretary,  
Govt. of Odisha,  
**Bhubaneswar- 751001**