

## **Tech Mahindra and Women Entrepreneurship Platform, NITI Aayog Collaborate to Support Women Entrepreneurs Across the Country**

*Technology*

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*Provide mentorship, co-create solutions leveraging new age technologies and support in developing a go-to-market strategy*

**New Delhi – August 24, 2020:** Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services and solutions, announced today collaboration with NITI Aayog's Women Entrepreneurship Platform (WEP) to support women entrepreneurs across the country. Tech Mahindra will provide mentorship, co-create solutions leveraging new age technologies and support in developing a go-to-market strategy.

As part of the collaboration, Tech Mahindra has partnered with the winners of Women Transforming India (WTI) Awards, a flagship initiative of NITI Aayog to recognise women leaders in entrepreneurship across various sectors like Healthcare and Lifesciences, Agritech, Education amongst others. Tech Mahindra's Research & Development arm, Makers lab will support women entrepreneurs through joint research, building go-to-market strategies to drive their growth and by leveraging next-generation technologies to develop cutting-edge solutions.

**CP Gurnani, Managing Director and Chief Executive Officer, Tech Mahindra, said,** *“Empowering women and creating equal opportunities play a crucial role in building and sustaining a gender-equal world. Our partnership with WEP will enable us to nurture an ecosystem for women entrepreneurs that can foster entrepreneurial conditions as well as facilitate technological support for innovative ideas and better positioning.”*

Through this collaboration, Tech Mahindra and WEP will jointly focus on breeding new ideas, identifying gaps and providing technological prowess to develop innovative solutions for better positioning in the market and commercial success.

**Amitabh Kant, CEO, NITI Aayog, said,** *“The next-big disruption in the Indian start-up ecosystem will be driven by women-led entrepreneurs, with digital platforms being the biggest enabler. This partnership with Tech Mahindra underscores our mutual commitment of leveraging new-age technologies to uplift societies and support the aspirations of women entrepreneurs in India.”*

Tech Mahindra will support the women entrepreneurs to build a robust ecosystem for them and help them in long-term business strategies. The WTI Awards comes under the aegis of WEP, a first of its kind, unified access portal which brings together ecosystem players and industry to provide support to women entrepreneurs from different parts of India and help them realize their entrepreneurial aspirations.

**Nikhil Malhotra, Global Head of Makers Lab, Tech Mahindra, said,** *“Women constitute a critical part of our workforce and their up-skilling in digital technologies is going to be a key driver in promoting entrepreneurship to build a self-reliant India. Our collaboration with NITI Aayog, as part of our TechMNxt charter, is an opportunity to support established as well as aspiring women entrepreneurs. In line with the same,*

*we are enabling 10 women entrepreneurs working in the domain of Technology, Health, Lifesciences, Agritech, and Education to scale up growth."*

Women Transforming India (WTI) Awards are organised in partnership with the United Nations and recognise and celebrate the contributions of women who are not just addressing and solving key societal challenges but also challenging the stereotypes and breaking the glass ceiling.

**Anna Roy, Senior Adviser, NITI Aayog, said, "WEP aims to empower women in their entrepreneurial journey by creating an enabling ecosystem for them and supporting them in overcoming systemic barriers and contextual challenges. We are happy to partner with Tech Mahindra to facilitate a transformational and inspirational journey for the WTI winners."**

Tech Mahindra, under its TechMNxt charter, continues to focus on leveraging next-generation technologies to disrupt and enable digital transformation, and to build cutting-edge technology solutions and services for customers globally.

### **About Tech Mahindra**

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 5.2 billion company with 123,400+ professionals across 90 countries, helping 981 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra has been recognised amongst India's 50 best companies to work for in 2020 by the Great Place to Work® Institute.

We are part of the USD 21 billion Mahindra Group that employs more than 240,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

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**About Women Entrepreneurship Platform, NITI Aayog**

The Women Entrepreneurship Platform (WEP) is NITI Aayog's flagship initiative that has been envisioned as a novel unified access portal for women entrepreneurs. It strives to improve industry linkages and awareness of existing programs and services and provide access to peer support, learning resources, fundraising opportunities and mentorship. With an overarching objective of becoming an aggregator platform that solves for the information asymmetry in the ecosystem, WEP serves as a one stop solution for information and services relevant to women entrepreneurs. The platform currently hosts over 16,000 registered users and 30 partners and caters to six focus areas: Funding & Financial Management, Incubation Connects, Taxation & Compliance Support, Entrepreneur Skilling &

Mentorship, Community & Networking and Marketing Assistance.

To know more, visit the WEP website at [wep.gov.in](http://wep.gov.in)

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