

## We Rise Initiative

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### We Rise Initiative Latest News

Recently, NITI Aayog's Women Entrepreneurship Platform (WEP) and DP World announced a joint initiative 'We Rise Initiative'.

### About We Rise Initiative

- The **Women Entrepreneurs Reimagining Inclusive and Sustainable Enterprises** (We Rise) initiative was launched by **NITI Aayog and DP World**.
- It was launched under the aegis of **WEP's Award to Reward (ATR) initiative**.
- **Aim:** It aims to **help women entrepreneurs** in India to scale their **businesses globally** through trade facilitation, mentorship, and strategic partnerships.
- As part of this effort, WEP and DP World have joined hands **to empower product centric women entrepreneurs**.
- It is a unique **public-private collaboration** focused on expanding trade access and unlock opportunities for women businesses to grow exponentially.

## What is a Women Entrepreneurship Platform?

- It was **incubated in NITI Aayog in 2018** as an aggregator platform, transitioned into a public-private partnership in 2022.
- It serves as a national **aggregator to strengthen India's women entrepreneurship** ecosystem and make women-led development a reality.
- **Function:** WEP functions as an enabler, addressing **six key ecosystem needs** — access to finance, market linkages, training and skilling, mentoring and networking, compliance and legal assistance, and business development services.

**Source:** PIB

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Source: <https://vajiramandravi.com/current-affairs/we-rise-initiative/>

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