

SHE INNOVATES

She Innovates: Women Entrepreneurship Program, an initiative of the DS Brar Center for Girls and Women in STEM, is a transformative program designed to empower early-stage, women-led startups. The program focuses on equipping women founders with essential tools, mentorship, strategic insights, and robust networks to scale their businesses sustainably and effectively.

Supported by:



DS BRAR
CENTER FOR GIRLS
AND WOMEN IN STEM



PROGRAM STRUCTURE

Program Objectives

Mastering Entrepreneurial Capabilities

Equip participants with skills in product development, market strategy, and business model innovation.

Mentorship and Resource Access

Connect participants to industry experts, curated resources, and a thriving entrepreneurial ecosystem.

Elevating Brand and Visibility

Provide branding strategies and pitch preparation for investor engagements.

Sustained Impact

Enable long-term growth through post-program support and an active alumni network.

Program Offerings

1-o-1 mentorship with industry leaders.

Workshops and Training Sessions, enabling participants to gain an expertise over the following:

Crafting Your Growth Playbook
The Art of Authentic Marketing and Branding
Designing Products that Matter
Mastering Startup
Finance & Fundraising
Navigating Tech Due Diligence for Startups
The Triple P Advantage: Passion, Purpose and Profits

Opportunities to network with industry leaders, entrepreneurs and like-minded peers.

Access to optional learning, mentoring and effectiveness tools.

Lifelong access to Plaksha's Alumni events.

INDUSTRY MENTORS



Aakash Chaudhry

Founder & MD,
Sparkl Edventure



Alok Mittal

Executive Chairman,
Indifi Technologies



Deepa Nagraj

Global Head of
Communications, Mphasis



Kaustav Chatterjee

Brand Director,
Times Group



Mohit Thukral

CEO, Arise



Priyanka Gill

Founder, Popxo & Coluxe

This list is non-exhaustive.

INDUSTRY MENTORS



Ravi Vasantraj

Global Delivery Head,
Mphasis



Ritesh Malik

Founder & CEO,
Innov8 Coworking



Sairee Chahal

Founding Partner,
Appreciate Capital



Shalini Sarin

Independent
Director

This list is non-exhaustive.

PROGRAM LEADERS



Amit Sheth
Professor,
Plaksha University



Bhavish Sood
General Partner,
Modular Capital



Mark Searle
Innovation Program Managing
Director, UC Berkeley



Rucha Joshi
Associate Professor,
Plaksha University



Sarika Bhattacharyya
Vice President,
Plaksha University



Siddharth
Assistant Professor,
Plaksha University

This list is non-exhaustive.

ELIGIBILITY CRITERIA

Operational and Leadership Criteria

- Organizations (startups, NGO & social enterprises) must have a woman founder/co-founder actively involved in operations.
- The organization must have at least 3 full-time people on the team.
- Applicant must be an Indian resident.

Organization Milestones

- Organizations should be at the early product development to MVP stage.
- Should have a validated problem statement.
- A roadmap for market entry and scaleup.

Commitment to Program

- Attend the Orientation during the month of April/May in Mohali, Punjab, and participate in the Graduation Day scheduled in December in Delhi NCR.
- Dedicate 15–20 hours to online workshops and sessions during the course of the program.

How To Apply

Selection Process

SCREENING

Applications reviewed by the Selection Committee for business potential, impact, and innovation.

INTERVIEWS

Virtual interviews with shortlisted candidates to assess leadership, communication, and problem-solving abilities.

FINAL SELECTION

After considering the interview and assessment results, the Selection Committee will finalize the cohort of women entrepreneurs who will be part of the program.

NOTIFICATION

Successful candidates will be notified and offered a spot in the program.

Program Fees

Fully- Funded Initiative

She Innovates is a fully funded program, supported by Mphasis Foundation as a part of the DS Brar Center for Girls & Women in STEM.

Participants' tuition fee and expenses related to workshops, mentoring, and resources will be covered.

However, the travel and stay costs (if applicable) to Mohali, Punjab for Orientation and Delhi NCR for Graduation will have to be borne by the participants.

SUBMISSION DETAILS

Submit an online application form with details about the business overview, revenue model, and vision for growth.

APPLY HERE:

<https://shorturl.at/umo25>

About DS Brar Center for Girls and Women in STEM at Plaksha University

Plaksha University envisions reimagining technology education and research for India and the world. A global collective philanthropic effort, Plaksha aims to nurture and empower a generation of catalytic leaders and create an ecosystem of research and innovation.

Committed to diversity and inclusion, Plaksha is striving towards bridging the gender gap in STEM education and careers. Towards the same, the University has set up the DS Brar Centre for Girls and Women in STEM, supported by Mphasis Foundation. It fosters a supportive ecosystem for peer learning, mentorship, and capability-building, inspiring women to connect, explore opportunities, exchange ideas, and support one another in their academic, professional, and personal growth in STEM fields.

Contact us at nandini.suri@plaksha.edu.in

Ecosystem Partners

