

herSTART

October 7, 2022

In news— President of India Droupadi Murmu has launched 'herSTART' recently.

About the initiative-

- It is **an initiative of the Gujarat University Startup and Entrepreneurship Council (GUSEC)**.
- **It seeks to boost innovation and start-up efforts of women entrepreneurs and also help them connect with various government and private enterprises.**
- The platform will include **a digital platform to provide resources and training modules free of cost** to aspiring women entrepreneurs, a digital community for them, and a digital publication to spread their success stories.
- The President said that Gujarat is the first state in the country to form the Garima Cell with the aim of giving new energy and direction to the higher education system of the state.
- The Platform encompasses the **herSTART Incubator**, a dedicated full-fledged startup incubator for women entrepreneurs and innovators, and the herSTART Accelerator, a round-the-year accelerator programme for high-impact women-led startups.
- **herSTART is supported by UNICEF, the government of Gujarat, and the government of India.**
- **It has been recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) as a key driving initiative for the Gujarat startup ecosystem in the States Startup Rankings Framework Report of 2022.**