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NOVEMBER EDITION

Stay updated with our monthly newsletter, delivering insights, success stories, and the latest developments in empowering rural entrepreneurship.

VOLUME

33

3536

HOUSEHOLD SUPPLIES

7683

HANDICRAFT & HANDLOOM

6974

FOOD & AGRO

OVERALL

18193

HAPPY MEMBERS



ITI KUBERNAGAR

Students Visit WeAct Emporium & EDII for Entrepreneurship

Following WeAct's Mobilisation and Awareness session at the Gujarat Government's ITI in Ahmedabad in October 2024, faculty members and women students expressed interest in visiting the WeAct Emporium at the Entrepreneurship Development Institute of India (EDII) in November 2024. The visit provided them with an opportunity to explore a platform that showcases products created by WeAct members and to learn about the registration process with WeAct.

Many students were keen to understand how they could become members and access the resources offered by the WeAct. Several others inquired about the variety of innovative products on display at the WeAct Emporium, reflecting their enthusiasm to engage with the initiative; This growing interest highlights their curiosity about WeAct's offerings and membership benefits.

Additionally, the students had the opportunity to tour the EDII campus and attend insightful lectures by faculty members, further enriching their exposure to entrepreneurship.

(Gujarat Government's ITI, Kuber Nagar Students at WeAct Emporium, EDII)

WeAct supports its members by providing expertise in designing innovative and attractive product packaging that highlights the product's quality and helps it stand out in a competitive marketplace. Product development plays a crucial role in driving the success of WeAct members' sales, directly influencing both the perceived quality and market appeal of their products.

A prime example of this is WeAct's design for Ace Futura Naturo Tech Solutions, an enterprise owned by Ms. Yashodhara. WeAct created eye-catching packaging for their range of goat milk products, including body lotion, soap, and shampoo, ensuring these items are visually appealing while attracting consumers looking for both effectiveness and unique presentation.

The impact of this new packaging was immediate, with the products - especially the body lotion - selling out quickly after being stocked at the WeAct Emporium Ahmedabad.



WeAct AIDS MEMBERS with Innovative Packaging Design

(Package Design for Goat Milk Products)



WeAct organized a one-day Vocal for Local exhibition in Salem and Madurai, Tamil Nadu, featuring products from 31 women entrepreneurs. The Madurai event, inaugurated by Shri. M. Boominathan, MLA of Madurai South, emphasized the importance of promoting local businesses and handicrafts. Supported by EDII and Accenture, the event provided a vital platform for networking, marketing, and selling diverse products, including jute and banana fiber bags, millet-based foods, organic toiletries, and more, across 20 stalls.

Attended by over 1,000 visitors, the exhibition garnered significant local media coverage and secured bulk orders from Saraswathi Narayanan College, marking a successful initiative to empower women entrepreneurs and promote locally made goods.



WeAct VOCAL FOR

Local Exhibition in Salem & Madurai

(Vocal for Local in Salem and Madurai)

The Gujarat Government's Industrial Training Institute (ITI) in Kuber Nagar, Ahmedabad, has reached out to WeAct, intending to register their students(women) and introduce them to the wide range of services offered by WeAct.

They have specifically requested assistance in mobilising and raising awareness among these students about the various opportunities and support available to them through WeAct. The goal is to ensure that the students are well-informed about WeAct's offerings, which could provide them with valuable resources and guidance to enhance their skills, career prospects, and overall empowerment.



MOBILISATION AND Awareness

(Ms. Pooja Bhatt Das Conducting a Session on WeAct Mobilisation and Awareness.)

WEBSITE DEVELOPMENT for Akshatika Enterprise

WeAct launched a new website for Akshatika Enterprise, a platform showcasing the unique jewellery crafted by the WeAct members. The site aims to highlight their artistic creations, providing a space for these WeAct members' entrepreneurs to promote and sell their designs while also empowering them through exposure and economic opportunities.



(Website of Akshatika Enterprise)

OUR GIFT HAMPER



TESTIMONIALS

MAMTA (Gems Stone)

I have been with EDII for four years, crafting handmade jewellery. Joining WeAct helped me showcase my work at their Emporium, where most pieces sold quickly. I also had strong sales and valuable connections at the Unnati exhibition. WeAct has been key to my business growth.



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