

NEWSLETTER

April Edition

Volume - 38



LOGO Connects

WeAct designed 25 personalized logos, helping rural entrepreneurs present a strong and professional brand identity.

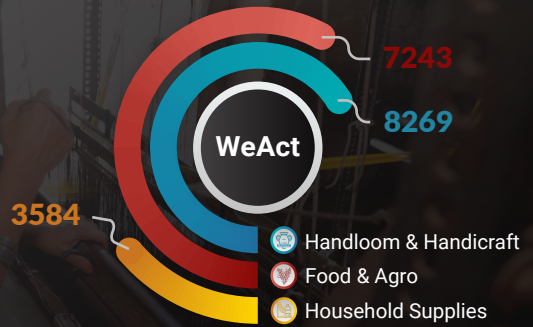


PREMIUM Touch

Three enterprises received professionally designed product packaging that meets market standards and enhances product appeal.

OUR PRESENCE

WeAct has established a strong presence across 17 states and 2 union territories, actively empowering rural women entrepreneurs who are collectively shaping a resilient and inclusive future, with a growing network of **19,096**.



PRODUCT LAUNCH



MORINGA CHUTNEY POWDER

Give your meals a nutritious twist with our Moringa Chutney podi, a flavourful blend of roasted spices and moringa leaves, known for their rich health benefits. Sprinkle it over idlis, dosa, or mix with oil for a quick dip.



LEMON SOAP

Refresh your senses with our zesty Handmade Lemon Soap, a burst of citrusy freshness for your skin. Made with natural lemon extracts and moisturizing oils, this soap gently cleanses while keeping your skin soft and revitalized.



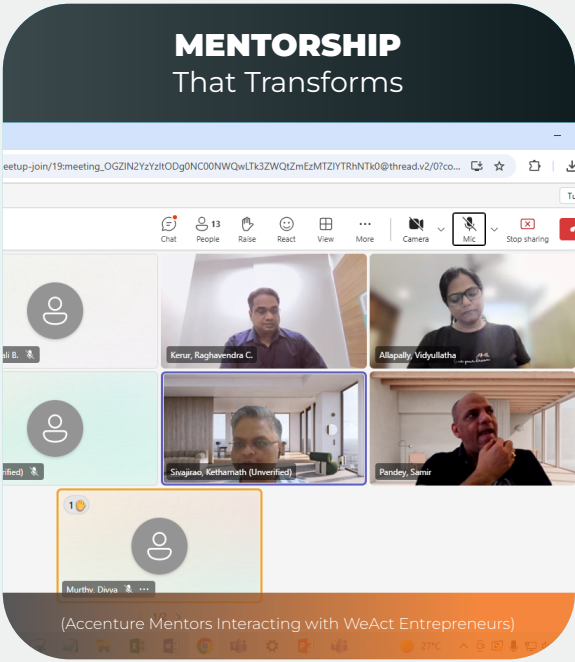
IDLY MIX

Our Instant Idly Mix brings the goodness of homemade, soft, fluffy idlis straight to your plate, with no preservatives or fuss. Just mix, steam, and enjoy a wholesome meal within minutes.

KARNATAKA

In Karnataka, WeAct has empowered over hundreds of rural women entrepreneurs through digital training, canopy exhibitions and business mentorship. Collaborative efforts with KSRLM have expanded outreach across districts. These initiatives are helping local entrepreneurs access markets, improve packaging, and strengthen their businesses, creating pathways for long-term, sustainable growth.





Through the Unnati Mentorship Program, Accenture has supported 21 rural enterprises by offering in-depth guidance in critical areas such as website development, product design, digital branding, and logo creation.

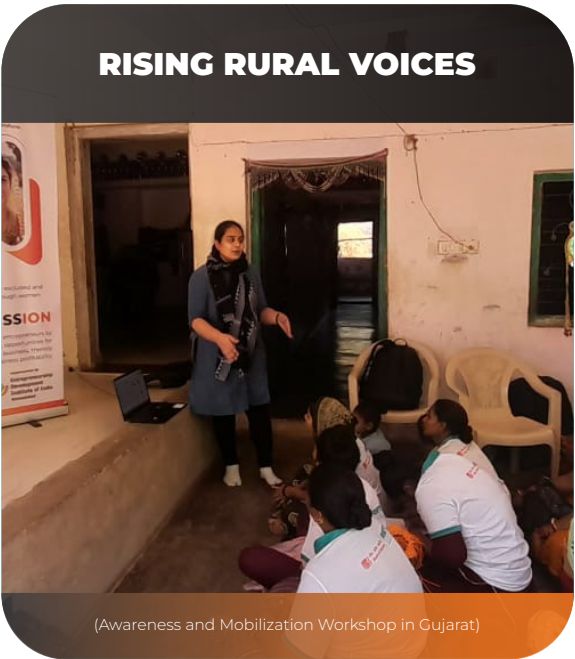
This initiative has played a transformative role in helping grassroots women entrepreneurs build a professional identity, improve their product quality, and position themselves competitively in the market. With this structured support, many entrepreneurs, who earlier had limited exposure to technology or branding, were able to digitize their businesses and gain confidence in reaching out to wider audiences.

This year, the program has expanded its reach by selecting three new enterprises to receive the same high-quality mentorship. These enterprises will benefit from tailored assistance based on their individual business needs. The continued collaboration between WeAct and Accenture ensures that rural women entrepreneurs are not only empowered with knowledge and tools but are also equipped to scale sustainably, make informed decisions, and explore national and global markets with clarity and purpose.

WeAct recently conducted an awareness and mobilization program in Sahpur, Gandhinagar, Gujarat, targeting women registered under the State Rural Livelihood Mission (SRLM). The session aimed to inform and inspire rural women, especially those involved in handloom and handicrafts, to explore entrepreneurship as a sustainable livelihood option. A total of 35 women actively participated in this engagement, reflecting growing interest in self-reliance and economic empowerment

Through interactive discussions, the women learned about opportunities available through WeAct, including skill development, product innovation, and access to markets. The session also addressed challenges they face and how structured training and mentorship can help overcome them.

With localized examples and community success stories, the program planted the seed for enterprise thinking among participants. Mobilization events like these help bridge the gap between talent and opportunity, creating pathways for rural women to transform their traditional skills into thriving micro-enterprises.



WeAct's ongoing commitment to food safety and product quality has led to the successful nutritional testing of 20 products developed by women entrepreneurs. These tests ensure compliance with essential food safety standards, building greater consumer trust and allowing the entrepreneurs to confidently approach larger markets. The initiative also supports them in refining packaging and labelling to meet regulatory and aesthetic benchmarks.

A special moment took place when Varuna, a food-based entrepreneur, visited the WeAct office and was formally presented with her nutritional testing certificate. The handover was done by Mr. Raman Gujral and Mr. Samuel Moses Amarnath, who also engaged with her to understand her entrepreneurial journey and future goals. She also received customized packaging support for her products, which enhanced her brand visibility.

The gesture not only acknowledged her commitment to quality but also reflected the personal encouragement and long-term support WeAct offers to women-led businesses

WeAct entrepreneur Ms. Noorjahan Nasser has been honored with the Michael Boyce Award for Outstanding Entrepreneurs by the University of Notre Dame, USA. This prestigious award recognizes individuals who have demonstrated exceptional achievement in building businesses that create meaningful social and economic impact. Noorjahan's journey reflects resilience, innovation, and a deep commitment to empowering other women through her entrepreneurial efforts.

Her recognition on an international stage not only celebrates her milestones but also shines a spotlight on the talent emerging from grassroots India. Noorjahan's enterprise, rooted in traditional craft and local identity, exemplifies sustainable entrepreneurship led by women.

The award serves as an inspiration to thousands of rural women who are building businesses with limited resources but limitless determination. For WeAct, this recognition reaffirms the power of mentorship, training, and access, proving that rural entrepreneurs, .



(Ms. Noorjahan and Michael Boyce Award)

CULTURE WRAPPED RIGHT

In a remarkable blend of tradition and corporate gifting, WeAct curated eco-friendly hamper kits worth ₹16,000 for Accenture's international clients. What made these hampers truly special was that each item was handcrafted by rural women entrepreneurs using traditional methods and sustainable materials. Every product told a story of culture, craftsmanship, and community empowerment, from textiles to artisanal decor.

The initiative was more than a corporate order - it was a statement of trust in grassroots talent. This project was an opportunity for the artisans to showcase their skills on a global platform while gaining real income and visibility. For Accenture, it was a meaningful way to demonstrate their commitment to sustainability and inclusive growth. The hampers symbolized a powerful collaboration where rural creativity met corporate purpose, turning every gift into an agent of change. Through such initiatives, WeAct continues to bridge the gap between local artisans and global appreciation.

OUR HAMPER KIT

HAMPER KIT 1	HAMPER KIT 2	HAMPER KIT 3	HAMPER KIT 4
499/-	999/-	1999/-	2499/-



I'm Jyotsana, an artisan from Bhuj. WeAct helped me turn my weaving passion into a business. Through the HMI project, I learned business skills, digital tools, and improved my product packaging. Exhibiting with WeAct connected me to new customers and boosted my income. It's empowering to grow while preserving my cultural craft

Jyotsana
Kashvi Handicraft

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