

# NEWSLETTER

June Edition

Volume - 40



## LOGO That Speak

WeAct has designed 30+ custom logos for its entrepreneurs, reinforcing brand identity. The initiative highlights the importance of visual branding.

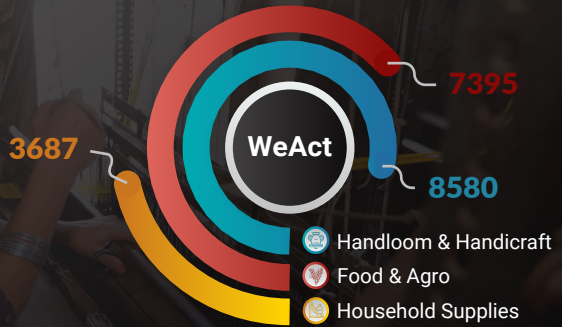


## EMPORIUM Sales Surge

The WeAct Emporium at EDII campus crosses over ₹60,930 in sales this June, driven by seasonal visitors, including NRI students and tourists.

## 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 **19,662**.



## PRODUCT LAUNCH



### VARAGU PONGAL MIX

Healthy instant mix using Kodo millet instead of rice. Cooks in 3 whistles—add ghee for authentic, nutrient-rich festive breakfast.



### TOMATO PICKLE

Tangy, traditional Indian condiment crafted with ripe tomatoes and aromatic spices. All-natural, bold accompaniment for meals, adding a flavorful kick.



### CHICKEN SUKKA MASALA

Authentic Mangalorean dry spice blend featuring cashews and lentils. Creates rich, aromatic chicken sukka in minutes. Versatile for mutton, prawns, or veggies.

## ASSAM

In Assam, WeAct has empowered over **2000+** of rural women entrepreneurs through digital training, canopy exhibitions, and business mentorship. Collaborative efforts with local NGO's 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



## WORKSHOPS

### Ignite Entrepreneurship



(Energizing Women Entrepreneurs From Bihar)

WeAct energized more than 250 entrepreneurs this month through 10 intensive workshops across four locations, equipping participants with essential business skills. The sessions introduced WeAct's five-pillar framework while providing personalized guidance to address each enterprise's unique challenges

Facilitators conducted needs assessments for every attendee, offering tailored solutions to help modernize operations and boost competitiveness. The workshops transform how rural entrepreneurs approach business in today's digital economy.

The program covers fundamental concepts like financial planning, digital tools, and customer engagement strategies. Many participants reported immediate implementation of workshop lessons, with several enterprises seeing improved operations within weeks.

This training initiative represents WeAct's commitment to grassroots business development, having now impacted many entrepreneurs this fiscal year.

This month, WeAct's impactful market linkage initiatives generated nearly ₹30,000 in revenue for rural enterprises, significantly boosting their market reach beyond local confines.

The momentum included a successful exhibition generating over ₹20,000 for six rural women entrepreneurs showcased eco-friendly products at Mphasis's World Environment Day celebration in Bangalore. WeAct entrepreneurs also participated in an event at General Electric's John F. Welch Technology Center, promoting sustainable local goods to employees and securing ₹7,000 in sales.

These exhibitions proved transformative for the participating entrepreneurs, enabling vital connections with urban professionals and consumers in corporate settings. The strong interest shown by urban buyers, particularly in sustainable offerings, highlights significant market potential.

## MARKETS

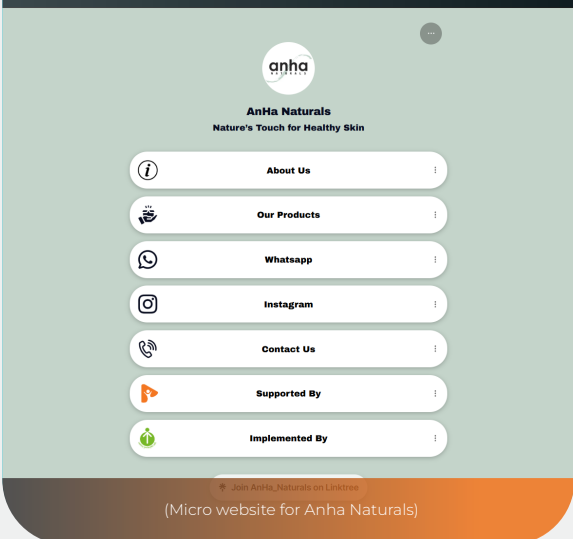
### Meet Makers



(Celebrating Environmental Day with WeAct at GE's Exhibition)

## WEBSITES

### Boost Businesses



(Micro website for Anha Naturals)

In a significant boost to small businesses, WeAct has enabled five entrepreneurs to launch professional websites this month, enhancing their market reach. These digital storefronts showcase business journeys, product catalogues, and contact details, allowing direct customer engagement and reducing reliance on costly physical stores

Beyond website development, WeAct provides training to help entrepreneurs manage their online platforms independently, ensuring long-term growth. This initiative bridges the gap between rural businesses and digital markets, creating safer and more accessible spaces for entrepreneurs to thrive.

By leveraging technology, WeAct is transforming traditional business models, empowering entrepreneurs to compete in an increasingly digital economy. This effort aligns with broader goals of fostering innovation and sustainability among small enterprises.



## AWARENESS & Mobilization

WeAct advanced its mission in this month through three targeted mobilization and awareness meetings. Offline sessions successfully engaged the Rural Development Council (RDC) and Sneha Bharathi Co-operative Society, while an online meeting connected with HARSITA.

All three partner organizations demonstrated strong interest in onboarding their members to the WeAct platform and adopting its initiatives. This enthusiastic response signifies valuable progress in scaling WeAct's network and resources.

A key outcome of these meetings is the meaningful expansion of WeAct's core community. Through these new partnerships, WeAct is extending its reach beyond rural women entrepreneurs to actively include and empower women members of the Irular and Dalit communities. This marks a significant step in fostering broader, inclusive entrepreneurial support.



(Building Bridges with Dalit Women Entrepreneurs in Denkanikottai)

## OPENING DIGITAL DOORS

This month, WeAct took a significant step toward digital inclusion by creating three Gmail accounts for its members. This initiative opens doors beyond physical stores, enabling entrepreneurs to explore online marketing platforms like Instagram and WhatsApp Business.

By providing these essential tools, WeAct is helping members expand their reach, enhance customer engagement, and grow their businesses in the digital space. This move marks a pivotal shift toward modernizing small businesses and fostering economic resilience.

## OUR HAMPER KIT

### HAMPER KIT 1



499/-

### HAMPER KIT 2



999/-

### HAMPER KIT 3



1999/-

### HAMPER KIT 4



2499/-



Driven by passion and family responsibility, I launched Laksri Enterprise in 2024 as a handmade soap business. Overcoming product challenges with WeAct's packaging support, I now sell 50+ soaps monthly. From learning soap-making to building a loyal customer base, my journey proves resilience and community can turn small starts into success. Every step inspires growth.

**Gayathri**  
Laksri Enterprise

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