

# NEWSLETTER

July Edition

Volume - 41



## LOGO That Speak

WeAct has designed 16+ 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 ₹32,060 in sales this July, driven by seasonal visitors, including NRI students and tourists.

## OUR PRESENCE

WeAct has established a strong presence across 20 states and 2 union territories, actively empowering rural women entrepreneurs who are collectively shaping a resilient and inclusive future, with a growing network of **20,800**.



## PRODUCT LAUNCH



### RAJWADI CHEVDO

Rajwadi Chevdo is a royal-style traditional Gujarati snack, made with a crunchy mix of flattened rice (poha), nuts, spices, and a hint of sweetness. A perfect balance of flavors—crispy, tangy, and mildly sweet—it's a timeless treat enjoyed with tea or as a light munch anytime.



### ANION SANITARY NAPKIN

Anion Sanitary Napkins are ultra-absorbent pads with an anion strip that helps prevent bacterial growth, control odor, and ensure long-lasting freshness. Designed for comfort, breathability, and hygiene, they support women's health with safe & reliable protection.



### RAGI LADDU

Ragi Laddu is a wholesome & nutritious sweet made from ragi (finger millet) flour, jaggery, and ghee, often enriched with nuts and cardamom. Rich in calcium, iron, and fiber, it's a guilt-free treat that combines traditional taste with health benefits.

## MAHARASHTRA

In Maharashtra, WeAct supports **2,428** rural women entrepreneurs engaged in Food & Agro, Handloom & Handicrafts, Household Supplies. Through continuous handholding support, WeAct has facilitated business growth & strengthened their entrepreneurial capacities.



## WORKSHOPS

### Ignite Entrepreneurship



(Energizing Women Entrepreneurs From Bihar)

WeAct energized more than 300 entrepreneurs this month through 11 intensive workshops across four locations, (Tamil Nadu, Maharashtra, Odisha, Uttar Khand) 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.

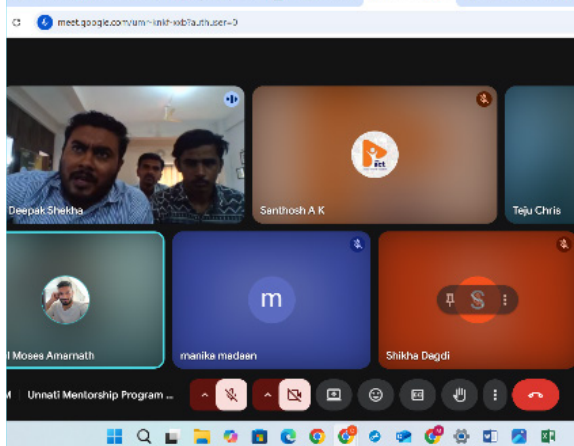
WeAct in collaboration with Accenture, has successfully launched Unnati Mentorship 4.0, continuing its mission to empower and guide promising enterprises. This year's program selected seven enterprises through a rigorous evaluation process, providing them with dedicated handholding support from Accenture's Managing Directors.

In a significant new initiative, the program has expanded its reach beyond women entrepreneurs to also include rural male entrepreneurs and enterprises led by members of the LGBTQIA+ community. This inclusive approach aims to strengthen diverse businesses by offering expert guidance, strategic recommendations, and market insights.

Through tailored mentorship, participants will benefit from product enhancement, branding improvements, and growth strategies designed to scale their ventures sustainably. By leveraging Accenture's industry expertise and WeAct's grassroots connect, Unnati Mentorship 4.0 is set to create lasting impact.

## MENTORSHIP

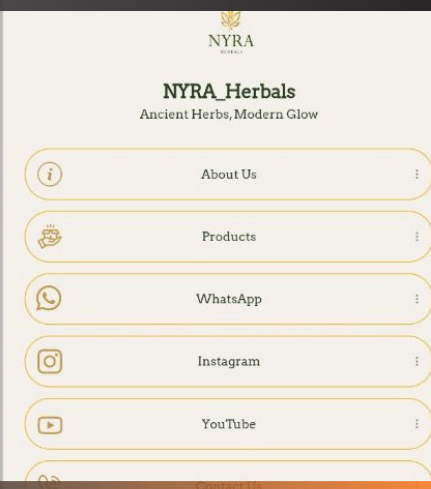
### Beyond Boundaries



(Unnati Mentorship 4.0 Inauguration with Accenture)

## WEBSITES

### Boost Businesses



(Micro website for NYRA Herbs)

In a significant boost to small businesses, WeAct has enabled nine enterprises 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.



(WeAct Officials in Jeevan Mithra Social Service Society)

## OPENING DIGITAL DOORS

This month, WeAct took a significant step toward digital inclusion by creating five G-mail 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/-



My love for healthy, preservative-free food gave birth to Mess V Products, a millet-based brand that started with my homemade laddus & a simple wish to support my husband. Today, with over 50 loyal customers and a steady monthly income of ₹6,000+, I've proven that age is never a barrier to success—only a stepping stone to dreams powered by determination & heart.

**Sumathi**  
Mess V Products

Get the latest



Supported By:

**accenture**

Implemented By:



**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

1<sup>st</sup> Floor, "Santa Monica", # 2/2C, Hayes Road,  
Richmond Road, Shanthala Nagar, Bangalore- 560025

Join us for impact

[www.weact.in](http://www.weact.in)

+91-9663521755

