

NEWSLETTER

August Edition

Volume - 42



LOGO That Speak

WeAct designed over five unique logos for entrepreneurs, reinforcing brand identity and highlighting the crucial role of visual branding in business success.

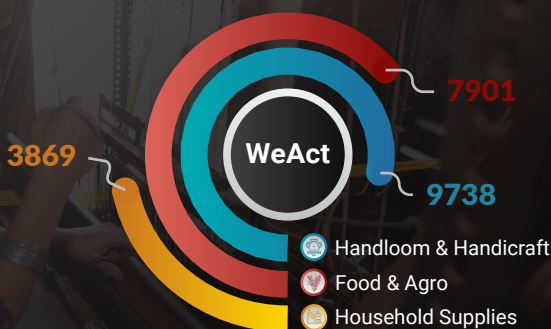


EMPORIUM Sales Surge

The WeAct Emporium at EDII campus achieved sales of ₹41,860 in August, featuring unique handcrafted products by WeAct entrepreneurs from across India.

OUR PRESENCE

WeAct has established a strong presence across 20 states and 3 union territories, actively empowering rural women entrepreneurs who are collectively shaping a resilient and inclusive future, with a growing network of **21508**.



PRODUCT LAUNCH



AMLA CHUTNEY

Amla Chutney from Mess V Products is a tangy, flavorful blend made from fresh Indian gooseberries (amla). Rich in Vitamin C and antioxidants, it not only adds zest to your meals but also supports digestion and boosts immunity. A perfect balance of health and taste in every spoonful.



KUPPAIMENI SOAP

Riblah Kuppaimeni Soap is a gentle herbal cleanser made with the natural goodness of Kuppaimeni leaves. Known for its soothing and purifying qualities, it helps keep skin fresh and clear. A simple, natural choice for everyday skincare.



SPICY PURI

Spicy Puri from Kushi's Kitchen is the perfect anytime snack. Made with a blend of traditional spices and carefully selected ingredients, these puris are light, crunchy, and irresistibly tasty. Enjoy them with tea, as a party treat, or simply when cravings strike!

KERALA

In Kerala, WeAct empowers 1,586 rural women entrepreneurs across Food & Agro, Handloom & Handicrafts, and Household Supplies. With continuous handholding support, these women have strengthened their entrepreneurial capacities and achieved business growth through initiatives such as logo creation, product development, website creation, and more, turning local enterprises into sustainable ventures.



EXHIBITIONS DRIVE Growth



(WeAct Members & Officials Attending 'Planotsav 2025')

WeAct entrepreneurs showcased their products at 3 major exhibitions this month, creating new market opportunities and generating strong sales. The events included Planotsav 2025 at Planview Bangalore, the Rakhi Festival Exhibition at Accenture, and the Navratri Festival Exhibition at EDII Headquarters in Ahmedabad. Together, these exhibitions featured nine entrepreneurs' products and recorded total sales of ₹65,430.

These platforms not only highlighted the diversity of products, ranging from handcrafted items to festive collections, but also allowed entrepreneurs to engage directly with customers, strengthen brand recognition, and build valuable networks. Participation in corporate and institutional events demonstrates how women-led businesses can access mainstream markets while preserving their unique identities.

Beyond immediate sales, these exhibitions created valuable networking opportunities, encouraged market expansion, and inspired entrepreneurs with ideas to diversify and enhance their product range for future growth.

WeAct recently visited the Drugs Control Department to strengthen support for entrepreneurs engaged in handmade soaps and beauty care products. The purpose of the visit was to understand key statutory compliances and ensure that members align with industry standards.

The discussion emphasized crucial areas such as lab testing certification to guarantee product quality and compliance with the Drugs & Cosmetics Act for labeling, safety, and permissible ingredients. These insights are essential for building consumer trust, expanding into wider markets, and avoiding regulatory hurdles.

By equipping entrepreneurs with knowledge of compliance requirements, WeAct ensures their products meet recognized standards, opening doors to new retail opportunities and enhancing brand credibility. This initiative reflects WeAct's commitment to guiding rural entrepreneurs beyond production, into sustainable and legally sound business practices that enable long-term success in competitive markets.

COMPLIANCE Boosts Confidence



(WeAct Official Visiting Drugs Control Department in Bengaluru)

WEBSITES Empower Entrepreneurs



KULDEVI KRUPA

Rise with Craft, Shine with Purpose...!



About Us



Products



WhatsApp



Instagram

(Micro website for Kuldevi Krupa)

In a major step towards digital growth, WeAct supported six enterprises in launching professional websites this month, expanding their market presence. These platforms highlight business stories, product ranges, and contact information, enabling direct customer interaction while reducing dependence on expensive physical outlets.

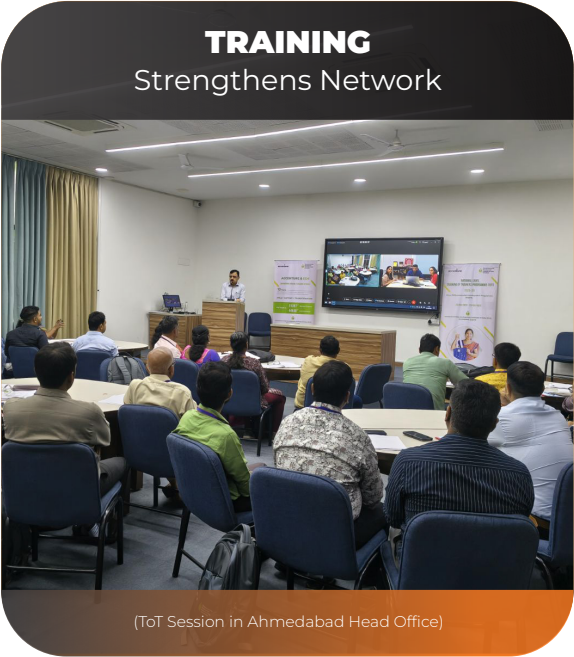
Alongside website creation, WeAct equips entrepreneurs with digital literacy workshop to manage their online platforms effectively, ensuring self-reliance and sustained progress. This initiative narrows the digital divide for rural businesses, offering safer and more accessible opportunities to engage with wider markets.

By embracing technology, WeAct is reshaping traditional business models and enabling entrepreneurs to compete confidently in today's digital economy.

WeAct conducted an online Training of Trainers (ToT) session for all EDII coordinators, focusing on building a stronger understanding of WeAct's mission and processes. The session provided detailed insights into WeAct's vision, five key pillars, and the onboarding process for entrepreneurs, ensuring coordinators are well-prepared to guide members effectively.

The training was highly interactive, fostering active engagement between WeAct and the EDII team. EDII SRO Director, Dr. Raman Gujral, joined the session, making it both informative and productive with his valuable perspectives. Adding depth to the discussion, WeAct Head, Mr. Samuel Moses Amarnath, shared case study success stories that highlighted real-life impacts of WeAct's initiatives.

This ToT session not only enhanced the knowledge base of coordinators but also strengthened and paved the way for more effective support to rural entrepreneurs in their growth journey.



(ToT Session in Ahmedabad Head Office)

OPENING DIGITAL DOORS

This month, WeAct took a significant step toward digital inclusion by creating seven 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	HAMPER KIT 2	HAMPER KIT 3	HAMPER KIT 4
			
499/-	999/-	1999/-	2499/-



In 2023, I turned my love for healthy eating into Sajini Enterprise, creating millet-based cookies and brownies. Though I faced struggles with sales and unsold stock, WeAct's support in packaging and nutrition testing helped me grow. Today, I earn ₹15,000 a month, and become a trusted brand for wholesome, healthy treats.

Sajini
Sajini Enterprise

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

www.weact.in +91-9663521755

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