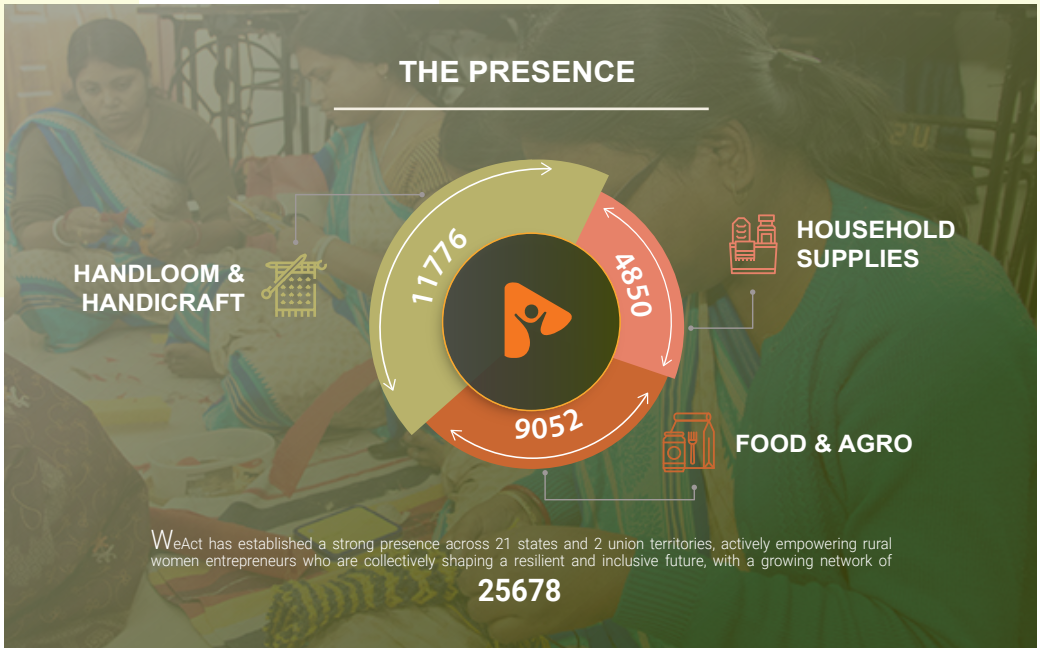


MONTHLY NEWSLETTER

July Edition

Volume - 53



Crazy Crochet Tap-on Smart Card

WeAct INTRODUCES

Tap-on Smart Cards for Entrepreneurs

WeAct is helping rural women entrepreneurs build a stronger digital presence with Tap-on smart cards, giving them a simple and convenient way to share their business information with potential customers.

Powered by Near Field Communication (NFC) technology, the smart cards allow entrepreneurs to instantly share their business details with a simple tap. They can also share a personalised digital business link through email, messaging platforms, or social media, making it easier to connect with customers and expand their reach.

The first batch of 20 WeAct enterprises has been equipped with Tap-on Smart Cards, marking the beginning of a broader effort to enhance digital visibility for rural businesses.

With Tap-on, WeAct entrepreneurs are taking a step towards greater digital visibility, making their businesses more accessible, connected, and ready for today's markets.

DID YOU KNOW?



The **world's hottest** naturally occurring, non-crossbred chili is the **Bhut Jolokia** (also known as the **Ghost Pepper** or Naga Mircha). Native to Northeast India specifically **Nagaland**.



PRODUCT OF MONTH



CHICKEN PICKLE

Rooted in Kerala's rich culinary heritage, Chicken Pickle by Peruma Taste Buds brings together tradition, quality, and authentic flavours. Made with chicken chunks, ginger, salt, chilli, fenugreek, coconut oil & other ingredients, it is the perfect accompaniment to Kerala meals.



HEALTH MIX

A wholesome blend of mixed millets, pulses, amaranth, buckwheat, and soybean, this Health Mix by Sri Annapoorneshwari Food Products is a nutritious addition to your everyday diet. Simply mix 3-4 tbsp with milk or water, cook for 5-7 minutes, add your favourite fruits or nuts and serve hot.



DECOUPAGE CANDLES

Decoupage Candles, by Shri Swami Samartha Aromatic Candles, are handcrafted using paraffin wax or soy wax, printed design paper, and a cotton wick. Each piece is crafted using quality materials for a clean, smokeless, long-lasting burn, while adding elegance and charm to your home.

ENERGIZER WORKSHOP:

Energising Ideas

WeAct organised two Energizer Workshops in Bhuj, Gujarat, and Banjarawala, Uttarakhand, bringing together more than seventy-five WeAct members.

The workshops covered key areas including business development, product development, and technological advancements, with a focus on strengthening entrepreneurial mindsets and equipping participants with practical insights to grow their businesses.

The sessions explored the practical foundations of entrepreneurship, including understanding trades and business models, training pathways, financial structuring, and marketing fundamentals.

Members left the workshops with renewed entrepreneurial spirit, new knowledge, and greater clarity about their business journeys.



A glimpse of the Energiser Workshop

OUR HAMPER KIT

KIT 1



499/-

KIT 2



999/-

KIT 3



1999/-

KIT 4



2499/-

WAVES OF CHANGE

Every rural enterprise begins with a skill, grows through opportunity, and

Thrives with the right support



MICRO WEBSITE

for Crochet by Hasmita

WeAct developed a micro-website for Crochet by Hasmita, owned by Hasmita Karatela from Bhuj, Kutch, Gujarat.

Trained by EDII, Hasmita has transformed her crochet skills into a successful handmade craft enterprise while creating order-based employment opportunities for women artisans.

Specialising in crochet lifestyle and gifting products, the enterprise offers handbags, craft bouquets, baby accessories, and more.

With a growing presence across exhibitions, fairs, and social media, Hasmita is taking her vision of building a trusted handcrafted crochet brand to customers across India and beyond.



Crochet by Hasmita's Micro Website

P RAJARAJESWARI

I am P. Rajarajeswari from Pernaikenpatti, Sivakasi, Tamil Nadu. For me, entrepreneurship began with a concern for my son's nutrition and well-being. I started exploring millet-based foods and traditional recipes and underwent the Agro Millet Food Products Training Programme under the MSDP by EDII, Ahmedabad, supported by Accenture.

Eventually, I established Raji's Millet Food, a venture offering a range of nutritious, traditional, and preservative-free products, including health mix, protein mix, millet murukku & millet laddu among others.

Through the WeAct Support Initiative, EDII also facilitated food testing for my flagship Health Mix, strengthening product credibility and customer trust.

★★★★★ (Raji's Millet Food)



ENHANCING BRAND IDENTITY

for Rural Enterprises



WeAct supported 5 enterprises in strengthening their brand identities through custom logo design in July. Aligned with current market standards, the logos were created for enterprises across diverse categories, including eco-friendly products, dehydrated vegetables, handmade soaps, and food products. These professional identities provide members with a consistent visual presence across packaging, marketing materials, and points of sale.

Taking branding a step further, WeAct created 14 new packaging concepts for 5 enterprises this month across product categories including health mixes, spices, pickles, candles, vegetable powders, and more. Each concept was developed to complement the product and help members present their products in a way that aligns with market expectations and appeals to today's consumers.

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