

MONTHLY NEWSLETTER

June Edition

Volume - 52

THE PRESENCE



WeAct has established a strong presence across 21 states and 2 union territories, actively empowering rural women entrepreneurs who are collectively shaping a resilient and inclusive future, with a growing network of



WeAct entrepreneurs at a corporate exhibition.

WeAct ENTREPRENEURS

Step into the Corporate World

WeAct members stepped beyond the marketplace and into the corporate world this month, showcasing their products across five exhibitions hosted inside leading Bangalore companies, including Accenture, Mphasis, and GE. More than 15 WeAct members showcased a diverse range of products, cold-pressed oils, millet-based snacks, goat milk soaps, handmade bags, banana fibre products, and other handcrafted items.

The response was enthusiastic:

₹1,50,000⁺ In sales across five exhibitions

300⁺ lives impacted, supporting entrepreneurs, their families and local communities

Presenting their handmade products in an urban setting gave these rural entrepreneurs a major boost in confidence, an experience they will carry with them into every market they enter.

DID YOU KNOW?



Tamil Nadu is home to the world's most expensive saree, the '**Vivaah Pattu**' by The Chennai Silks. Valued at Rs. **39.31** lakh, this 8 kg masterpiece is a **Guinness World Record** holder that took **4,760** hours to weave.



PRODUCT OF MONTH



BHRINGRAJ AND AMLA HAIR OIL

Sree's Herbs' Bhringraj and Amla hair oil is a traditional ayurvedic hair care solution that helps nourish the scalp and strengthen hair from the roots. The antioxidant-rich properties of amla help protect and condition the hair and bhringraj is known for supporting healthy hair growth.



MILLET SOUP MIX

A nutritious and flavourful soup mix from Drupagaya Foods, with the goodness of foxtail millet and oats. High-quality dried vegetables, herbs and seasoning offer a wholesome taste, 100% natural, with no added preservatives or artificial flavours. Just add to hot water and enjoy it.



AMLA REETHA SHIKAKAI HERBAL SHAMPOO

Enriched with the traditional goodness of amla, reetha and shikakai, this herbal shampoo from Sree's Herbs gently cleanses your hair while keeping it naturally healthy, nourished and lustrous. Designed for both men and women, it is herbal care, packed in a bottle.

ENERGIZER WORKSHOP

Reigniting the spark

WeAct Energizer Workshops reached over 250 members across Assam and Gujarat, this month.

Designed to do exactly what the name promises, reignite energy and clarity around the business journey, the sessions covered the practical foundations every entrepreneur need, understanding trades and business models, training pathways, financial structuring, and marketing fundamentals.

Just as important, the workshops made clear how EDII and WeAct stand ready to walk alongside members every step of the way, provided members bring the courage and resilience to take that first step forward.

Members left not just with new knowledge, but with a renewed belief that their goals are within reach.



WeAct members attending Energiser workshop

OUR HAMPER KIT

KIT 1



499/-

KIT 2



999/-

KIT 3



1999/-

KIT 4



2499/-

WAVES OF CHANGE

“

Rural India is not just a region to develop; it is the
Engine of an Empowered Nation

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ECO-ACTION LEARNING CENTRE

Driving Curiosity

WeAct had an opportunity to host a meeting with CoE Farmer Producer Organisations (FPOs), this June, to walk them through how the EDII Eco-Action Learning Centre (ELC) works.

The FPOs were visibly impressed and went on to visit EDII's ELC in Bangalore in person, where the ELC team demonstrated the machinery and equipment on site and facilitated a meeting with beneficiaries. The visitors appreciated the initiative, recognising that it is genuinely reaching the people who need it most.

Adding to the month's momentum, the ELC also welcomed SSRDP staff, who came to understand the ELC model first-hand, opening up a promising opportunity for EDII and WeAct to expand this work further.



Meetup with Farmer Producer Organisations

RANJITA

I'm Ranjita from Assam, handloom weaving has always been a part of my heritage. My journey took a new direction when I enrolled in the MSDP training by EDII. The training strengthened my skills and gave me the confidence to turn my traditional craft into an enterprise. I established Tribeni Enterprise using my own savings. However, reaching wider markets was a challenge. After enrolling with WeAct, I received support and opportunities to showcase my products, helping me connect with customers beyond my local market. I combined traditional weaving techniques with contemporary designs and began showcasing my products at local fairs and exhibitions. Earlier, my income was limited. Today, I earn approximately ₹15,000-₹20,000 per month, which has enabled me to support my family and reinvest in my business.

★★★★★ (Tribeni Enterprise)



BRANDING

Support Strengthened

WeAct supported six enterprises in giving their products a distinct identity through custom logo design in June. Tailored to their businesses and aligned with current market standards, the logos spanned diverse categories such as skincare, sarees, food products, and agarbatthi (incense), reflecting the wide variety of trades within our member community. A professional logo gives each brand a strong, ready-to-use identity that can be carried across packaging, marketing materials, and points of sale.



But a strong brand identity doesn't stop at the logo. A well-designed package can make all the difference, in how a product is perceived. This month, WeAct worked closely with two enterprises to develop eight distinct packaging concepts for their soap products. Each design was customised to the member's specific requirements, current market expectations, and unique brand personality, ensuring that their products are ready to compete on any shelf.

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