

2022

## "WeAct Celebrates Milestones, Driving Economic Growth in Rural Communities"

### **WeAct Exhibition**

WeAct took a significant step forward by launching its own exhibitions, providing a dedicated platform for all entrepreneurs to showcase their products and connect with a broader customer base. These exhibitions serve as dynamic marketplaces where rural women entrepreneurs can exhibit their unique creations, engage with potential customers, and expand their business networks. Through these exhibitions, WeAct continues to empower rural women entrepreneurs, helping them thrive in their businesses and contribute to the socio-economic growth of their communities.

### **Comprehensive Training Initiatives**

WeAct has taken a proactive approach to empowering rural women entrepreneurs through comprehensive training programs. These programs cover a range of essential topics such as GST training, subject matter training, energizer workshops, awareness and mobilization, and record-keeping. By equipping these women with valuable knowledge and skills, WeAct enables them to navigate the complexities of running a business effectively. This initiative has proven instrumental in enhancing their confidence, fostering entrepreneurship, and driving sustainable growth in their ventures.

### **E-commerce Expansion**

WeAct embarked on a significant initiative to onboard women entrepreneurs to prominent e-commerce platforms such as Amazon Shali. This strategic move has opened doors to a new audience and expanded market opportunities for our members. WeAct has provided comprehensive guidance to these entrepreneurs, equipping them with the knowledge and skills to navigate e-commerce platforms effectively and capitalize on the numerous benefits they offer. By embracing the digital landscape, WeAct is empowering rural women entrepreneurs to tap into the vast potential of online markets, enabling them to reach a wider customer base and achieve sustainable growth.

### **Enrolment**

WeAct enrolled a remarkable number of 6,590 rural women entrepreneurs onto its empowering platform. This achievement reflects the growing impact of WeAct's initiatives in supporting and uplifting women-led businesses across various sectors. By providing access to essential resources, mentorship, and market opportunities, WeAct continues to foster economic growth and drive positive change in the lives of these enterprising women.

## **Collaboration**

WeAct expanded its network of strategic partnerships, collaborating with esteemed organizations such as Aatm Nirbhar Women's Association, Apollo Tyres Foundation, Hongkong and Shanghai Banking Corporation Limited, and Hindustan Computers Limited. These partnerships signify WeAct's commitment to fostering a collaborative ecosystem that empowers rural women entrepreneurs. Through these alliances, WeAct gains access to valuable resources, expertise, and networks, enabling us to enhance the support and opportunities provided to our members.