

2023

"WeAct's Continued Success, Transforming Lives and Empowering Women Entrepreneurs Across the Nation"

Personalized Websites for its members

WeAct launched an innovative initiative to create dedicated websites for women entrepreneurs who have successfully completed all statutory compliances and demonstrated substantial growth in their businesses. This initiative aims to provide these members with a prominent online presence, allowing their products and services to be more visible to a wider audience. By leveraging the power of personalized websites, these women entrepreneurs can showcase their unique offerings, build customer trust, and expand their market reach. This strategic move aligns with WeAct's commitment to empowering rural women entrepreneurs by equipping them with the necessary tools and platforms to thrive in the digital age.

Product Development for Business Success

WeAct supports the product development journey of every member by providing essential branding elements such as professionally designed visiting cards, logos, social media accounts, and captivating packaging and labeling designs. By focusing on these crucial aspects, WeAct ensures that each member's product stands out in the market, effectively communicates its brand identity, and attracts customers.

Regional Language Financial Literacy Training

WeAct took a significant stride in empowering rural women entrepreneurs by providing financial literacy training in their regional language. With the guidance of Accenture mentors, WeAct members gained comprehensive knowledge of various financial aspects, ranging from basic banking concepts to understanding different types of accounts, loans, and insurance. This training equipped them with essential financial skills and knowledge, enabling them to make informed decisions and manage their finances effectively. The tailored program ensured that all participants received valuable insights and practical tools to navigate the financial landscape with confidence and enhance the financial sustainability of their businesses.

Enrolment

WeAct achieved a significant milestone by enrolling a remarkable number of 10,613 rural women entrepreneurs onto the WeAct platform. This achievement reflects the growing recognition and trust placed in WeAct as a valuable resource for empowering and supporting women in their entrepreneurial journeys.

Enhancing WeAct

WeAct conducted an event called “Enhancing WeAct” which marked a significant milestone in our journey, providing a platform to showcase our achievements and unveil our future plans. With great enthusiasm, we shared our vision for the coming year, emphasizing our focus on developing premium products in the sectors of food & agriculture, handlooms & handicrafts, and household supplies. This strategic move reflects our commitment to offering high-quality offerings that meet market demands and drive economic growth for rural women entrepreneurs.