

WeAct Forum: Catalyzing the Growth of Rural Women-Led Enterprises in India



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Bangalore, 27th January 2025: **WeAct (Women Entrepreneurs Access Connect Transform)**, a pioneering initiative launched by the **Entrepreneurship Development Institute of India (EDII)**, Ahmedabad, in collaboration with **Accenture**, is revolutionizing women's entrepreneurship in rural India. Tailored for nano- and micro-entrepreneurs, the WeAct Forum provides a comprehensive framework that empowers rural women to thrive in every phase of their entrepreneurial journey. By fostering economic independence and sustainable business practices, WeAct is making a profound impact on rural regions across the nation.

WeAct is designed to address the unique challenges faced by rural women entrepreneurs by providing targeted support through its five foundational pillars: **Business Development, Product Development, Market Access, Access to Finance**, and **Networking**. Since its inception, WeAct has empowered over **18,000+ rural women entrepreneurs**, positively impacting the lives of **50,000+ individuals** across **17 states and two union territories**. This complex approach equips women with the tools, resources, and confidence to succeed in competitive markets, fostering resilience and growth in rural economies.

The opening of the WeAct Emporium at the EDII campus in Ahmedabad on December 4, 2021, marked a major milestone in the history of WeAct. It represented a confluence of dreams and possibilities. The Emporium serves a vibrant marketplace featuring products from various categories such as Food & Agro, Handloom & Handicraft, and Household Supplies.

The **Unnati Mentorship Programme**, a hallmark of WeAct, pairs rural women entrepreneurs with Accenture Managing Directing professionals, offering guidance in key areas such as business setup, branding, and product positioning. The programme spans **11 states**, including **Karnataka**, Andhra Pradesh, Assam, and Maharashtra, with 21 enterprises.


Additionally, WeAct has introduced **Digital and Financial Literacy workshops** to bridge the digital divide. These initiatives empower entrepreneurs to leverage social media for marketing, understand government financial schemes, and maintain accurate bookkeeping. Over **300 digital and financial literacy classes** have been conducted, enabling **15,000+ participants** to expand their reach and establish a stronger market presence.

The impact of WeAct is best reflected in the stories of entrepreneurs it has empowered. One such example is **Mrs. Praseetha**, a 21-year-old entrepreneur from Annamanada, Kerala, who started a household product manufacturing business. With mentorship and networking support, she expanded her reach to Tier 2 cities, exemplifying WeAct's role in fostering sustainable growth.

WeAct's support extends beyond traditional entrepreneurship training. The forum has organized over **350+ Energizer Workshops** for more than 17,000+ rural women

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entrepreneurs on critical topics such as GST registration, provided hands-on assistance in resolving **300+ statutory complaints** for 6000+ entrepreneurs, developed **50+ websites** for 50+ enterprises to enhance digital presence, and onboarded over **200+ Businesses** onto e-commerce platforms, to ensure effective scaling.

WeAct continues to set a benchmark for institutional support in rural entrepreneurship. By onboarding over **1,00,000+** entrepreneurs into the technology-driven platform and creating a sustainable ecosystem it provides women entrepreneurs with access to essential resources, it catalyzing transformative growth across rural India. The ripple effect of these efforts is inspires countless others to embark on their entrepreneurial journeys, driving inclusive and sustainable development.

For more information, please visit <https://www.weact.in/>



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