



WE CARE. WEACT. TRANSFORMING LIVES OF WOMEN IN RURAL INDIA.

VIDEO TRANSCRIPT

Women in rural India struggle to make ends meet and have limited access to basic education and healthcare.

They don't lack the will or capability to become financially independent. What they lack is the right guidance, resources and confidence to take the first step and never look back.

WeAct is helping fill that crucial gap for the under-served rural women in India.

Through partnerships with local non-governmental organizations, the platform is empowering rural women to gain skills and financial independence. Which, in turn, uplifts their quality of life, alleviates poverty and helps further gender equality in rural India.

WeAct was launched in March 2020, in partnership with the Entrepreneurship Development Institute of India,

It is a technology platform that helps women in rural India develop the right skills and receive guidance and training to start and grow a business.

Through the WeAct platform, women can access resources they need to build their business, connect with support networks and the marketplace, and expand their enterprise to transform their lives.

The platform, which is available on mobile devices, includes an in-built assessment tool to identify each business's unique need and

provides support in multiple vernacular languages.

WeAct also offers its members access to expert advice online, training mentorship, and energizer workshops through video conferencing, virtual buyer-seller meets where they pitch their products online.

The WeAct platform has so far transformed the lives of thousands of rural women in India.

In the next five years, WeAct aims to influence business worth 300 million rupees for rural women entrepreneurs.

Human compassion, strategic support and the power of technology—these are the foundational levers WeAct is using to bring about real change in the lives of rural women.

Because, a financially independent rural woman is an empowered woman—a changemaker who transforms and uplifts herself, her family's life and the lives of the community around her for generations to come.

When she rises... we all rise.

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