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Accenture and EDII forge partnership to empower Gujarat's artisan community

EDII's flagship WeAct programme, supported by Accenture signed an MoU with the Commissionerate of Cottage and Rural Industries, Govt. of Gujarat.

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By [Ansh Singh](#) February 16, 2024 3 Mins Read 4 Views



Ahmedabad: The Entrepreneurship Development Institute of India (EDII), Ahmedabad's WeAct programme, supported by Accenture signed a Memorandum of Understanding (MoU) with the Commissionerate of Cottage and Rural Industries, Government of Gujarat to promote inclusive growth and socio-economic development. The

collaboration seeks to boost economic development, empower local artisans, and drive sustainable practices in Gujarat's cottage industry.

The MoU was signed in the presence of Shri Pravin Solanki, IAS, Secretary and Commissioner of Cottage & Rural Industries, Govt. of Gujarat; Shri Hetal Patel, Additional Director of the Cottage & Rural Industries, Govt. of Gujarat; Mr. Daniel Thomas, CSR Manager, Accenture and Dr. Raman Gujral, Director, Dept. of Projects-Corporate, EDII.

Under the collaboration, Gujarat-based women artisans will be ensured market access, product development, and leveraging network & technology through the Accenture-supported WeAct platform. WeAct is a platform for women entrepreneurs that aims to enable artisans enrolled in the Hastkala Setu Project to scale their businesses and gain national market access. This partnership signifies a concerted effort to promote inclusive growth, foster economic development, and preserve Gujarat's rich culture.

WeAct has reached out to more than 13,400 women entrepreneurs in PAN India and has significantly amplified the market for artisans and weavers.

“This partnership between the Department of Cottage and Rural Industries, Government of Gujarat, and WeAct is a testament to our unwavering commitment to the welfare of artisans and weavers in the state,” said Shri Pravin Solanki, IAS, Secretary and Commissioner of Cottage & Rural Industries, Govt. of Gujarat.

“This partnership epitomizes our shared dedication to fostering inclusive development and empowering the artisanal community in Gujarat.” – Dr. Sunil Shukla, Director General, EDII

“This MoU will provide holistic support in terms of expanded markets and networks for the beneficiaries of the Hastkala Setu Project (supported by Commissionerate of Cottage and Rural Industries, Govt. of Gujarat and implemented by EDII) through WeAct Platform.” – Dr. Raman Gujral, Director, Dept. of Projects, Corporate, EDII.

About Accenture supported WeAct (Access Connect & Transform) Chamber of Commerce for Women Entrepreneurs- CoC EDII in collaboration with Accenture, created a forum named Women Entrepreneurs- Access Connect Transform (WeAct) in 2020. The Platform is a one-stop solution for women entrepreneurs of rural regions, to provide them with handholding assistance to render their business profitable and sustainable. The project rests on the five pillars of Market Access; Product and business Development; Knowledge and networking; Mentoring and Technology.

About Entrepreneurship Development Institute of India (EDII):

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute. It is sponsored by apex financial institutions – the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd., and the State Bank of India (SBI), and has been supported by the Government of Gujarat. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been listed as the Institute of National Importance by the Education Department, Govt. of Gujarat. EDII operates across the country through its seven regional offices and PAN India project offices. It has international affiliates in Cambodia, Laos, Myanmar Vietnam, Uzbekistan, and Rwanda.