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By

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February 17, 2024



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Ahmedabad, February 16, 2024: Entrepreneur Development Institute of India (EDII), Ahmedabad's WeAct program, supported by Accenture, signed

a memorandum of understanding (MoU) with the Commissioner of Rural and Rural Industries, Government of Gujarat to promote inclusive growth and socio-economic development. The collaboration aims to boost economic development, empower local artisans and promote sustainable practices in Gujarat's handicraft industry.

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

Under the collaboration, artisan women in Gujarat will have market access, product development and network and technology leverage through the Accenture-enabled 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 access to the domestic market. This partnership signifies a concerted effort to promote inclusive growth, encourage economic development and preserve the rich culture of Gujarat.

WeAct has reached out to over 13,400 women entrepreneurs PAN India and significantly expanded the market for artisans and weavers.

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

"This partnership represents our shared dedication to foster inclusive development and empower Gujarat's artisan community." – **Dr. Sunil Shukla, Managing Director, EDII**

"This MoU will provide holistic support in terms of market and network expansion for the beneficiaries of the Hastkala Setu project (supported by the Commissioner of Rural and Rural Industries, Government of Gujarat and implemented by EDII) through the WeAct platform" . – **Dr. Raman Gujral, Director, Deptt. of Projects, Corporate, EDII**