

Mann Deshi Newsletter

Summer 2008

Mann Deshi Business Results Updates Figures Summer 2008

Total Number of Customers	81 304
Number of Shareholders	7 630
Number of Savers	50 408
Total Borrowers	30 896
Number of Active Borrowers	30 089
Default Rate	2.61 %
Self Help Groups	2 462

Business School on Wheels For Women in remote areas

In 2007 the Mann Deshi Udyogini Business School on Wheels for Rural women was launched. The Business School will reach out to women in the remotest areas who are usually left behind because of financial and/or cultural constraints. The bus covered villages in the Hubli and Dharwad District of Northern Karnataka. The Mobile Business School offers financial literacy, computing, tailoring and kasuti courses.



Dear Friends

After a decade Mann Deshi has entered Karnataka and Gujarat and continues to scale up rapidly. We aim to reach half a million women next year. I now appeal to the Mann Deshi supporters to donate generously to the various projects we have set up with Mann Vikas to empower the people of Rural India.



Donate trough GlobalGiving

It is now possible to donate for precise Mann Deshi and Mann Vikas projects by visiting the GlobalGiving homepage. GlobalGiving is a gate that links private donors with concrete projects around the world,. Visit our projects at

www.globalgiving.com



First Community Radio by Women in Rural India

A Community Radio will be launched very soon by *Mann Vikas Samajik Sanstha*. A community radio seeks to meet the people's needs by broadcasting programs that are designed by the community itself.

People in the rural areas of India are often left behind by the conventional platforms.

Therefore, a community Radio, run by the people, for the people, is the ideal medium to promote social, economical and cultural development, agriculture, capacity building and education.

Although the broadcasting content will mostly be given by the Mhaswad community, it will be structured by a programming loan. The Community radio's program is divided into 3 equal parts:

- EDUCATION
- INFORMATION
- ENTERTAINMENT

At the beginning, the radio will broadcast two sessions of two hours.

Deutsche Bank Volunteer Program with Mann Deshi

During the months of April and May, Mann Deshi was privileged to host five volunteer consultants from the Deutsche Bank.

Through a partnership with DB and their initiative/program, the consultants worked on four separate projects:

- *Smart Card implementation*
- *Growth and profitability*
- *Impact assessment of savings*
- *Corporate partnerships.*

Efficiency in India's Remote Areas

On March, 6th, Mann Deshi visited the Reserve Bank of India's (RBI) First International Workshop on Off-Site Surveillance (OSS). OSS is a system which allows banks to input their data directly into pre-set formats, and simplify reporting to RBI. Approximately 30 workshop attendees, from various financial institutions of the world and RBI organizers visited Mann Deshi's Business School on Wheels and their bank headquarters in Mhaswad, Satara District.

Many people saw that, despite many problems like limited internet access and 12 hours of load shedding each day, Mann Deshi has always provided prompt OSS reports to RBI for the past four to five months and generally manages to work in an performing an efficient way.

In a way, Mann Deshi sets a sign of encouragement for those who work in remote areas and do not benefit from the technological facilities we find in town.



Shahin Mulla's Story



Shahin Mulla is a middle class muslim woman who owns a garage. However her husband ends up spending money on liquor consumption. Even though she had wanted to run a store of her own, she had never studied and so became a housewife. Two years ago, her son was sick and needed an operation, but there wasn't enough money. So, she turned to Mann Deshi, that gave her a loan for the operation of her son. Before that time, she had never been anywhere alone in her life. After this experience, Shahin Mulla joined the group of Mann Deshi. She wants her daughter to get an education and so, she is taking courses at the business school.

Financial Literacy Development Advanced and Risk Management

Last February, 19th, Mann Deshi's financial literacy course booklet was launched at the Taj Palace Hotel in Mumbai. Our experience has shown that financial inclusion of women happens much faster if they become familiar with financial literacy. To date, over 6,000 women have benefited from the basic financial literacy course. In order to continue the coaching, Mann Deshi has designed an advanced financial literacy curriculum on Risk Management. This booklet includes courses such "Understanding Risk", "Responding to Risk", "React and Recover", "Saving and Risk Management" and detailed information about Health Insurance.



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