

# Mann Deshi Newsletter

Winter 2009

Mann Deshi Bank • Mann Vikas Samajik Sanstha • Mann Deshi Bachat Gat Federation

## MANN DESHI 2009 FIGURES

Mann Deshi Bank		Mann Deshi Udyogini Business School	
Total Clients	96,120	Graduates	12,278
No. New Loans	9,864	Livehood skill trainings	9,400
Savers	46,176	New Businesses	6,495
Self Help Groups	2,462	Business School Locations	4
Recovery Rate	97.35%	Courses	23

## WHAT'S NEW AT MANN DESHI?

### Opening of Lonand Bank Branch!

We are proud to inform you about the opening of our new branch in Lonand on November 12th of this year. This 6th branch of Mann Deshi Mahila Bank is located in the Satara district, which is 50 km from the head office. The Lonand branch will provide all services, including loans, savings, insurances, and pension schemes. We would like to thank everyone for their hard work and input during the process of the start up of this new Mann Deshi edition.



### 2nd Mobile Business School:

The Mann Deshi Udyogini Business School for Rural Women and The Bonita Trust have this month launched the second custom-built Mobile Business School for Women, which serves the remote villages of western Maharashtra in India. The Mobile Business School operates through a large bus, which has been set up as a classroom, equipped with 4 sewing machines, 6 desks, 4 laptop computers, and an awning for classes to be conducted outside. In addition to vocational training, the Mobile Business School for Women focuses on providing women with business training. This includes courses in financial and marketing literacy. The Bonita Trust and the Mann Deshi Group have dedicated the new Mobile Business unit to the memory of Brooke Shearer, a keen supporter of the Women's Business School programme, and cherished member of The Bonita Trust International Advisory Board.



## FROM OUR FOUNDER



Dear Friends,  
Mann Deshi started mobile business school in Maharashtra (MBS) with the support of Bonita Trust. MBS provides business training to rural women's doorstep. Banking services and business training helps the rural women to become a successful business entrepreneur. The Bonita Trust and the Mann Deshi Group have dedicated the new Mobile Business unit to the memory of Brooke Shearer, a keen supporter of the Women's Business School programme, and cherished member of The Bonita Trust International Advisory Board, who passed away in May 2009. As a trustee of several not-for-profit organizations devoted to cultural heritage preservation and economic and educational opportunities for women, she will be missed by all of us.

Brooke has been such a wonderful friend to me and Mann Deshi. She always had such a strong, energetic, and giving spirit. Her passion to improve lives of rural women in India, always energized Mann Deshi. Mann Deshi has lost precious friend.

I hereby would like to thank everyone, past and present, who helped and supported me during the years and made this possible.

I wish you all the best and I like to take this opportunity to wish you a Happy New Year. May it be a great year for you all. Please visit us at [www.manndeshi.org](http://www.manndeshi.org)

Affectionately,

Chetna Sinha

## CONTACT US!

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**DESHI ENTREPRENEURS: BUILD RURAL PIONEERS**

Mann Deshi has launched a new project which will start in January 2010. Inspired by the Goldman Sachs 10,000 Women program and in an effort to build upon Mann Deshi's objective of supporting rural entrepreneurs. This new program will work to create business role models of promising rural women entrepreneurs by providing them the right combination of technical training and guidance through a formalized mentorship needed to set and achieve their business growth goals. Mann Deshi will create 1,000 role models from a diversity of business sectors in 5 years. This in turn will serve the greater society by reducing inequality and empowering other women in the community to build financially secure futures for themselves and their families. We are currently in the process of selecting the first batch of 40 Deshi Entrepreneurs.



**PARTNERSHIPS**



Mann Deshi is proud to continue the Corporate Community Partnership program with the Deutsche Bank this year again. In May & November the Deutsche Bank sends four volunteers from all over the world to Mann Deshi's Head Office in Mhaswad. The Volunteers work with Mann Deshi for one month and support the Mann Deshi with their high skills.



Based on the success of the initial year, the Global Social Entrepreneurship Program continued this Fall. Two master students from Yale visited Mann Deshi to get familiar with

the Business School program to develop a business plan and address the management challenges. In January 2010 they will present their recommendations.

The founder of Mann Deshi Mahila Bank Chetna Sinha along with her administrative officer Vanita Shinde were invited by Tony Sheldon (Executive Director) to Yale University to present the new projects of the foundation and the bank.



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