

Mann Deshi Udyogini (B-school for Rural Women)

Proposal Summary

Proposing Organization	Mann Deshi Foundation
Implementing Agency	Mann Deshi Foundation
No. of Trainees in 10 years	6,41,178
No. of Centres	5
Location(s)	14 fixed business schools and 4 mobile business schools
Sectors Targeted	<ul style="list-style-type: none"> - Agriculture (Veterinary and Agri-business) - Select informal sectors i.e. tailoring, embroidery etc. - Entrepreneurial skills (Finance literacy, Deshi MBA) - Soft skills and English Communication
Project Cost	Rs 1.30 crore
Operating/Business Model	<p>4 revenue streams with the proportionate share of each stream varying between year 1 and year 10 as shown below:</p> <ul style="list-style-type: none"> - Fees from participants (11% to 37%) - Contribution from Mann Deshi Mahila Bank for financial education provided to clients (1% to 2%) - Membership fee to Mann Deshi Chamber of Commerce for Rural Women (6% to 21%) - Donations from Partner Organisations (82% to 40%)