

Mann Deshi Mahila Bank

Maharashtra, India



PROBLEM

- Rural women in India have limited access to credit and opportunities, which would enable them to develop themselves and their respective regions economically.
- As a result, migration and suicide are rampant among the rural population.

SOLUTION

- MD improves the lives of poor women in rural India by providing an innovative combination of financial and non-financial services which helps them and their families achieve financial independence and self-sufficiency.
- While the MD Bank enables them to step out of the poverty trap through microfinance, the MD Business School provides financial literacy to women with no formal education and to girls who have dropped out of high school, allowing them to start and improve their own small enterprises.
- By setting up the “Mann Deshi Leasing and Finance Company” (MDLFC) with subsidiaries across the region, MD aims to expand the reach of its microfinance activities.

ENGAGEMENT OF LGT VENTURE PHILANTHROPY

- Grant of 170'000 USD to set up the MDLFC and to strengthen the business school. The grant will be distributed by MD to its female clients enabling them to act as co-founders and hold their stake in MDLFC.
- Mann Deshi is part of LGT Venture Philanthropy’s iCats Program and of LGT’s Employee Donation Program.
- Mann Deshi has access to LGT Venture Philanthropy’s network and receives ongoing mentoring support.



Strengthening women in rural India through microloans and basic financial literacy

IMPACT

- Mann Deshi aims to reach over 25'000 women through its business school programs, and with the establishment of a new for-profit microfinance company expand the reach of these financial literacy courses to all the customers of the company.

Impact	2008	2009	2010	2011e	2012e
Business schools	3	3	5	7	9
Mobile business schools	1	2	2	3	3
Women impacted via business schools p.a.	9'859	3'990	10'700	14'440	18'180
Women impacted via mobile business schools p.a.		7'140	4'580	5'655	6'765
“Desi Entrepreneurs”			250	350	450