



A Study On "Mandeshi Foundation: An In-Depth Examination of its Vision, Mission and Achievements"

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Abstract:

This study presents an in-depth examination of the Mann Deshi Foundation, a non-profit organization dedicated to empowering rural communities in India. Through a qualitative research approach, this paper explores the foundation's vision, mission, and achievements, highlighting its contributions to rural development. The study reveals the foundation's commitment to community-led initiatives, its innovative programs and services, and its impact on the lives of rural communities. The paper also discusses the challenges faced by the foundation and provides recommendations for future growth and development. This research contributes to the existing literature on non-profit organizations and rural development, offering valuable insights for policymakers, practitioners, and researchers. Secondary data was collected from articles, journals, research papers, websites, etc.,

Keywords: Mann Deshi Foundation, Rural Development, Non-Profit Organization, Social Entrepreneurship, Social Impact, Women's Empowerment, Environmental Sustainability, NGO.

Introduction:

Mann Deshi is an umbrella group of two organizations, working in the Mann Satara District, Maharashtra to enable rural poor women in bettering their lives through finance, enterprise, and knowledge. Chetna Gala Sinha, the founder of the Mann Deshi Foundation, chose to open India's first rural bank for women in 1996 in order to give them a safe place to save money and simple access to loans at a reasonable cost. Since then, the Mann Deshi Foundation has expanded to support the bank by giving rural women and their communities access to financial education, skills, and a network of support. She was motivated by Kantabai, a welder from Mhaswad, Maharashtra, who related how she attempted to open a savings account but was consistently turned down by banks. The Mann Deshi Mahila Sahakari Bank was established to provide a safe haven for people who couldn't access traditional banking institutions.

Today, they work in Maharashtra, Gujarat and Karnataka. We aim to reach one million women by 2024. It is a NGO organization that provides a variety of non-financial services to help improve the lives of rural women. The region is drought prone, and people struggle to earn a sustainable livelihood around the year. Due to the high rate of young males leaving the region for cities like Pune and Mumbai, women typically provide the majority of the family's income.

Objectives:

1. To examine the vision and mission of Mann Deshi Foundation

2. To assess the achievements of Foundation.

3. To identify programs & services of Foundation.

4. To analysis the Mann Deshi Foundation.

Problem of the Study:

1. Lack of transparency and accountability: The study may investigate how Mann Deshi Foundation ensures transparency and accountability in its operations, finances, and governance.

2. Ineffective program implementation: The research may examine the challenges faced by Mann Deshi Foundation in implementing its programs and services, and how these challenges impact the organization's effectiveness.

3. Limited resources and funding constraints: The research may examine how Mann Deshi Foundation manages its resources, secures funding, and allocates its budget to achieve its goals and objectives

Significance of the Study:

1. Contributes to the literature on non-profit organizations and rural development.

2. Provides insights for improving Mann Deshi Foundation's programs and services.

3. Promotes rural development, poverty reduction, and empowerment of marginalized communities.

Scope of the Study:

Geographical Scope:

The study will focus on the Mann Deshi Foundation's operations in the Mann Deshi region of Maharashtra, India.

Temporal Scope:

The study will cover the period from the

foundation's inception to the present day, with a focus on recent developments and initiatives.

Organizational Scope:

The study will examine the Mann Deshi Foundation's organizational structure, governance, and management practices, including its programs, services, and partnerships.

Limitation:

1. Study limited for Mann Deshi Foundation.

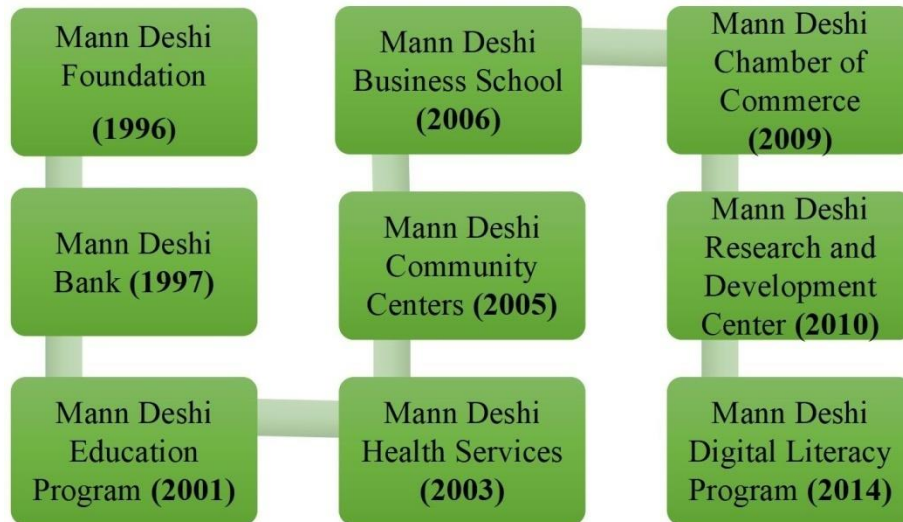
Vision:

The goal is for women to be respected as equal and important members of their families and communities, and to be empowered to make their own decisions.

Mission:

The mission of Mann Deshi Foundation is to economically and socially empower rural women by providing them with access to education, healthcare, and financial services.

Journey of Mann Deshi:



The foundation work for Women & Communities:

For Women:

Women's Business Schools, Financial & Digital Literacy, Entrepreneurship Development, Deshi MBA, Para-Vet Programme, Women & Young Girls, Yashwantrao Chavan Maharashtra Open University (YCMOU).

For Communities:

Mann Deshi's Community Radio, Healthcare Programme, Mann Deshi Champions Sports for Development, Agriculture Programme, Championing Green Sustainability and Green Energy, Water Conservation, Bicycles for Girls.

Programs and Services:

1. **Microfinance:** Providing microloans to rural women to start or expand their businesses.
2. **Vocational Training:** Offering training in various skills such as tailoring, embroidery, and beauty care.
3. **Education:** Providing educational support to rural children, including scholarships and remedial classes.
4. **Healthcare:** Offering healthcare services, including health check-ups, medical camps, and health education.
5. **Leadership Development:** Providing training and support to rural women to become leaders in their communities.

Impact:

Mann Deshi Foundation has impacted the lives of

over 500,000 rural women and their families in Maharashtra, India. The organization has:

1. Disbursed over ₹1 billion in microloans.
2. Trained over 100,000 women in vocational skills.
3. Supported over 10,000 children in their education.
4. Provided healthcare services to over 50,000 women and children.

Challenges:

Here are the challenges faced by Mann Deshi Foundation in brief:

1. **Financial Constraints:** Limited funding and high operational costs.
2. **Operational Difficulties:** Rural outreach, limited human resources, and measuring impact.
3. **Socio-Cultural Barriers:** Patriarchal societies, limited education, and resistance to change.
4. **Regulatory Hurdles:** Compliance with regulations, limited policy support, and navigating bureaucratic systems.

Achievements:

Mann Deshi Foundation has achieved numerous milestones in empowering rural women and promoting entrepreneurship. These are a few of their noteworthy accomplishments:

Empowerment of Rural Women: Over 400,000 women have benefited from their programs, with a 25% increase in average annual incomes of business school trainees.

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Financial Inclusion: Mann Deshi Foundation has provided financial services to over 90,000 women, helping them access credit and savings facilities.

Digital Literacy: They have introduced a WhatsApp, chatbot to provide digital literacy training to women, making it easier for them to access financial services and other resources.

Entrepreneurship Development: The foundation has supported over 30,000 women entrepreneurs, providing them with training, mentorship, and access to markets.

Healthcare: Mann Deshi Foundation has also worked to improve healthcare services in rural areas, providing access to clean water, healthcare facilities, and nutritious meals.

Awards and Recognition: The foundation has received several awards, including the Nari Shakti Puraskar, India's highest civilian award for women's empowerment.

Resources, Secures Funding:

Resource Management -

The foundation has established partnerships with organizations like Apax Foundation, which provides support as part of its social mobility program. This partnership enables Mann Deshi Foundation to leverage resources, expertise, and funding to achieve its goals.

Securing Funding -

Mann Deshi Foundation secures funding through various channels, including:

- **Grants and Donations:** The foundation receives grants and donations from organizations and individuals who support its mission.
- **Partnerships:** Mann Deshi Foundation partners with organizations to access funding, expertise, and resources.
- **Government Support:** The foundation collaborates with government agencies to access funding and support for its programs.

Conclusion:

From this research work it is conclude that Mann Deshi Foundation has emerged as apioneering organization in empowering rural women in India. Through its innovative programs and services, the foundation has successfully addressed the financial, educational, and healthcare needs of rural women. By providing microfinance, business training, and digital literacy, Mann Deshi Foundation has enabled thousands of women to become economically independent and confident entrepreneurs.

As Mann Deshi Foundation continues to grow and expand its reach,its impact on rural women's empowerment and economic development is likely to be profound. The organization's innovative approach, commitment to sustainability, and dedication toempowering rural women make it a model for other organizations to follow. Overall, Mann Deshi Foundation's work serves as a model

for organizations seeking to empower rural women and promote sustainable development. It affected lives of more than 5,00,000 rural women.this foundation works for Women as well as Communities.

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