



ACCENTURE INDIA SKILLS TO SUCCEED | MANN DESHI

VIDEO TRANSCRIPT

Mann Deshi Udhogini was started in 2007 which I would say the first Business School for women who have never been to the school. The strategy is wherever the bank opens the branch the Business school is also started near the bank so that the capital is provided by the bank and the training, knowledge, IT and linkage to the market is provided by the Udhogini. My name is Savrupalli Shinde, I am from Mhaswad and a member of Mann Deshi Udhogini. My business is into manufacturing of musical instruments. We have Deshi MBA programs or workshops which enable us to understand basics of how to do business, how to speak and interact with customers. We were taught on understanding the needs of the customer first and then design our instruments to suit their requirements. The most important thing is that whatever you have to provide to them it has to be at their doorstep because women cannot come to the bank and they cannot come to the business school. So then what we do is if women cannot come then we go to them. We have doorstep banking, we have business school on wheels where we provide all the trainings at their doorstep. So this is how we are actually operating. Our work is expanding and at that time Accenture came in support for Mann Deshi Udhogini. When a partner like Accenture comes in obviously, we get a different credibility.

Another key support we got from Accenture was the Probono support of MIS system because we got the Probono support from Accenture to develop the MIS system because they are the experts in that because in the non profit sector we lack these things. We are an expert on ground, we are experts with people, and we are expert with communities! But what we deliver, how do we catch that how do we put it into the system so that we standardise the whole thing and then we scale. So, that support is also very significant. Initially I had taken a loan of only twenty thousand rupees and was apprehensive on how I would repay but eventually I paid back within six months. Mann Deshi has instilled that confidence in me to believe and dream big even I am a woman. Also, my husband has been a constant support throughout. Once they have graduated, our women will start the business and they will give jobs to other people. By 2022, we are looking to impact one million women entrepreneurs! One of our women made a very great mission statement for our Udhogini stating what we get here is "Capital, Knowledge and Courage" and that's what they want. New is challenging Lives. New is doing good.

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