

Empowerment at the grassroots

Inspiring stories from the NGO, Mann Deshi Foundation

From...

"I knew I had potential, but I didn't know how to take the next step."

- Jyoti Sandbhor, 48-years, now a grassroots entrepreneur at Dighi in Maharashtra.

To...



Jyoti got introduced to digital marketing, which became a "game-changer" for her enterprise. *"I created a WhatsApp Business account and started selling online. It's amazing how much profit I've made just from this platform!"* she shares



And that's not all... So many others have broken barriers and taken inspirational leaps!

Priya faced financial struggles when her husband lost his income. She **expanded her tailoring enterprise**, explored jewellery and fashion design, and now earns **INR 45,000 a month**—an 80 percent increase from her previous earnings. *“The training helped me spread my wings,”* she says



Surekha discovered new ways to grow her dairy business through exposure visits. "I learned how to make my products more appealing and professional. This wasn't just about milk anymore—it was about **building a brand**," she shares with pride. Today, her **monthly income has doubled**.

Sonam finally turned her passion into profession. "I was always keen to learn *aari* work, and when I found out Mann Deshi was offering training at a low fee, I enrolled immediately," she says. Within months, she went from practising on her own blouses to **earning a steady income** through custom orders.



Mann Deshi's **Business School on Wheels** has paved the path for **15,000** such rural women, taking entrepreneurial training right to their doorsteps. A moving classroom, a gateway to opportunity, a launchpad where ideas take shape and confidence takes flight.



These journeys stand as a testament to what's possible when grassroots innovation meets unwavering determination.