



**Mann Deshi
Foundation**



COMMONWEALTH of LEARNING

Learning for Sustainable Development

Use of Aptus Mann Deshi's Experience

By Mann Deshi Foundation

Empowering Women, Transforming Lives

**Mobile Learning Week
UNESCO, Paris
March 22, 2017**

The Region:

- Semi-Arid, Highly Drought prone
- Tele-density – “Tele-density-less than one-fifth of India’s average”.

About Mann Deshi



Empowering rural women and their families since 1996.

Mission: To empower women with the knowledge, skills, courage, access and capital to become successful entrepreneurs with more control over their lives.

Objective: To transform one million women into successful entrepreneurs by next 5 years.

Runs

- A Cooperative Bank
- Rural Business School for Poor Women & Girls
 - NGO

Vision: For all women to feel confident and empowered to make their own choices and to be celebrated as equal and valuable members of their families & communities.



Aptus: The Utility

The device is used for supporting our trainings with self driven learning:

- Financial Literacy
- Agricultural Information
- Goat rearing
- ICT for School children and young women
- Basic Computer Literacy
- Inspiring members success stories of entrepreneurs



Aptus: An added Edge

Using Aptus has several advantages over traditional methods:

- Introduces women to technology through simple methods
- Initiates self driven learning and a dialogue between participants and facilitator
- Multimedia content allows a better attention from participants
- Allows very interactive sessions with a moderately large group
- Participants can share their experience/ content in terms of images etc.
- Easier trust building process
- Better and deeper learning



Aptus: The Reach

- Agricultural activities and Goat rearing
- Financial Literacy (Mobile Bus & APTUS)
- APTUS for Rural Business School



Financial Literacy and Financial Transaction Through Aptus

**Number of Vegetable and Agric
Weekly Market Women Vendors under
L3F interacting with Aptus**

1719

**Total Loan amount transacted to the
Aptus Based Learners during 2016**

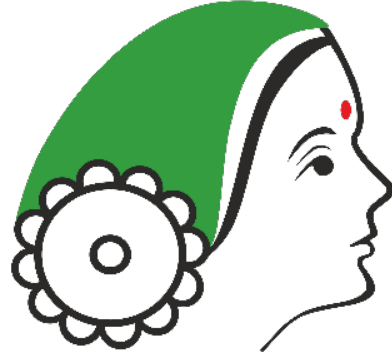
US\$ 525,000



Challenges

- Duration of operation
- Difficult to troubleshoot technical issues
- Women sometimes have difficulties in understanding UI
- Women need to be observed constantly





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