



MANN DESHI FOUNDATION BICYCLES FOR GIRLS PROGRAMME



GIRLS TODAY. LEADERS TOMORROW. THEY ARE MANN DESHI WOMEN.



JUST GIRL THINGS

Girls in rural India face a unique set of challenges. Even those that are brought up in loving and encouraging households, meet an outside reality of odds stacked against them.

Odds of completing higher level education? **Less than 1/2**

Odds of being married off as a teen? **3/10**

Odds of having a child before the age of 18? **Over 1/5**

Odds of being abused by an individual they are dependent on basic necessities? **Over 2/5**

Odds of accepting this abuse as normal? **Over 1/2**

Needless to say, growing up, setting goals and reaching one's potential is hard. Doing it as a girl in rural India - seemingly impossible.

But to leave girls behind is to give into historical patterns that have, for generations, limited personal achievement for individuals, breaking the poverty cycle for families, development of communities, innovation in states and progress in India.

We know the barriers. And we know that she can't break them alone.

Mann Deshi Foundation believes that girls today should emerge as victorious over the obstacles that the women in the highest branches of their family trees had fallen victims to.

Because like all girls, girls in rural India have value far beyond the prices that education, nutrition and simply growing up may bring. The cost of breaking down these barriers should not be their future. After all, her worth, her future - the change that it will bring: priceless.





HOW BIKES MEAN INDEPENDENCE

Physical distance between girls in rural India and higher education is just one of the setbacks girls must overcome in their hopes of being successful.

The girls are willing to walk great distances to school. They know that their education is valuable. They see how lack of an education has affected family and community members. But walking takes time. Time that they feel pressure to use: helping around the house, studying and contributing to family work.

In working with hundreds of girls and thousands of women, Mann Deshi has seen a common thread of female determination met with choicless situations. Simultaneously, Mann Deshi has seen how education translates to increased confidence and knowledge about health and rights, reducing the number of child marriages, pregnancies and abuses.

Mann Deshi's Bicycle Programme aims to give a girls another option: to bike to school.

And it is when she has options that she pursues opportunities.

With unprecedented access to bicycles, girls have the freedom to choose not only how they spend their new found time but how to direct their futures.

Bicycles mean faster commutes. They mean validating her value and the value of education.

Above that, educated girls raise empowered girls. Women without education have a 30% higher preference rate for male children whereas women with tertiary or higher education have a 3% preference rate. In turn, educated girls raise their daughters to be bolder, multiplying growth.

An extra year of schooling reduces fertility rates by 5-10% and increases future earnings by 15%.

Bicycles don't just bring her to school. They bring change to families, hope to communities and future daughters, granddaughters and great granddaughters out of risk, away from unnecessary challenges and into a world of opportunities just for them.

