



an initiative to make low cost microcredit a reality

We believe that everyone should have access to credit in order to rise above their existing economic condition. And that is the only way to fight against poverty.

www.rangde.org goes live on 26th January 2008.

We, at Rang De, wish you a Merry Christmas & Happy New Year



The Journey So far....

It has been a challenging three months for Rang De. The journey so far has been rough at times but has brought immense satisfaction. Through the course of these few months, Rang De has grown slowly but steadily crossing all hurdles. This would have been impossible without your motivation and support. As Friends of Rang De, you continue to inspire us and help us keep our chin up even when things are not looking that great.

Please continue to spread the word about 'Rang De' and do share your thoughts and feedback. E-mail us on info@rangde.org.

The spirit of 'Rang De'

If you were in need of money for some reason, would you ask for a donation or a loan?

We believe that everyone should have access to credit in order to rise above their existing economic condition. And that is the only way to fight against poverty. While some banks and microfinance institutions are working towards financial inclusion by lending to the rural sector, we thought as individuals we can do our bit towards inclusion. Simply because as an individual, we have a responsibility towards our fellow Indians.

Microfinancing is definitely the way forward if we want to alleviate poverty but it will fail to create any impact if it pertains itself to a few academic portals and discussions.

Rang De hopes to bring microcredit and microlending to the forefront by enabling individuals to become Social investors. As a Social Investor, one's motive behind lending is not to earn a profit but to make a social impact. It is still an investment because the social investor earns a nominal interest on the money lent.

Microfinance...The traditional way

Traditionally microfinance institutions borrow capital from banks at around 10% and lend it to borrowers for income generation activities at an interest rate 20-21%. This includes the organization's cost of administering the loan. Thus eventually, the borrower pays up to 21% p.a as an interest towards the loan borrowed. This is definitely great when compared to what borrowers go through with moneylenders and microfinance institutions are doing a wonderful job.

Microfinance... The Rang De way

Apart from enabling individuals to become social investors, Rang De hopes to reach out and include people to whom even microcredit is not affordable. There is still a huge unmet need that microfinance has not been able to address and this is where Rang De will be different. Rang De will make affordable microcredit that can be accessed by all for a variety of needs including education and health and not just for income generation activities.

Rang De...Share the Colours of Joy

www.rangde.org goes live on 26th January 2008. It is your opportunity to become a Social Investor and create an impact. Make sure you log on and please remember that it is in its beta version. Issues may arise but we will be dealing with them to ensure that you have a great experience in sharing the colours of joy. Our software partners Sen-sei technologies have done a great job and they continue to remain committed. Rang De's approach to microfinance is to make it Simple, Secure and Colourful for everyone involved.

We wish we had...

Rang De is currently being managed by a really small team of people, all of them working voluntarily with the support of our software and creative partners.

It will be nice to have more volunteers who can spend some time with us, help us with ideas, thoughts and also take on responsibilities. Rang De is currently being funded by Ram who is also the co-founder of Rang De while Smita works full time for Rang De. We do need funding to ensure that Rang De reaches out to many more people and make a real impact.

Important Milestones for Rang De

- Partnership with Sen-sei Technologies - our software partner.
- Partnership with Niyati Technologies - our creative partner.
- Conceptual Launch of Rang De at the Microfinance India Conference 2007 at New Delhi
- Field visits to Microfinance institutions and borrowers to identify our Field Partners and understand needs of borrowers.
- Due Diligence of microfinance institutions.
- Rang De at TALGEA (The Art of Living Global Entrepreneurship Academy) and used this platform to network with entrepreneurs