



Rang De

www.rangde.org

Responsibilities of a Rang De Chapter Member

- Know about Rang De Concept, working model, interest rates & distinctive factors. He/She must scan the website thoroughly, go through the FAQs, and also keep him/herself updated about the latest happenings in the micro-finance industry,
- Awareness & Brand Building – The first and foremost responsibility of a Rang de chapter members is to spread awareness about the cause. He/She can do the same by following -
 - Spread the word in their companies by putting posters, distributing bookmarks & talking to their teams & colleagues.
 - Set up a stall in their residential areas to spread the awareness
 - Get a Rang De T-shirt & wear it on networking occasions
 - Spread the word through social media (Facebook, Twitter). Ensure at least 10% of your friends on Facebook are Rang De fans
- Publicise the chapter activities through social media and other online mediums like e-mails.
- Develop relationships with CSR departments of companies in their cities
- Have regular meetings to decide what the chapter should do as a group. Discuss the following among others -
 - Do we have enough resources or the strength and confidence to mobilise resources
 - Can we identify potential supporters for the upcoming the event/campaign
 - Can we generate leads for sponsors, media, support from brand ambassadors
 - Possibility of Division of responsibilities among group members
 - Create milestones for every activity & track chapter progress.
 - Define Plan B for every milestone in case of any exigency.
- Making Field visits when possible to understand the Rang De Process & to evaluate borrowers
- Represent Rang De at important seminar/conferences/award functions/Fundraising events taking place in you city