

Subject – Change Begins @ Rs 100 at Rangde.org

Mail Body -

Dear Friends,

Here is a simple way to do your bit towards making poverty history in India. Visit Rangde.org, choose the rural borrower from India whom you would like to help and lend him as little as Rs 100 to realize his dream. BUT, that's not all. Wait as s/he returns you loan with an interest! Congratulations! you have just helped someone to take on his/her dreams with confidence & knock out poverty from his/her life.

So the question, what is Rang De?

Rang De is a pioneering, non-profit, web-based social initiative with a mission to provide cost effective credit to low income households in India. Through its online platform called RangDe.Org, Rang De enables individuals to lend as little as Rs. 100 to the rural entrepreneurs of India.

It leverages its peer to peer lending model to lower the cost of microcredit and reach out to under-served communities that have been left out till now by the banking and non-banking institutions.

Rang De currently funds small business and education loans. The organization is funded and supported by the CSO Partners initiative of the ICICI Foundation.

Since January 2008, Rang De has reached out to over 10,000 entrepreneurs across 13 states by lending over Rs. 53 million. Close to 3000 individuals across the world have become social investors on Rang De. The repayment rate is 98.5%.

Visit RangDe.org and take your first step towards making a meaningful impact towards making poverty history in India.