

TO BELOVED MEMBERS OF THE LOCAL COMMUNITIES

Mithranjali Foundation, registered as a Section 8 Company, embraces the slogan of "Common Prosperity by Shared Wealth Creation." Our primary goal is to foster Local Livelihood generation by actively involving Local Communities. To achieve this, we are in the process of introducing five friction-free and exploitation-free digital platforms. These platforms include:

1. Apnafood: Apnafood will facilitate online food delivery services.
2. Apnaride: Apnaride will provide convenient ride-hailing services.
3. Apnaservices: Apnaservices will offer a range of on-demand services.
4. Apnacart: Apnacart will serve as an Online Marketplace for various products.
5. Apnacredit: This platform will function as a microfinance cum insurance platform.

The Apnacredit digital platform will be administered by Women from the local communities, with a strong emphasis on inclusivity by actively involving and accommodating individuals with disabilities, diverse genders, and senior citizens aged 60 and above as shareholders. Additionally, the operation of other platforms will be entrusted to local youngsters selected from Taluk, District, and State Level Public Limited Companies established as franchisees, forming the backbone of this Local Ecosystem.

The platforms with Local Customers and Local Vendor Partners as the main stakeholders will operate in both online and in-person modes at shops and establishments, ensuring extensive participation from stakeholders.

The aforementioned platforms will act as stepping stones and primarily serve the following purposes:

1. Financial Inclusion of the Vulnerable.
2. Offering an alternative for the Local Communities to the existing exploitative platforms present in the market.
3. Facilitating capital formation at the Taluk level by establishing Public Limited Companies, where shares are accumulated through local buy and sell transactions facilitated by the Local Communities.
4. Supporting the existing Local MSEs and future Local Entrepreneurs by investing in their equities and providing them with a guaranteed Local Market for Goods and Services produced locally.
5. The aim is to promote Social Security by encouraging active participation of Local Communities as shareholders in their respective Taluk Level Public Limited Companies.

Fortunately, we have received an offer from a "Global Net Zero Fund" to fully fund our project and provide guidance throughout our journey. They have granted us a Zero Interest credit line that can be utilized over a period of 3-5 years and must be repaid within 7-10 years. The Fund is also backed by a third-party Insurer/Underwriter, ensuring its security.

In order to comply with the requirements of the Underwriter, the Mithranjali Foundation is obligated to maintain a fund of 2.5 crores in INR in its bank account until the first installment is released by the "Global Net Zero Fund. To fulfill the aforementioned requirement, the Mithranjali Foundation is actively engaging with Citizens in the Local Communities to raise a total of 2.5 crores in INR as an interest-free loan. The loan will be repaid to the contributors via UPI IDs, following the instructions provided by the Foundation's banker.

Repayment will take place as soon as the foundation receives the first installment of the loan from the "Global Net Zero Fund."

MITHRANJALI FOUNDATION

Section 8 Company License Registration No:120573, **PAN:**AANCM7945A, **CIN:**U85300TG2020NPL143772, **CRN:**143772, **TAN:**HYDM21197B, **GSTN:**36AANCM7945A1ZA, **NITI Aayog ID:**TS/2022/0318955
Reg. Office: 1-4-213/7/P, Srilaxmi Enclave, Netaji Nagar, Kapra, Medchal-Malkajgiri, Hyderabad-500 062, Telangana, India, **Phone:**+91-90327 44047, **Email:** info@mithranjali.org.in,
www.mithranjali.org.in

As a token of appreciation, members of the local communities who participate in this Security Fundraising Drive will be permanently honored on the Foundation's Felicitation page, which can be accessed at <https://www.mithranjali.org.in/felicitations/>. We request your participation in our Security Fundraising Initiative by contributing through the UPI ID mithranjali@yesbank or scanning the provided QR code. Please note that this is not a donation but an interest-free loan that will be returned.

For any unforeseen technical reasons, if the first installment of the loan is not received, the interest-free loans collected from the community members will still be returned to their respective bank accounts using the Foundation's UPI ID mithranjali@yesbank. The further course of the journey will be determined after consulting the local community members again.

After making the payment towards the interest-free loan to the Foundation, kindly fill out the form at <https://www.mithranjali.org.in/loan-request/>. All community members and organizations intending to participate in the Security Fundraising Initiative will be honored on the Mithranjali Foundation's website, where their names will be permanently displayed. Individuals who lend will be honored by having their name, occupation, and amount etc. listed. Furthermore, Individuals and Organizations who lend from 50,000 to 100,000 INR will have their Photos/Logo displayed on the felicitation page, with their consent.

We also invite you to subscribe to stay informed about the latest developments and provide feedback to help accelerate the pace of process improvements within the ecosystem. Engage with the Mithranjali Foundation's social media channels. We encourage you to invite your family members, friends, and other social contacts to join as well, as our Foundation and the envisioned ecosystem are inclusive, ensuring equal rights and duties for every Citizen from all Local Communities in Kerala. Every community member becoming part of the ecosystem will have a vote in their respective Taluk Level Public Limited Companies, as well as at the Foundation.

We are eagerly anticipating maximum participation from everyone, as the sustainability of this ecosystem relies entirely on the wholehearted involvement of our beloved community members.

Thanking You.

For Mithranjali Foundation



Date: 31/05/2023

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