**Donate to a needy - a new way to charity**

**Abstract**

It’s rightly said – “Charity begins at home”. All of us have developed and appreciated this aspect of our grooming, and we have always felt immensely satisfied and proud of our even very small acts of charity whenever the occasion presented itself.

This is a natural human tendency and is amply evident in every corner of life. Each one of us yearns to do a little bit of good and charity – albeit in different forms.

There are many open avenues for charity in the world. Mostly, they are in the form of financial donations to charity organizations – could be religious places, NGOs, social organizations that help the needy etc.

There is a need to tap this need to donate to charity by providing different platforms and avenues. It is indeed a very uneven world – there are a lot of people who have surplus at their disposal, while there are a lot of unfortunate others for whom life is a constant struggle to meet their needs.

There is thus a huge opportunity to marry these two extremes for the good of all. The surplus that some people have can be made to reach those who need them. There are people who want to dispose off their old items – just for a change or just to go in for a new item, or even may be a new item not suitable to their needs, but find no way to dispose it, while there are a lot of others who may feel the dire need for an item but cannot afford it and any alternative provided can be of great help in moving their life forward.

There are a number of web sites that call for financial donations, or in other cases even provide meeting ground to sell and buy new or used products between parties. Most of these avenues provide a platform for the exchange of goods, involving financial transactions with mutual benefits. It’s a trade related transaction in different forms.

Our vision is to provide a platform in the form of a website – to all those with an affinity, potential and mind for such an exchange of goods. A web site that connects two people purely on their mutual needs and without any financial transactions – purely appealing to the innate charity within to donate to the other and encourage other persons to avail of the huge opportunity that can make a difference in their quality of life.

It’s our strong conviction and belief that a platform, purely not for profit with no commercial motives, and just to provide a means for exchange of goods between mutually agreeable persons will have a huge appeal to all. Providing a platform as this is in itself a great opportunity for ‘we the team’ to do our bit for the social cause that can benefit humanity in the long run.