



### On Cost Display for Social Impact Models Introductory plans for limited period

	3 Months	6 Months	12 Months
Price (INR)	35000+Taxes i.e INR 11,666 (per month)	50000+Taxes i.e INR 8,333 (per month)	80000+Taxes i.e INR 6,666 (per month)
One Time On-boarding Fee (INR)	5000 + taxes	Not applicable	Not applicable
Area	6 sq ft	6 sq ft	6 sq ft
Duration	3 Months	6 Months	12 Months
Display Type	Physical product* Digital/Virtual display Use cases though display or videos	Physical product* Digital/Virtual display Use cases though display or videos	Physical product* Digital/Virtual display Use cases though display or videos
Display Format	Actual product* Fixed digital print display	Actual product* Fixed digital print display	Actual product* Fixed digital print display

	Videos/slideshows Thematic best-fit solutions gallery	Videos/slideshows Thematic best-fit solutions gallery	Videos/slideshows Thematic best-fit solutions gallery
Creatives	Diagrams Product/solution features Value proposition Videos/Images	Diagrams Product/solution features Value proposition Videos/Images	Diagrams Product/solution features Value proposition Videos/Images
Social Push	Digital and social push through multi-channel campaigns on Twitter, Instagram, Facebook, TikTok and LinkedIn	Digital and social push through multi-channel campaigns on Twitter, Instagram, Facebook, TikTok and LinkedIn	Digital and social push through multi-channel campaigns on Twitter, Instagram, Facebook, TikTok and LinkedIn
Strategic Push	Product use ideation with CSR heads, non- profits and CSR foundations during boot-camps Invitation to CSR heads and non-profit leaders to experience the products/services/soluti ons Media invite for covering products Collaboration lab to push products and services, based on good-fit	Product use ideation with CSR heads, non- profits and CSR foundations during boot-camps Invitation to CSR heads and non-profit leaders to experience the products/services/soluti ons Media invite for covering products Collaboration lab to push products and services, based on good-fit	Product use ideation with CSR heads, non- profits and CSR foundations during boot-camps Invitation to CSR heads and non-profit leaders to experience the products/services/soluti ons Media invite for covering products Collaboration lab to push products and services, based on good-fit
Meet-ups	Hosting local, regional and national thematic meet-ups to push the solutions in mainstream Testimonials and reviews from the sector experts	Hosting local, regional and national thematic meet-ups to push the solutions in mainstream Testimonials and reviews from the sector experts	Hosting local, regional and national thematic meet-ups to push the solutions in mainstream Testimonials and reviews from the sector experts
Expected Footfall at the ImpactXPA  (per month)	<ul style="list-style-type: none"> <li>15-30 CSR Heads</li> <li>50-100 non profits and other implementing agencies</li> <li>Around 20 institutions</li> </ul>	<ul style="list-style-type: none"> <li>15-30 CSR Heads</li> <li>50-100 non profits and other implementing agencies</li> <li>Around 20 institutions</li> </ul>	<ul style="list-style-type: none"> <li>15-30 CSR Heads</li> <li>50-100 nonprofits and other implementing agencies</li> <li>Around 20 institutions</li> </ul>
Actualizatio n*	<ul style="list-style-type: none"> <li>Connecting the CSR heads and non-profits teams that are</li> </ul>	<ul style="list-style-type: none"> <li>Connecting the CSR heads and non-profits teams that are</li> </ul>	<ul style="list-style-type: none"> <li>Connecting the CSR heads and non-profits teams that are</li> </ul>

	<p>willing to use the solution or want to understand more</p> <ul style="list-style-type: none"> <li>Category specific partnership manager to provide support and hand-holding</li> </ul>	<p>willing to use the solution or want to understand more</p> <ul style="list-style-type: none"> <li>Category specific partnership manager to provide support and hand-holding</li> </ul>	<p>willing to use the solution or want to understand more</p> <ul style="list-style-type: none"> <li>Category specific partnership manager to provide support and hand-holding</li> </ul>
Successful Conversion Charge and Engagement model	<p>@2.5 % if the budget allocated is more than 50 L</p> <p>@3 %, if the budget allocated in b/w INR 30 L - 50L</p> <p>@3.5% if the budget allocated is less than INR 30 L</p> <p><b>Engagement Model:</b> We remain engaged with the implementation and corporate partner throughout the lifecycle of the project, to bring in-field impact stories to the audience and curate and disseminate newsletters about the same in our network</p>	<p>@2.5 % if the budget allocated is more than 50 L</p> <p>@3 %, if the budget allocated in b/w INR 30 L - 50L</p> <p>@3.5% if the budget allocated is less than INR 30 L</p> <p><b>Engagement Model:</b> We remain engaged with the implementation and corporate partner throughout the lifecycle of the project, to bring in-field impact stories to the audience and curate and disseminate newsletters about the same in our network</p>	<p>@2.5 % if the budget allocated is more than 50 L</p> <p>@3 %, if the budget allocated in b/w INR 30 L - 50L</p> <p>@3.5% if the budget allocated is less than INR 30 L</p> <p><b>Engagement Model:</b> We remain engaged with the implementation and corporate partner throughout the lifecycle of the project, to bring in-field impact stories to the audience and curate and disseminate newsletters about the same in our network</p>
CSRBOX Handholding*	<ul style="list-style-type: none"> <li>To further create momentum</li> <li>To push the solution to the next level</li> <li>Listing on CSRBOX</li> </ul>	<ul style="list-style-type: none"> <li>To further create momentum</li> <li>To push the solution to the next level</li> <li>Listing on CSRBOX</li> </ul>	<ul style="list-style-type: none"> <li>To further create momentum</li> <li>To push the solution to the next level</li> <li>Listing on CSRBOX</li> </ul>

\*Physical product area allocation is 6 sq. ft. Additional space @INR 3000/sq. ft/month

## **What is Impact Centre & Academy?**

**Impact Centre** is the first ever physical display set up for high social impact products/services/solutions/models to allow CSR Head and managers, philanthropists, fund managers, project managers, implementing agencies, government agencies, local trusts and social sector professionals to get the first-hand experience of bets of innovations and project ideas that can be useful in their ongoing and future programs.

**Impact Academy** is a learning and knowledge centre for the impact sector professionals including CSR Heads/managers, impact investors, philanthropists, non-profit leaders, fund-raising teams etc. The academy will host periodic boot camps, meet-ups, networking sessions and exclusive courses for the impact sector professionals.

The **Impact Centre and Impact Academy** both are in the same campus to allow best use of resources and find new ideas and innovative approaches for maximising impacts and co-creating solutions.

## **What is the motivation/ concept behind the Impact Centre?**

CSRBOX as the largest impact data aggregator and partnerships platform has been interacting with various impact investors, grant managers, philanthropists and implementing agencies on evolving social impact ecosystem. One of the gaps we identified is absence of a centralized platform where both the parties can interact, understand about each other and collaborate. CSRBOX.org through its online presence is already bridging this gap but to increase its impact and to speed up the process of collaborations, we decided to help the sector with physical experience of the social impact solutions and benchmark projects through Impact Centre.

### **Why in Ahmedabad? Why not Mumbai/ Delhi?**

Ahmedabad is one of the fast-emerging impact ecosystem and innovations hub in India with presence of a few Centre of excellences like IIMA, NID, MICA, IRMA, EDI, Sabarmati Ashram etc. This makes it a perfect place for co-creating solutions.

### **What is the operations models of the Impact Centre & Academy?**

Impact Centre has been formed with a vision to help the professionals with innovative project ideas, out of the box solutions which can create high impact in the society with a sustainable model.

The idea is to showcase high impact projects and products in the centre which can help in quick decision making to the donor agencies. In order to achieve this, we have a dedicated research and due-diligence team at backend, to ensure that only the credible solutions become a part of Impact Centre. The Impact centre is a dynamic display with inclusion of new solutions every quarter or periodically and creating new models of collaborations.

However, to cover the cost of the operations and set -up we have kept 20% of the space for promoted solutions.

Impact Academy will be a self-financed or sponsored academy model where organizations can sponsor their teams to join us in various programs.

## **How is it different from the CSRBOX listed products already receiving promotions?**

CSRBOX.org is an online platform which showcases the products and organizations while Impact Centre is the physical infra setup showcasing the model projects/solutions along with a dedicated team of social sector strategists, helping you to get deeper insights of the sectoral solutions and curate customized programs. Impact Centre gives you full canvas of experiencing the life size solution in almost real set up and visualize project scenarios.

Who are the visitors or target group of the 'Impact Centre & Academy'?

### **Grant-makers**

1. CSR Heads/HR Heads/ CSR Managers/Teams
2. Philanthropic Foundations
3. PSUs HR Heads
4. Government Agencies
5. iNGOs

### **Implementing Agencies**

1. Non-profits/Charities
2. Social enterprises
3. Local trusts

### **Large Segment**

1. Schools (Pvt.)
2. Hospitals
3. Religious institutions etc.

What all types of solutions will be displayed and how will the solutions get traction?  
The Impact centre will have following types of solutions:

- Services and Service based solutions
- Products/Innovative tech-based solution
- Project Ideas and concept displays
- Benchmark projects in key sectors

### **Thematic areas covered**

1. Education
2. Healthcare and Accessibility
3. Water and WASH
4. Agriculture, Livelihoods, Skill Development and Rural Development
5. Energy and Environment
6. Recycling and Waste Management
7. Employee volunteering programs and Citizen Campaigns
8. Project management, M&E and Impact mapping
9. Impact communication

What is the selection criterion for empaneling the solution providers?

1. Credibility

2. Proof of Concept
3. Innovation
4. Scalability
5. Cost and Relevance

**What would be the fee structure for the empaneled solution providers?**

While majority of the solutions are placed based on an internal research, peer review and validation, a few one can be accepted based on promoted solution plan.

**How many solution providers from same category/ sub-category do you plan to have on-board?**

There will be 2-3 best of the solutions in each of the category/sub-category to give choices and best-fit solutions to the target group.

**In case of multiple solution providers in same category, how do you plan to address the competition aspects while pitching to companies?**

Each of the solutions in the Impact Centre is presented and pitched by an expert team without any individual biases, highlighting features and value proposition. The decision to select a solution is entirely with the user and user-requirement.

**How do you ensure enough footfall at the Centre?**

The Impact Centre and Academy is under the umbrella of CSRBOX and NGOBOX, the two largest social sector platforms in India. There is back-end team for each of the sector that works very closely with CSR heads/managers, non-profits and impact investors. We organize closed door meet-ups, boot camps and round-tables for social sector professionals. Further, CSRBOX is also the functional Secretariat of IMPAct4Nutrition. So, the Impact Centre already has a large footfall factor.

Additionally, there will be thematic weeks that will be celebrated in the Impact Centre like 'EdTech Week' 'HealthTech week' etc to invite core target group to the Centre and experience the solutions and be a part of live sessions and interactions.

We have also **strategic partnerships with media houses (radio, print, online)** to promote innovative models and solutions via Impact Centre. These media houses will help in further percolate the Impact Centre brand to the target group.  
Different ways in which a product can be displayed?

- For tangible products, Impact Centre provides 6 sq ft space with proper fitments and accessories
- For soft products/solutions/services we provide a dedicated branding area of 4 to 6 sq ft in size, depending on solution model.
- Additionally, there will be a multi-screen open studio set-up to present the product videos, pitch deck and use-cases to the Impact centre visitors.

**What will be the minimum period of time for which the product will be empanelled?**

- Quarterly
- Half-Yearly
- Annually (subject to target group inputs)

**If a collaboration is worked out, what would be CSRBOXs role in the project?**

If Impact Centre receives queries for further details on the solutions or setting up the meetings with the solution providers, our Impact Centre Team will help in managing

and coordinating that. Further, if you are successful in providing the solution to the particular client, the Impact Centre will remain involved in project planning and implementation phase with nominal fee to create Impact Stories around the intervention. The details of this will be worked out with both the agencies.

**Would there be a non-disclosure agreement/ MoU/ etc?**

Yes, we sign a NDA with each of the solution provider displayed in the Impact Centre.

For any query, please write to us at

[impact@csrbox.org](mailto:impact@csrbox.org) or call us at 9560352170/9971429654 (Shilpi)