

# **TheCSRUniverse** COMPANY HANDBOOK **ADVERTISE** WITH US **MEDIA** COLLABORATION PRODUCT LISTING

# **ABOUT US**

Welcome to '**TheCSRUniverse**,' where our commitment to consciousness, social responsibility, and impactful collaboration drives our mission to effect meaningful change in the world of social initiatives. Our journey began in 2019 with a dedicated group of enthusiasts who shared a vision of raising social awareness across diverse communities. While the initial path was fraught with challenges, our unwavering dedication to reporting social issues with both consciousness and responsibility has propelled us to become a standout digital platform in the field.

Today, '**TheCSRUniverse'** proudly stands as a leading organization at the forefront of advocating for social causes. Our approach combines the insights of industry experts, extensive coverage of the latest developments, and active engagement with stakeholders through round tables, conferences, awards, and recognitions. We have also evolved

#### into

a comprehensive solution provider, offering curated services to benefit various sectors of society, including corporations, service providers, implementing agencies, research institutions, and startups. Our digital presence continues to expand, engaging more than 70,000

users on average every month, with an average visit duration of 1.50 minutes. Furthermore, our platform boasts an extensive network, with over 1.25 lakh NGOs listed, featuring insights and interviews from over 1500 social business leaders, and providing coverage of 3000+ social initiatives.

What truly sets '**TheCSRUniverse**' apart is the trust we have earned within the industry, making us a reputable platform for commercial alignment. Whether you seek outreach opportunities, advertisement spaces, or the means to broadcast relevant materials, we ensure the maximum dissemination of information among stakeholders. Our overarching goal is to facilitate a profound social impact.

We invite you to join us on this remarkable journey of consciousness, social responsibility, and impactful collaboration. Together, we can make a substantial and lasting difference in the world of social initiatives, leaving a positive mark on society that will endure for generations to come.

# **Our Reach**

| Website<br>Traffic | Linkedin | Facebook |
|--------------------|----------|----------|
|                    |          |          |
|                    |          |          |

# Engagement

| Organic content metrics @  |          |                  | Ranked by total engagements |        |      |          |
|--|----------|------------------|-----------------------------|--------|------|----------|
| Page   |          |                  | Total engag                 | ements | Tota | al posts |
| 1 TheCSRUniverse   |          |                  |                             | 2,010  |      | 81       |
| 2 CSRBOX   |          |                  |                             | 560    |      | 37       |
| 3 e= Indian ESG Network  |          |                  |                             | 440    |      | 60       |
| TheCSRUniverse Weekly Newsletter<br>(January 07 - 13) - Interviews and |          |                  |                             |        |      |          |
| Posted by Govind Kumar<br>I/13/2024                                    | Document | All<br>followers | 575                         | -      | 202  | 35.13%   |
| :ÿ: Get more engagement (Boost)  |          |                  |                             |        |      |          |

# **Outreach Solutions**

## Featured Editorial Impact coverage





Interview with Villgro and UNDP: Empowering Women Entrepreneurs through 'EMPOWER Her ...

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Interview with Jaya



Interview with Divya VS, SunTec: We are dedicated to enhancing communities and promot...

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Interview with Ms. Radha



Interview with Saranya Pradhan McCain Foods



Interview with Vineet Mittal, Navitas Solar: Empowering

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entrepreneurship among

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Know how British era laws still govern India's non-profit sector...



Top 7 CSR learnings from COVID times...



Injeti Srinivas Committee recommendations and how it is going to change India's

### **Analytical Stories From CSR Domain**



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Bosch spends Rs 22 Cr on CSR in FY 2021-22; Major



NTPC exceeds its CSR obligation by 50 % in FY



JSW Energy spends around Rs 7 crore on CSR; Focuses



Dr. Lal PathLabs spends its CSR budget on healthcare

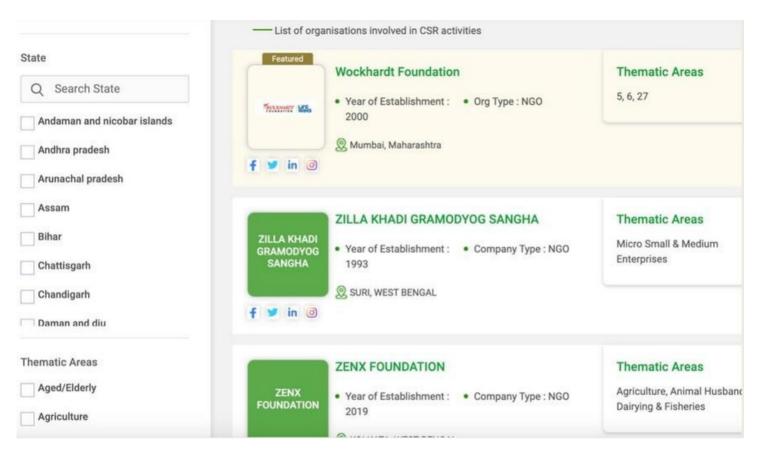
### **Virtual Roundtable Discussions**



### Video Interview with Social Sector Thought Leaders



### Listing NGOs/Corporates/Social Entreprises



## **Newsletter PromotionReach**

Sample :-E-Newsletter

### Social Media Promotion - (Facebook + Linkedin) - 56000+ Followers

## Website Banner/ Ad Placement

Impressions/Week

## Sample



\*\*NOTE: Design to be provided by partner | To be charged INR 2000 extra for design by TheCSRUniverse

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# **ANNUAL EVENT**



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## TheCSRUniverse Social Impact Conference & Awards 2023

Nomination Deadline: August 10, 2023

Nominate Now

(Note: Click here to register your interest for sponsorship, speaker opportunity, conference participation, etc. You can also raise your queries via filling this form.)

## **Our Jury Pannel**



## **Our Winners**





www.thecsruniverse.com

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## TheCSRUniverse

