

# JanSeva Revenue Model

JanSeva is a centralized digital platform that connects NGOs, donors, and volunteers on a single trusted space. It aims to bridge the gap between NGOs and people, empowering social impact at scale. To sustain its operations and continue providing a trusted space for social good, JanSeva will implement the following revenue model:

- **Platform Overview**
  - Showcases NGOs with their domains, verified information, past/current/future projects, and volunteering opportunities.
  - Donors can contribute directly to NGOs or special causes like disaster relief, with instant donation certificates for transparency.
  - Volunteers can explore opportunities across different categories and join causes they care about.
  - Ensures NGO verification, fair visibility, and trust-based operations.

## 1. Platform Service Fee (Donation Commission)

- **Fee Structure:** A small platform fee of 5% will be charged on all donations made through JanSeva (e.g., on a donation of ₹1000, ₹50 will be deducted as the platform fee).
- **Purpose:** This fee covers costs associated with platform maintenance, NGO verification processes, and ensuring transparent financial operations.
- **Industry Standard:** This model is competitive and donor-friendly, ensuring a larger portion of the donation reaches the intended NGO, especially when compared to other platforms that charge over 10% and do not fully transfer funds to NGOs.

## 2. Donor-Pays Model

- **NGO Fee:** The existing NGO fee remains at 5%.
- **Donor Option:** At checkout, donors will be presented with an optional prompt: "Would you like to add 5-10% to support JanSeva's mission?"
- **Transparency:** This model is optional and transparent, encouraging donors to contribute further if they wish to support the platform's operational sustainability. Many donors agree if it is optional and transparent.

## 3. Corporate CSR Partnerships

- **Objective:** Actively partner with corporations that are mandated to spend CSR funds in India.
- **Service Fee:** A service fee of 2-3% will be charged for connecting these CSR funds to verified NGOs on the platform.

- **Mission Alignment:** This revenue stream aligns perfectly with JanSeva's mission to channel funds to genuine NGOs, facilitating impactful corporate social responsibility initiatives.

#### 4. Featured / Sponsored NGOs (Visibility Boost)

- **Option:** NGOs can pay for enhanced visibility on the platform.
- **Placement:** Includes being highlighted or featured at the top of search results or on the homepage.
- **Transparency:** All sponsored NGOs will be clearly identified with a "Promoted" or "Featured" tag to ensure fairness and transparency.
- **Fairness:** This approach allows NGOs to gain increased exposure while ensuring that smaller NGOs still receive rotational visibility on the platform.

#### 5. Event & Campaign Support

- **Service:** NGOs and companies can leverage JanSeva's platform to host their campaigns and events.
- **Revenue Generation:** Revenue will be generated from hosting these campaigns, along with a small share of the donations raised through such initiatives.
- **Reach:** This service provides a dedicated space for organizations to amplify their reach and engage with a wider audience through JanSeva.

#### 6. Google Ads (Basic Monetization)

- **Description:** Incorporate non-intrusive and relevant Google Ads on the platform.
- **Focus:** These ads will primarily feature Corporate Social Responsibility (CSR) campaigns, educational services, and social products.
- **Trust Alignment:** Crucial that these ads align with the platform's social good mission to maintain user trust and avoid diluting the integrity of JanSeva.