



boxes of goodness

LUXURY GIFTING WITH SOCIAL IMPACT

The Goodness Report

2025-26

who WE ARE

Boxes of Goodness is a purpose-driven luxury gifting company, championing socially conscious & environmentally responsible brands.

A social enterprise, we carefully curate gift hampers championing homegrown, socially responsible, women-led, ethical and conscious brands.



championing
women-run
small
businesses



small batch,
artisanal
brands



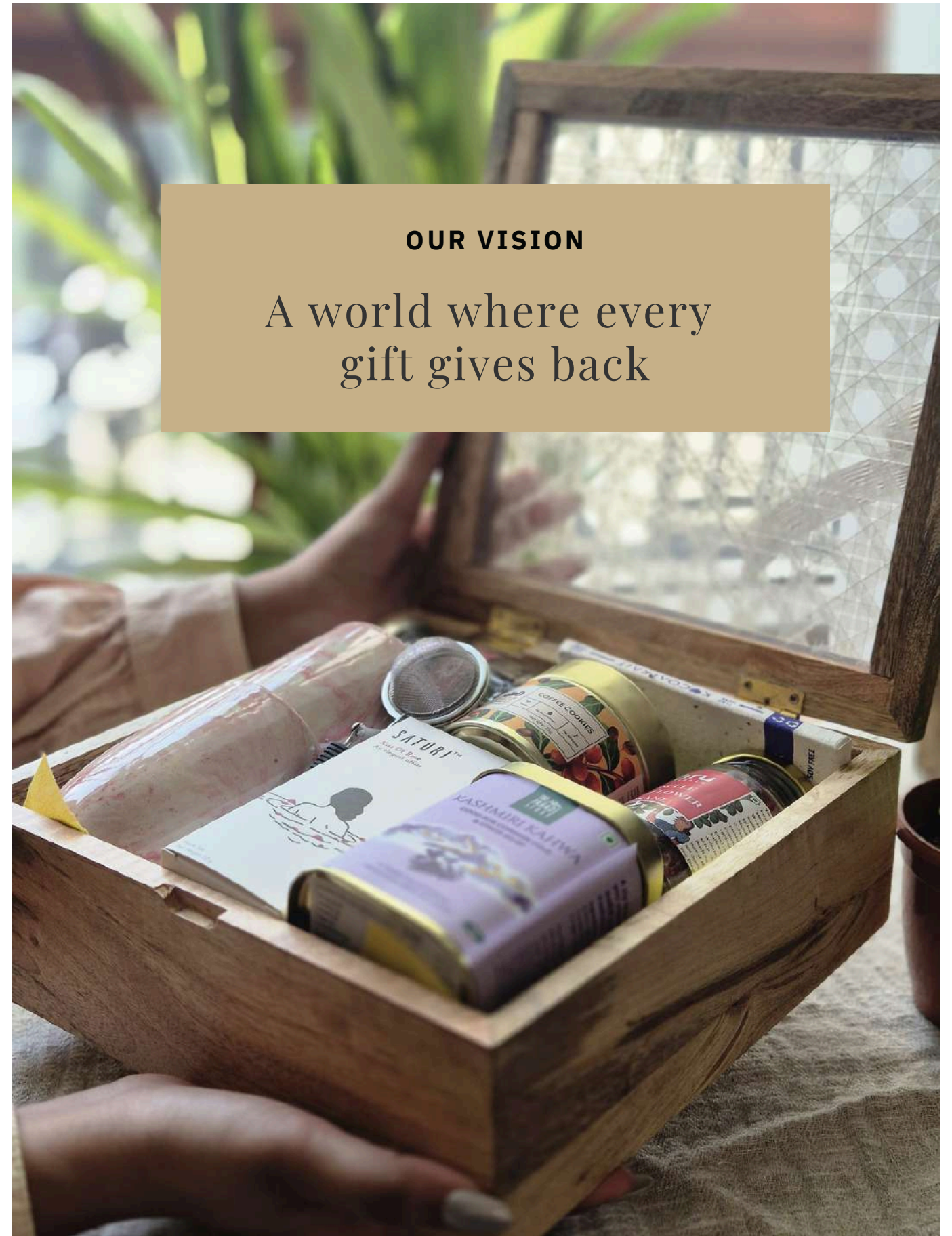
carefully
curated &
customised



proudly
made in India

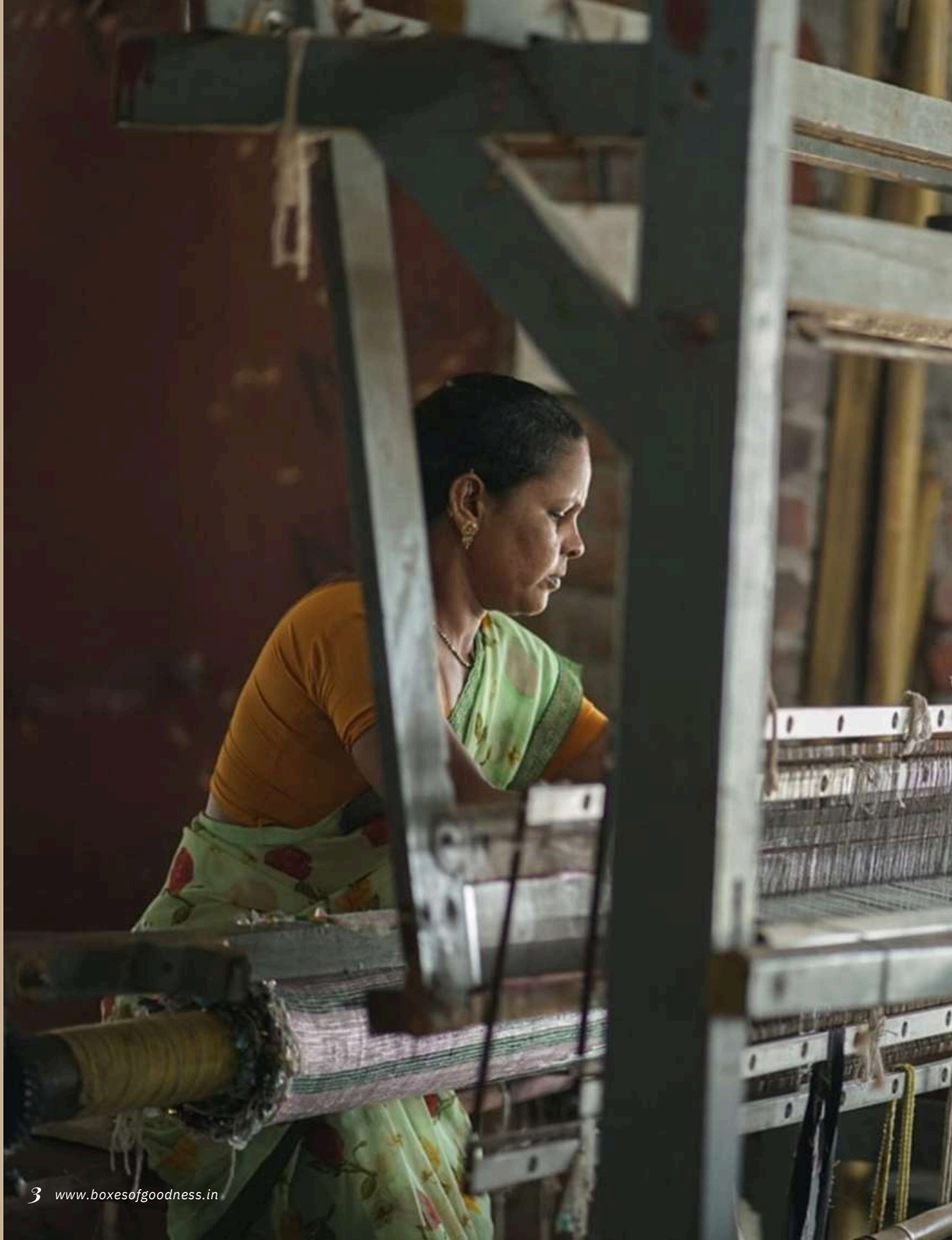


upskilling
underprivileged
communities



OUR VISION

A world where every
gift gives back



how we **PARTNER**

At Boxes of Goodness, our goal is to shift the gifting ideology towards socially responsible practices, emphasising support for local communities and artisans, promoting conscious consumerism. By encouraging thoughtful gift choices, we aim to foster a more equitable society.

Acting as a crucial link between small-scale impact-focused businesses and conscious consumers, we facilitate connections and raise awareness. Through championing locally sourced products, we promote community engagement and sustainability.

Our efforts extend beyond visibility, striving to change consumer behaviour towards ethically sourced goods. Overall, we amplify the reach of impact-focused businesses and contribute to a more sustainable and inclusive marketplace.

Selection Criteria for Impact Partners:

SOCIAL IMPACT ORGANISATIONS

We collaborate with socially conscious impact brands, like NGOs, social enterprises and socially responsible brands. across India

WOMEN-OWNED BUSINESSES

We champion young, emerging, women-owned and led organisations & brands to help them amplify their reach

ETHICAL & SUSTAINABLE BRANDS

We work with brands that prioritise and adopt practices of ethical sourcing, fair wages & sustainable and eco-friendly packaging. We prioritise organisations that avoid plastics, use recycled materials & have a commitment to environmental stewardship.

LONG TERM PARTNERSHIPS

Our goal is to make a real difference to our impact partners. We believe in working through long term partnerships, seeking and incorporating feedback at every stage, thereby deepening and enriching the work of all involved.

goodness in action
2025-26

391,678

LIVES TOUCHED IN 2025-26

120

impact partners in
our network

69

active impact
partners in 2025-26

16

new impact partners
onboarded in 2025-26

80%

women-led small
businesses supported

76%

repeat customers

5345 hours

of work created for our
sustainable packaging partners

1535 kg

kilograms of **textile
waste** recycled &
saved from landfills

4195

number of plastic items up-
cycled & saved from landfills

our circles of INFLUENCE

COMMUNITY DEVELOPMENT

We view community development as building a stronger, more connected ecosystem of impact partners, where businesses don't just participate, but grow.

We actively grow and engage our network of impact partners each year across India

120

impact partners in our growing network

69

active impact partners engaged in 2025-26

16

new impact partners onboarded in 2025-26

Through repeat collaborations and long-term partnerships, we support business continuity, provide predictable demand and enable partners to scale their operations, which allows them to move toward economic independence.

Increased market access and visibility through our online platform, curated gifting solutions and offline exhibitions

Working with women-led enterprises enables us to contribute to more inclusive and equitable economic participation.

80%

of our impact partners are women-led enterprises

SOCIAL IMPACT

Our social impact is driven through the partners we work with across livelihoods, enterprise growth, and sustainable production.

Livelihoods & Community Impact

We work with impact partners who engage with farmers, artisan communities, and women-led groups across India. Through consistent demand for their products, we contribute to sustained income generation for marginalised communities, & the preservation of traditional Indian handicrafts.

Sustainable Production & Packaging

Our custom packaging is designed by impact partners that work with rural artisans and communities, using up-cycled and responsibly sourced materials. This is one area where we are able to directly measure livelihood generation as it represents paid, skill-based work for artisans that handcraft our packaging solutions.

5345

hours of work created for our 5 sustainable packaging partners

Enterprise Growth for Impact Partners

Beyond individual orders, our goal is to build long-term partnerships. By working consistently with our impact partners, we help strengthen and scale small, purpose-led enterprises, enable sustained employment & support business growth within the social impact ecosystem.

Note: While we currently quantify livelihood generation for our packaging partners, we are working towards capturing similar data across all product-based impact partners in the future.

Our Impact Partners consist of:

67%

responsible small businesses

24%

social enterprises

9%

NGOs

CUSTOMER SATISFACTION & LOYALTY

Socially & environmental responsible customers are more inclined to share our objectives & support our venture. We are proud to have received positive feedback and repeat business from a majority of our clientele.

76%

repeat customers

ENVIRONMENT SUSTAINABILITY & AWARENESS

We aim to reduce environmental impact across our value chain, while also encouraging more conscious choices among our partners and clients.

Sustainable Materials & Packaging

We prioritise eco-friendly, recycled, and up-cycled materials across our gifting solutions. Packaging is designed to be low-waste, largely plastic-free and reusable.

Building Awareness & Changing Practices

Beyond sourcing, we also work to influence behaviour within our ecosystem. We encourage partners to adopt more sustainable packaging practices & enable customers to make more conscious gifting choices

Responsible Sourcing

We prioritise suppliers who follow ethical and responsible practices, including fair wages, safe working conditions, and transparent production processes.

Waste Reduction in 2025-26

1535

kilograms of textile waste up-cycled

4195

plastic items diverted from landfills

gifts that SUPPORT COMMUNITIES

Proudly partnering
with **120** sustainable
& socially conscious
impact brands from
16 states across India



ECONOMIC DEVELOPMENT

sustainable livelihood creation for rural communities, women, artisans, farmers and specially abled people



WOMEN'S EMPOWERMENT

support women-run small-scale enterprises, making them financially and socially independent



ENVIRONMENTAL SUSTAINABILITY

water conservation efforts, better farming practices, strengthening biodiversity, up-cycling, recycling & reducing environmental waste



ANIMAL WELFARE

protection and security for the voiceless through rescue and rehabilitation programs



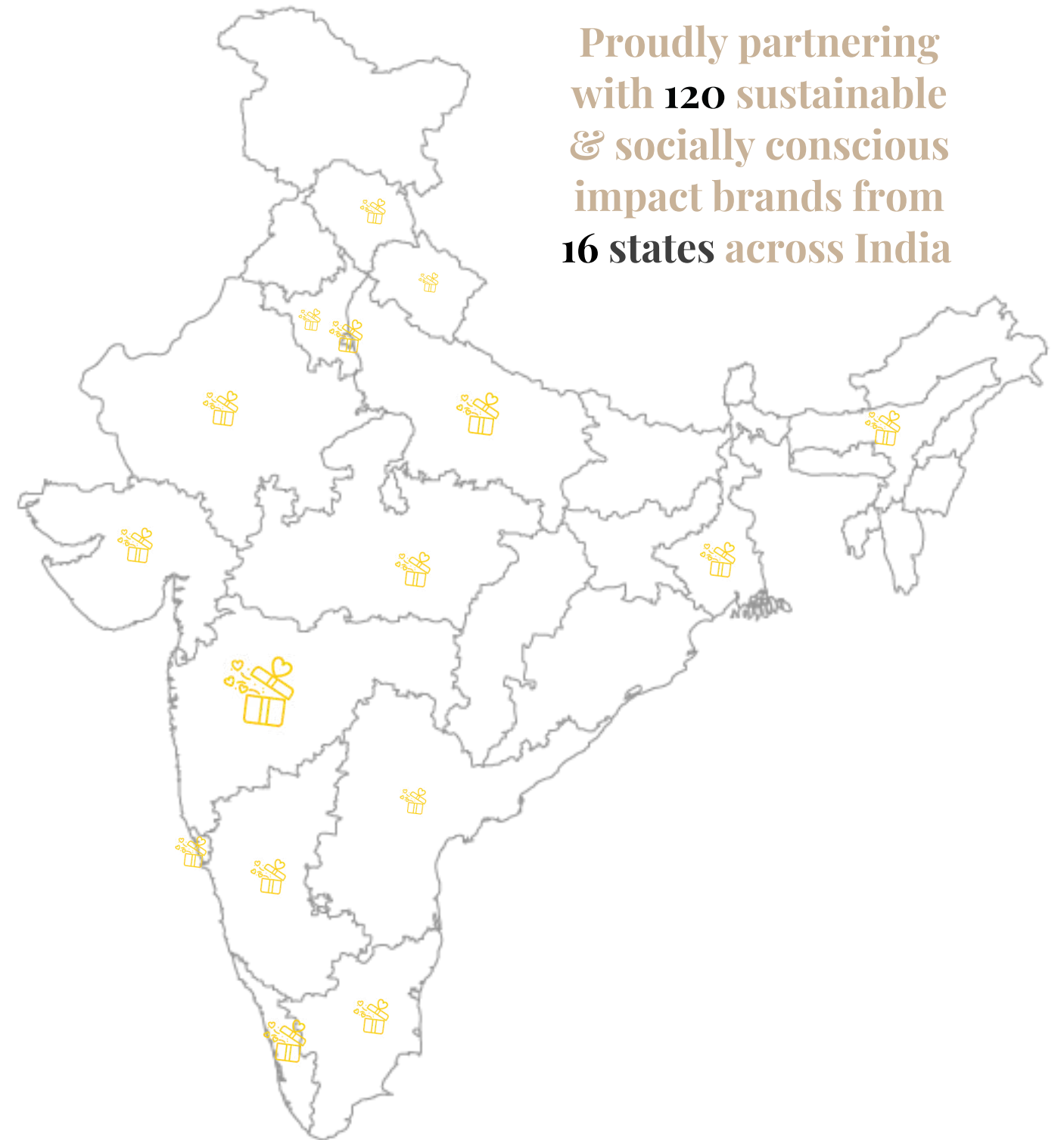
HEALTH & WELLNESS

support farm-to-table brands, organic farming practices and those promoting holistic wellness



INCLUSION

support organisations working to provide dignity and economic opportunities to people with disability



gifts that support

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



NO POVERTY

We work with impact partners who provide a sustainable source of livelihoods to women, tribal, farmers and small ethical brands, thereby making them economically self-sufficient.



GOOD HEALTH & WELL-BEING

We partner with brands that focus on creating unique but healthy and organic food and lifestyle products. For food products, we ensure that all our partners have the required food certifications needed to operate in the Indian food industry.



GENDER EQUALITY

We advocate for equal opportunities and treatment in the workplace, including fair wages, promotions and equal pay to the women workers the impact partners are working with.



DECENT WORK & ECONOMIC GROWTH

We are committed to creating a sustainable, inclusive, and fair economy by providing more income opportunities to the small-scale women-led businesses, social enterprises and NGOs.



REDUCED INEQUALITY

We partner with the organisations that work with marginalised communities and small-scale emerging ventures, to ensure that we are providing them with the better business opportunities.



RESPONSIBLE CONSUMPTION & PRODUCTION

We implement sustainable practices in our supply chain by prioritising resource efficiency, waste reduction and management & the promotion of eco-friendly alternatives. We minimise waste by re-using packaging materials, recycling waste generated & ensuring a sustainable approach at every step.



CLIMATE ACTION

We actively work towards reducing waste in the gifting industry, through implementing and advocating for more sustainable practices. Through continuous product innovation with our impact partners, we work to create eco-friendly solutions that contribute to responsible consumption.

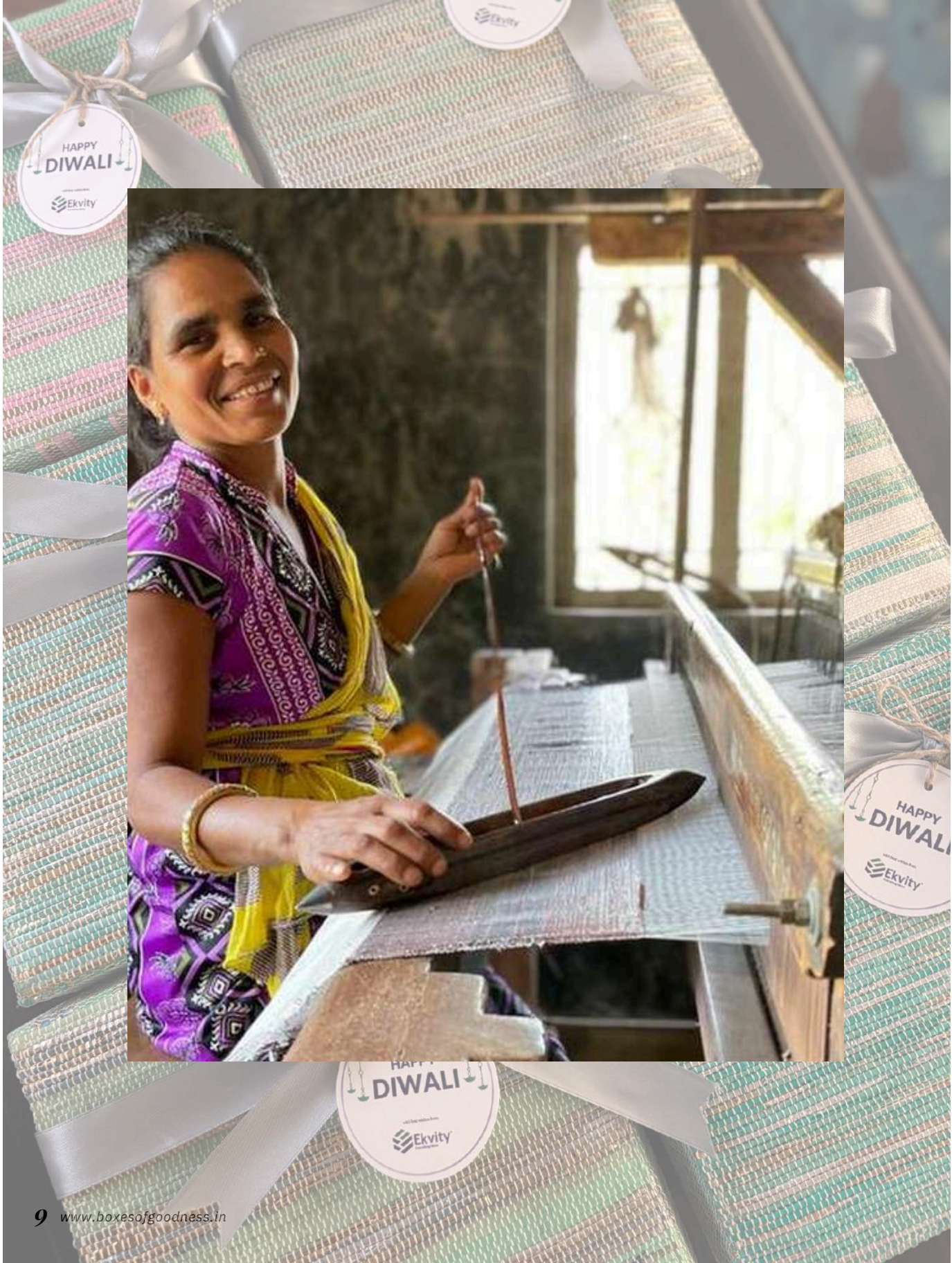


PARTNERSHIPS FOR THE GOALS

Through strategic alliances with diverse stakeholders, we work collaboratively with the NGOs, social enterprises, small scale businesses, corporates and communities to create synergies that increase the positive impact of our collective efforts.

A decorative arrangement in a gold bowl featuring white flowers, buds, and a lit candle. The bowl is filled with numerous white flower buds and two large, fully bloomed white flowers. A single lit candle in a gold holder is placed in the center of the arrangement. The background is a white lattice fence, and a bouquet of white flowers is visible on the right side.

IMPACT PARTNER SPOTLIGHT



IMPACT PARTNER SPOTLIGHT



reCharkha Ecosocial

SOCIAL ENTERPRISE | PUNE, MAHARASHTRA

Founded on the belief that sustainable development is possible only when it begins at the grassroots, reCharkha works in the areas of: conserving our environment and heritage, enabling rural livelihoods and creating conscious consumers.

Through their innovative up-cycling process, discarded plastic bags & wrappers are converted into beautifully handcrafted products such as bags, totes, clutches, organisers, and table décor.

The plastic waste is cleaned, processed, and spun on traditional *charkhas*, before being handwoven into finished products by skilled artisans.

Today, reCharkha supports a **team of 56 individuals**, including **48 artisans** and 8 administrative staff. They have an **85% women workforce**. By creating dignified employment opportunities for tribal women, the initiative enables financial independence while preserving traditional weaving techniques.

We are proud to support an organisation that not only reimagines waste but also rewrites stories of empowerment and resilience.

4125

plastic bags & wrappers
saved from landfill

2640

hours of work created



reCharkha has been associated with Boxes of Goodness, a purpose-driven luxury gifting company that shares our passion for social and environmental responsibility.

At reCharkha, we're dedicated to empowering women and promoting sustainable livelihoods through our eco-friendly products made with the help of charkha & handloom.

Boxes of Goodness aligns perfectly with our values, curating gift hampers that champion homegrown, women-led, and conscious brands.

It was a pleasure working with them and curating their hampers. We are proud to be a part of their mission to spread kindness and compassion through thoughtful gifting.

– Vani Narayanan,
Head - Mumbai Operations, reCharkha



IMPACT PARTNER SPOTLIGHT



RN Blue Potteries

ARTISAN ENTERPRISE | KOT JEWAR, RAJASTHAN

Started in 1980, RN Blue Potteries in Kot-Jewar, Rajasthan revives and preserves the centuries-old blue pottery traditions through training, support, and empowering rural artisans.

Blue Pottery is rooted in Central Asian and Persian traditions, eventually finding its place in Jaipur in the 19th century. Its striking blue colour is derived from cobalt oxide and a blend of quartz, glass, and Fuller's Earth instead of clay.

What began as a small initiative in a village with limited employment opportunities has grown into a thriving ecosystem, at one point supporting over **300 artisans**.

By building opportunities locally, they have enabled members of migrant communities to remain in their villages and earn a stable income, reducing the need to move to cities for work.

Through workshops and training sessions, they are creating greater awareness about this heritage craft amongst the youth of our country.

Through our partnership with them, we are proud to support not just a product, but a movement that champions the preservation of Indian handicraft traditions, community empowerment, and sustainable rural livelihoods.

”

Working with Boxes of Goodness has helped us create more consistent opportunities for our artisans. With regular orders, our artisans are able to earn a stable livelihood and continue their craft within their own communities, without needing to migrate elsewhere for work.

This ongoing support not only strengthens our organisation but also ensures that traditional blue pottery continues to thrive while supporting rural artisans and their families.

*Vimal Prajapati,
Co-founder, RN Blue Potteries*

”

400

hours of work
generated



IMPACT PARTNER SPOTLIGHT



Baankala Handicrafts

ARTISAN ENTERPRISE | MUZZAFARNAGAR, UP

Founded by Seema Goel, Baankala Handicrafts is a craft-led social venture rooted in sustainability, design innovation, and livelihood creation. Seema works closely with rural communities and explores ways to transform underutilised natural and waste materials into high-value handcrafted products.

They create home décor and functional gifting products using recycled natural materials such as cotton ropes and jute fibres. Each piece is thoughtfully designed to balance aesthetic appeal with everyday utility, encouraging conscious consumption through reusable and long-lasting products.

Baankala Handicrafts works with **25 - 30 artisans**, enabling consistent and meaningful employment and economic empowerment. The model emphasises direct engagement, skill development, and fair income opportunities, supporting women artisans and helping preserve traditional craft techniques. By ensuring steady production cycles, they move beyond seasonal or irregular work, contributing to more stable livelihoods.



It has been a pleasure working in partnership with Boxes Of Goodness. Their professionalism, dedication, and valuable assistance have made our collaboration both productive and enjoyable. We truly appreciate your support and the positive impact you have contributed and look forward to continuing our successful association.

– Seema Goel, Founder,
Baankala Handicrafts



2029

hours of work created

1485

kilograms of recycled materials used



CLIENT SPOTLIGHT

CHRISTMAS GIFT
GIVES BACK

boxes of
Goodness

CHRISTMAS GIFT
GIVES BACK

CHRISTMAS

ABHIR MAHIPAL

CLIENT SPOTLIGHT

Ekvity

When Ekvity Asset Management came to us for their Diwali gifting, their intent was clear: they wanted every gift to celebrate India, its artisans, and the impact behind the product.

Together, we brought this to life through a thoughtfully curated blue pottery set of plates and diyas, handcrafted by Indian artisans. The gifts were packaged in up-cycled gift boxes, made by our impact partners ReCharkha, with each one repurposing 20–25 plastic wrappers that would have otherwise ended up as waste.

To make it truly their own, the entire experience was designed in Ekvity's signature blue and green palette.

The result was a gift that felt deeply rooted in culture, yet forward-looking in its approach to sustainability, where every detail carried intention.



Our experience with Boxes of Goodness has been truly exceptional. The products we received were of excellent quality thoughtfully curated and very well appreciated by our clients. What stood out the most was the innovative concept of the boxes made from recycled chips and Kurkure packaging an incredibly creative and sustainable approach that added a unique touch to the overall gifting experience.

From start to finish, the entire process was smooth, well-coordinated, and handled with great attention to detail.

– Pratiksha Nikam
Manager - HR & Client Relations, Ekvity





CLIENT SPOTLIGHT

Mediascope

For Mediascope, this year's Diwali gifting was an opportunity to show appreciation in a way that felt thoughtful, useful, and conscious.

We curated a gift hamper that blended everyday functionality with festive warmth, that included eco-friendly cork diaries and pens customised with their branding, paired with sweets, dry fruits, and candles. Everything came together in a reusable jute rope basket, designed to live on long after the festivities were over.

What stood out was the response. Clients appreciated not just the gift, but the thinking behind it - each element serving a purpose, each choice reflecting care.



Our experience with Boxes of Goodness has been both seamless and well-managed. The team is attentive, understands requirements clearly, and executes with efficiency. The gifting was thoughtfully curated and well received by our clients, with the sustainable packaging adding a considered touch. A dependable partner for curated gifting.

– Anita & Merzban Patel,
Mediascope



CLIENT SPOTLIGHT

Matter Entertainment

When Matter Entertainment reached out to us for their Christmas gifting, the intention was simple yet meaningful: to create something warm, memorable, and truly special for a close circle of their most valued clients.

We curated a collection that felt like the spirit of the season itself that included comforting teas and hot chocolate, indulgent gourmet treats, artisanal candles, and festive ornaments, all brought together in elegant, reusable boxes. Each element was chosen to evoke a sense of joy, celebration, and quiet moments of pause.

What made this project special was its intimacy. With a smaller set of gifts, it became about crafting an experience that felt personal and heartfelt. Creating gifts that didn't just mark the occasion, but stayed with the recipient long after the festivities had passed.

“ We absolutely loved the gift - from the packaging to each of the products included. I know we were a bit of a selective bunch, but Boxes Of Goodness very easily accommodated the changes and customisations we wanted.

It was great that the gift hampers came in with such a variety of offerings as well, especially the snack items. We've always wanted to send our clients meaningful presents, and we're so glad we found Boxes Of Goodness!

– Neelakshi Singh,
Matter Entertainment





FINE
MAKING JEWELLERY
WITH LOVE FOR OUR PLANET



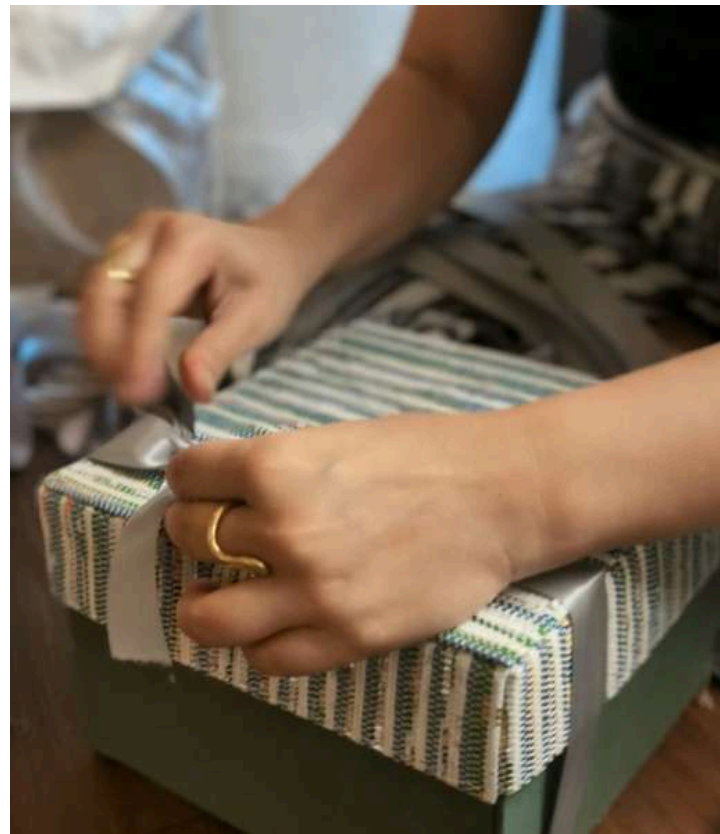
CLIENT SPOTLIGHT

Fine Jewellery

Some partnerships grow stronger with time, and Fine Jewellery is one of them. Now in our third year of working together for their Diwali gifting, their approach to gifting remains consistent: it must be beautiful, meaningful, and responsible.

Each year, we collaborate to create something new while staying rooted in their commitment to sustainability and social impact - supporting artisans, choosing mindful materials, and ensuring every gift tells a deeper story.

What makes this journey special is the continuity. It's not just about a single gifting moment, but about building a tradition of thoughtful giving, one that their clients have come to recognise and appreciate year after year.



Boxes Of Goodness' approach aligns very well with our sustainability and CSR objectives, so it's great that we are able to carry those forward with our festive gifting.

We received good feedback from some of the people who we gifted them to, who said that the gifts were very thoughtfully curated and the causes supported by you were also highly appreciated.

– *Sohil Kothari, Owner & Director,
Fine Jewellery Manufacturing Limited*

OUR CLIENTS

include





a note from our **FOUNDER**

As we reflect on the past year, I feel incredibly grateful for the steadily growing community that continues to believe in thoughtful, purposeful gifting.

Because of your support, we've been able to grow both our reach and our impact: creating an network of 120 impact partners, 80% of them women-led, and building a community where 76% of our clients choose to come back to us.

What makes this truly meaningful is that every gift carries a story - stories of artisans who are able to continue to uphold their craft, stories of women, farmers, and marginalised communities that are able to earn through their crafts and skills, and stories of women entrepreneurship reaching new heights.

That's why we measure our impact each year: to stay accountable, intentional, and true to our purpose. Thank you for being a part of this journey and for helping us turn everyday gifting into meaningful impact.

with gratitude,

Namrata Tanna

Founder, Boxes Of Goodness



**boxes of
goodness**

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