



boxes of goodness

LUXURY GIFTING WITH SOCIAL IMPACT

The Goodness Report

2024-25

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 behavior 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
2024-25

631,254

LIVES TOUCHED IN 2024-25

104

impact partners

83%

women-led small
businesses supported

76%

repeat customers

3185

hours of work created

270kg

kilograms of **textile
waste** up-cycled &
saved from landfills

3003

plastic items
up-cycled & saved
from landfills

our circles of INFLUENCE

COMMUNITY DEVELOPMENT

We foster stronger connections within the community by supporting local artisans, businesses, and charities. Boxes Of Goodness helps small-scale businesses run by women, local artisans, women's self help group in the following ways:

Increased network and collaboration

104
impact partners

21
new impact partners
onboarded in 2024-25

Empowering local communities to take charge of their own economic and social development

Increased market access through our online presence & offline exhibitions

Supporting gender equality by championing women-led small-scale businesses across India

83%
women-led enterprises

SOCIAL IMPACT

Our primary focus is to create positive social impact rather than solely maximizing profits. The outcomes include:

Improving the livelihoods of marginalised communities by supporting partners working with local farmers or artisan communities

3185
hours of work
created

Promoting sustainable practices by prioritising eco-friendly packaging, sustainable sourcing and reducing our carbon footprint.

Providing employment to disadvantaged individuals through seasonal employment to assist in packing large orders & make custom packaging solutions using up-cycled textile waste.

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

By prioritising eco-friendly practices and sustainable sourcing, Boxes Of Goodness is raising awareness about environmental issues and encouraging customers & impact partners to make more environmentally conscious choices.

Eco-friendly, recycled or up-cycled packaging, our packaging is low waste & plastic-free

Prioritising ethically-sourced products from suppliers who follow fair-trade practices, ensuring that local communities are paid fair wages, work in safe conditions, and are not exploited.

Encouraging & training our impact partners on sustainable packaging practices to minimise their environmental impact.

Reduce waste in the supply chain

270
kilograms of textile
waste up-cycled

3003
plastic items saved
from landfills

Our Impact Partners consist of:

66%
responsible small
businesses

24%
social enterprises

9%
Non-Governmental
Organisations

gifts that SUPPORT COMMUNITIES

Proudly partnering
with **104** 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

25
impact partners



WOMEN'S EMPOWERMENT

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

17
impact partners



ENVIRONMENTAL SUSTAINABILITY

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

14
impact partners



ANIMAL WELFARE

protection and security for the voiceless through rescue and rehabilitation programs

5
impact partners



HEALTH & WELLNESS

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

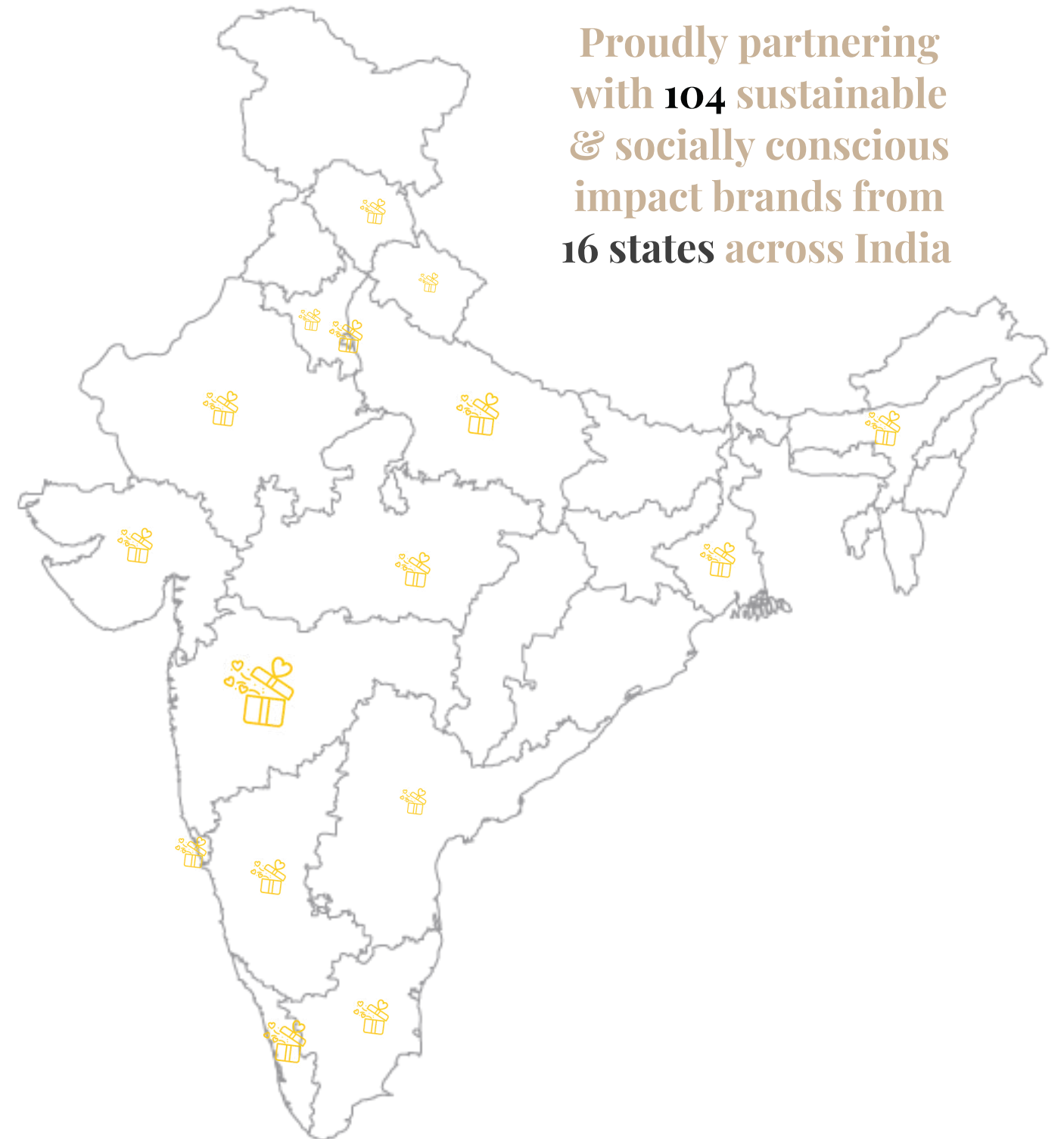
41
impact partners



INCLUSION

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

2
impact partners



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.

IMPACT PARTNER SPOTLIGHT





IMPACT PARTNER SPOTLIGHT



Bhayli

SOCIAL ENTERPRISE | JAIPUR, RAJASTHAN

Bhayli is a women’s empowerment initiative that helps women secure sustainable livelihoods through opportunities in up-cycling. Bhayli is powered by ECOWRAP, a Jaipur-based waste management company.

Bhayli skills rural women to make cane-weaving patterns out of single-use plastic bottles and turn them into beautiful and innovative home products like trays, boxes, photo frames and more.

Today, Bhayli has 7 women trained in up-cycling art forms and have developed 12 unique products.

What we at Boxes Of Goodness love about Bhayli is that each product is painstakingly made by hand, empowers rural women and re-imagines waste to create products that are both useful and beautiful.

Over the last year, we have worked closely with their teams to create custom boxes for our corporate orders, and are currently working on developing a product together as well.

1503

plastic PET bottles saved from landfill

1125

hours of work created

Boxes of Goodness has helped further Bhayli’s mission to empower women through opportunities in up-cycling. We have delighted in working alongside them to custom design products that further our reach, and allow us the opportunity to be a part of their mindful curations that create both an emotional and tangible impact.

Through their consistent orders we have been able to further scale and bring more ladies onto the project. We started with 6 creative partners, and since our partnership have brought on one new creative partner with plans in place to move into a new demographic in the coming months and to skill 10 more ladies in weaving techniques.

-- Erin Burneson, Director, Bhayli Ecowrap





IMPACT PARTNER SPOTLIGHT



Jai Vakeel Foundation

NGO | MUMBAI

Jai Vakeel was founded in 1944 by Mr. & Mrs. Hormusjee Vakeel to provide their daughter Dina, who was born with Down's Syndrome, a place to thrive and be happy in.

For the last 80 years, they have worked on the holistic development and integration of individuals with intellectual disabilities into mainstream society through healthcare, education, and skill development. Today, they have a two-acre campus in Mumbai & branches in Pune and Nashik and have impacted the lives of over 100,000 people .

Their Mumbai school annually caters to 330 children with intellectual disability between the ages of 3 to 18 years and aims to provide students with early intervention, functional academics and pre-vocational training.

383

hours of work created



Thereon, 18 to 50 year old adults enter into a 3-year vocational skill training programme with a focus on developing and enhancing employability skills, post which they are placed into open, self-employment or sheltered workshops run meticulously by Jai Vakeel Foundation.

Boxes of Goodness' consistent orders over the last 3 years help to support Jai Vakeel Foundation's skill building program and help intellectually disabled artisans in their journey toward financial independence.

Working with Boxes of Goodness has been such a meaningful partnership for us at Jai Vakeel Foundation. Their consistent orders for our handcrafted candles, hamper tie-ups and more directly support our vocational training programs, empowering our artisans with Intellectual Disabilities to showcase their creativity and skills.

Every product purchased ensures that the artisans in our Sheltered Workshop receive a stipend, supporting their livelihoods and fostering independence.

We truly value Boxes Of Goodness' commitment to inclusion and the way they integrate our products into their beautifully curated hampers. It's partnerships like these that spread the message of diversity and create real impact. We're so grateful to collaborate with them!

-- Khulood Noorani, Manager, Sales & Marketing, Jai Vakeel Foundation

IMPACT PARTNER SPOTLIGHT



Aamra by NSK

SOCIAL ENTERPRISE | GHAZIABAD

In 1964, Pushpawati Khaitan founded Nari Shiksha Kendra (NSK) to provide the women of the local community with livelihoods. When they began, they made pure hand-ground masalas and traditional pickles.

More than 50 years later, their product range has grown and their products have a national reach and sell from over 200 stores.

By employing local women, Aamra by NSK provides them with sustainable livelihoods, fostering economic independence and skill development. The brand emphasises traditional recipes and time honored techniques, ensuring that their products are preserved naturally without artificial preservatives. This approach not only delivers healthy and delicious condiments but also helps preserve cultural culinary traditions.

Through its commitment to community building and preserving traditions, Aamra by NSK exemplifies how a business can create positive social impact while offering high-quality, artisanal products, and we at Boxes Of Goodness are proud to have them as one of our impact partners



Our partnership with Boxes of Goodness has been truly meaningful. During the festive season, Boxes of Goodness sources our honey for their gifting hampers, directly supporting the artisans behind our brand.

Their thoughtful inclusion of an impact story card in every hamper ensured that recipients not only enjoyed a premium, handmade product but also connected with the impact behind it.

We deeply appreciate Boxes of Goodness for championing social enterprises like ours, integrating sustainability, empowerment, and storytelling into every gift they curate.

-- Yugma S. K., Sales, Aamra by NSK



IMPACT PARTNER SPOTLIGHT



Genda Phool

RESPONSIBLE SMALL ENTERPRISE | MUMBAI

Started by Shweta Agarwal, with a focus on gifting, Genda Phool's offerings celebrate Indian traditions and folklore. Born out of an innate love for mithai, Genda Phool brings together the long-lived traditional mithai with a vibrant touch of revitalised flavours.

The brand celebrates the age-old art of making mithai, and believes in ethically sourced raw materials to create products of the highest quality.

Genda Phool is dedicated to preserving India's rich artisanal heritage while putting a modern spin on it to appeal to a discerning urban audience. Their bespoke premium packaging is plastic-free, ensuring it keeps the environment in mind.

Genda Phool's partnership with Boxes of Goodness highlights a shared dedication to sustainability and cultural preservation, further championing conscious consumerism.



Our partnership with Boxes of Goodness has been a testament to the power of collaboration in driving social change. Their unwavering support has provided us with a consistent platform to showcase our handcrafted, artisanal products, reinforcing the impact of ethical and purpose-driven gifting.

With our shared commitment to women-led businesses and ethical, purpose-driven gifting, this collaboration has helped us grow while staying true to our mission.

By integrating our products into their luxury hampers, they have reinforced the impact of sustainable and socially responsible gifting, ensuring that conscious consumerism continues to empower women entrepreneurs across India.

- Shweta Agarwal, Founder, Genda Phool





CLIENT SPOTLIGHT

CLIENT SPOTLIGHT: CORPORATE GIFTING

Apcotex Industries

Apcotex Industries, a leading manufacturer of synthetic rubber and latex, partnered with Boxes of Goodness to create premium, sustainable corporate hampers for their international events. They wanted gifts that would stand out—thoughtful, eco-friendly, and reflective of Indian craftsmanship.

Our team curated bespoke hampers that combined sustainability with sophistication, ensuring each gift left a lasting impression. From selecting ethical, high-quality products to seamless customisation, we provided a stress-free gifting experience tailored to Apcotex's needs.

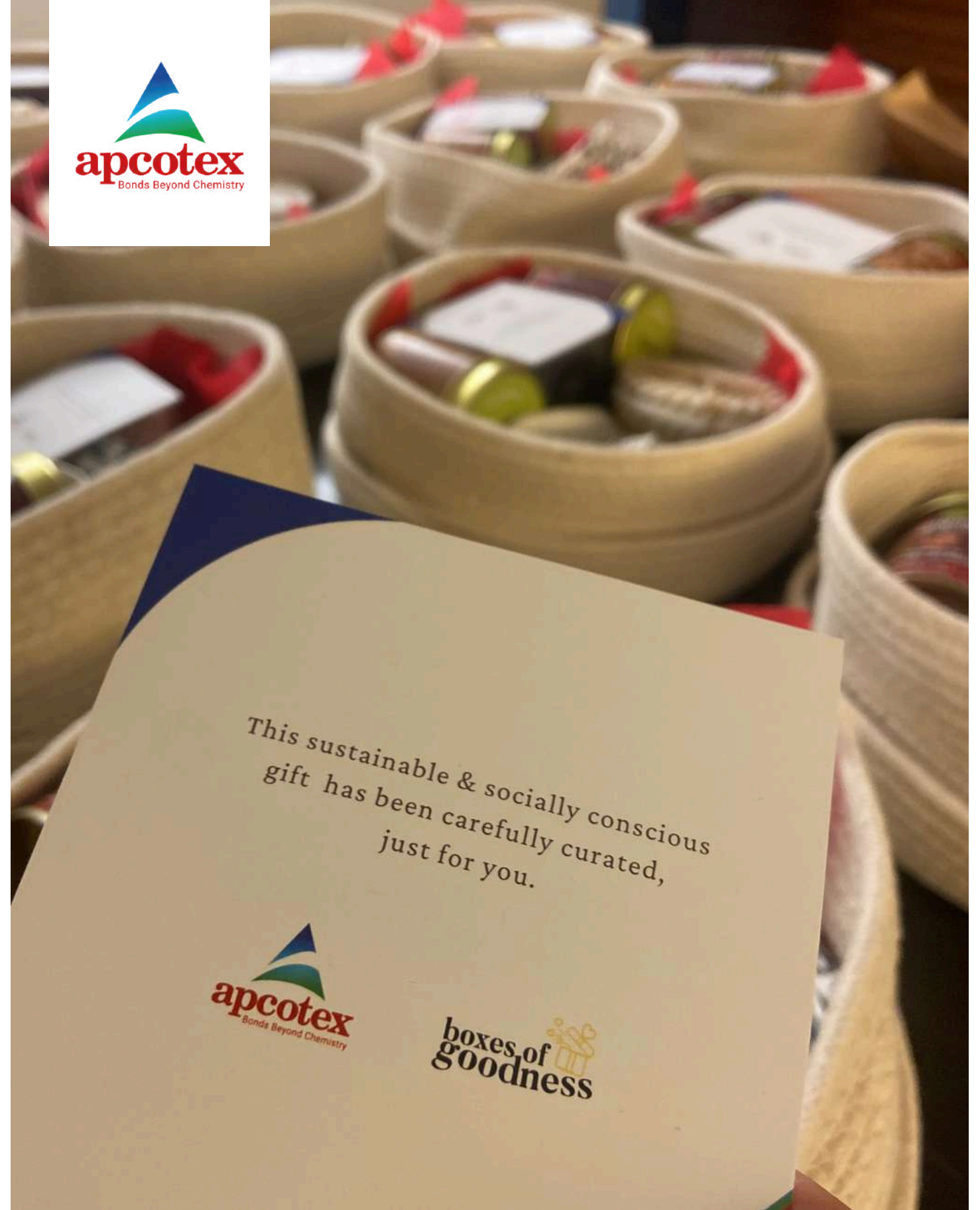
The impact? A unique and meaningful alternative to conventional corporate gifts — one that resonated with their international clients and aligned with their commitment to sustainability. Their appreciation for our creativity and service reinforces why conscious gifting isn't just a trend — it's the future.



We reached out to Boxes of Goodness seeking an eco-friendly gifting solution that represented India to our international clients.

Their creative products beautifully showcased Indian culture, and our international clients greatly appreciated the uniqueness and quality of these gifts! The Boxes Of Goodness team was very helpful and prompt, advising us based on our unique requirements and budgets, making everything easy and stress-free. We're really happy with their service and look forward to working with them again!

*Debabrata C, Head of Marketing & Sales,
Apcotex Industries Limited*





CLIENT SPOTLIGHT: FESTIVE GIFTING

Alkem Labs

Alkem Labs, a leading pharmaceutical company, partnered with Boxes of Goodness to create a bespoke Diwali gifting experience for their premium clientele. They asked us to curate bespoke gifts that would go beyond the ordinary—luxurious, thoughtful, sustainable and reflective of the festive spirit.

Our team curated elegant hampers that combined artisanal craftsmanship with sustainability, ensuring each gift was a meaningful celebration of Diwali.

From premium food selections to festive essentials, every element was carefully chosen to create a refined and memorable experience. Delivered seamlessly across Mumbai and Delhi, these Boxes Of Goodness not only delighted recipients but also reinforced Alkem's commitment to high-quality, conscious gifting.

This collaboration showcased how corporate gifting can be both luxurious and sustainable, leaving a lasting impression while supporting ethical, homegrown, women-led brands and eco-friendly practices.



CLIENT SPOTLIGHT: PR GIFTING

Ladies Who Lead

Ladies Who Lead, a premier networking platform for women entrepreneurs and leaders, partnered with Boxes of Goodness to create a thoughtful, sustainable gift hamper to announce their recent VC funding milestone. They wanted a unique and elegant way to celebrate this achievement while strengthening their connections with key stakeholders.

Our team curated a sophisticated gifting experience that blended sustainability with purpose, ensuring each hamper reflected their brand values. Thoughtfully selected artisanal and eco-friendly products, packed in a custom-made gift hamper made the gifts both memorable and meaningful.

Delivered seamlessly across India, the hampers reinforced Ladies Who Lead's commitment to conscious choices while making a lasting impression on their network.

This collaboration showcased how corporate gifting can go beyond material value – creating an experience that aligns with a brand's story and impact.

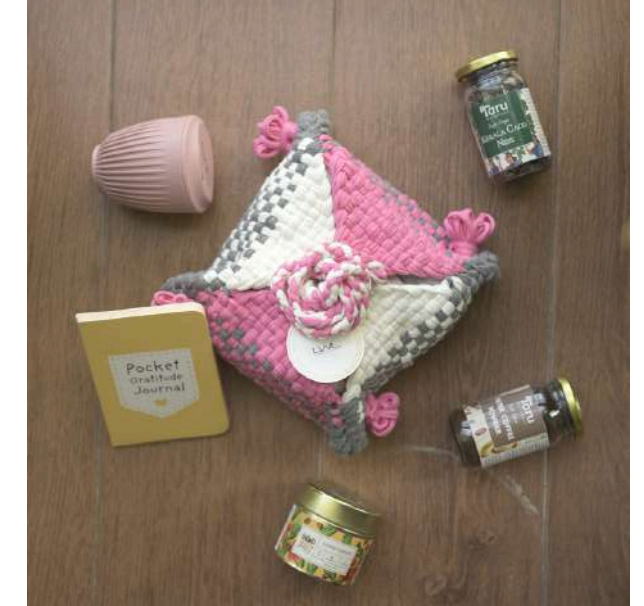


My team at Ladies Who Lead recently collaborated with Boxes of Goodness, and they truly exceeded our expectations with their beautifully curated gift boxes. From selection to delivery, the process was effortless, and their team ensured every detail was taken care of with precision.

What makes them truly special is their purpose-driven approach to luxury gifting - championing socially conscious and environmentally responsible brands. Plus, they offered us a fantastic deal, making premium gifting both accessible and meaningful.

We highly recommend Boxes of Goodness for anyone looking to elevate their gifting experience while supporting brands that make a difference!

Aabha Bakaya
Founder, Ladies Who Lead



CLIENT SPOTLIGHT: PERSONAL GIFTING

Narotam Sekhsaria Family Office

For a milestone anniversary celebration, the Narottam Sekhsaria Family Office partnered with Boxes of Goodness to create an elegant and meaningful return gift for their esteemed guests. They sought something truly special – luxurious yet deeply rooted in Indian craftsmanship and sustainability.

Our team curated a bespoke gifting experience that celebrated traditional artisanship while supporting social impact initiatives. Each meticulously crafted gift blended heritage with innovation, showcasing handcrafted excellence and eco-conscious design. By collaborating with skilled artisans and women-led social enterprises, this gifting solution not only delighted recipients but also empowered communities and promoted sustainable craftsmanship.

The result was a one-of-a-kind luxury gift that told a story – one of heritage, empowerment, and thoughtful giving.

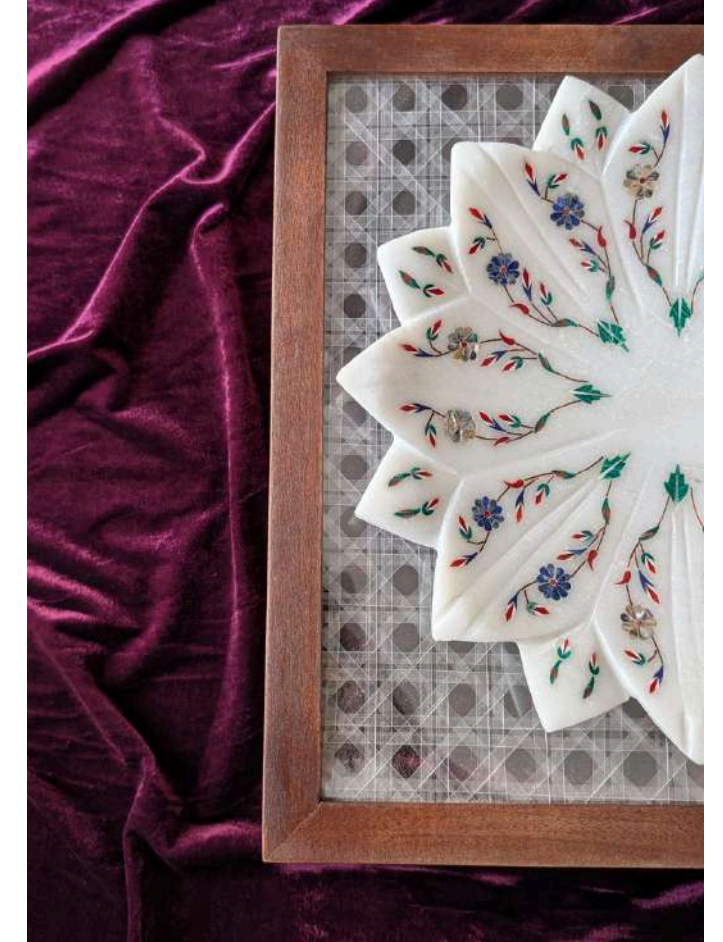


The Boxes Of Goodness team is very adept at converting ideas to reality, and they come up with various time-sensitive solutions for their clients.

I've worked with them on various occasions and find their quality excellent, design sense tasteful and all in all one can be assured of a completely satisfying experience.

Highly recommend!

*Nikhil Swadi, Communications Head,
Narotam Sekhsaria Family Office*



OUR CLIENTS
include





a thank you from our **FOUNDER**

As we reflect on the year gone by, our hearts are full of gratitude for the incredible community that makes Boxes of Goodness what it is. Your continued belief in purposeful gifting has helped us grow—not just in scale, but in impact.

This past year, we've had the privilege of expanding our reach across new regions and deepening our collaborations with artisan groups, social enterprises, and grassroots partners. With your support, we've been able to bring more visibility and dignity to the work of skilled craftspeople, empower more women-led initiatives, and offer sustainable livelihoods to communities that need it most.

Every curated gift you chose — whether for a celebration, a client, or a colleague — carried within it a ripple effect. It brought joy to its recipient, and opportunity to its maker. Our **2024-25 Goodness Report** highlights these ripples turning into waves, as your choices have helped us scale our mission of creating conscious connections through gifting.

Thank you for walking this path of goodness with us. Your support fuels our purpose and inspires us to do more, dream bigger, and reach farther. Here's to another year of thoughtful impact, shared joy, and meaningful change.

Namrata Tanna

Founder, Boxes Of Goodness

THANK YOU FOR MAKING A BETTER



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