



LetsEndorse (henceforth referred to as LE) is a Social Alpha (empowered by Tata Trusts) backed social enterprise which builds innovative technologies for NGOs and facilitates transfer of social innovations among impact-making non-profits across India. Our home-grown suite of technology for NGOs (like Swayam, Sahaj, pluggable donation gateways and more!) builds operational and financial efficiency.

This document serves to present the cost involved with designing, launching maintaining a professional website for a registered charity.

Services Offered

- **NGO's public profile (Free):** An NGO can launch its public profile on LE and join the ecosystem of hundreds of change-making organization through a short form here: <https://www.letsendorse.com/ngoForm> This profile is enabled for non-profits all-over the world. NGOs can also add respective information pertaining to their mission/vision statements, program, team, governance, financial details in respective sections of their profile, which serves as the data source for the Swayam website.
- **Creation of website:** Upon consultation with the NGO on the preferred site nomenclature and placement of elements, including page names and navigation, LE team will build and customize a new website with the content and imagery provided by the NGO. It would be LE's endeavour to deliver the website suited to the work, the theme of initiatives and the tonality of content of the NGO. Swayam follows a standard 8-tab menu layout for better readability, navigation and user-experience. Here are some examples: <https://www.letsendorse.com/Swayam-website-for-NGOs> (Note that the content and imagery for the website is to be provided by the NGO beforehand. The NGO can add content and imagery directly to their LE profile as well.) NGO team can do a couple of rounds of design and content review and suggest recommendations possible within the framework of Swayam. Swayam follows a flat and responsive design pattern with sections arranged sequentially, one below the other.
- **Launching the website/Server Space:** The website shall be hosted on LE's servers at all times while subscription lasts. LE ensures 98% up-time and unlimited

bandwidth (subject to the maximum number of images being less than 50, on the website. For more images, redirects from website can be set-up.). The domain is to be purchased by the NGO (LE does not provide domains and emails but can recommend the good service providers to NGO.) Once the domain is bought by the NGO, LE shall make the website live (if credentials are shared)/share details on how to make the website live (if credentials are not shared) on that domain, within 24 hours.

- **Integration of donation gateway:** For NGOs registered in India, upon due KYC, a donation gateway may be integrated to NGO's website for donors to contribute directly using credit card/debit card/NEFT. Tax receipts will be auto-generated and sent to the donors and the NGO by email. The transaction cost for domestic transactions is 3% and that for international transactions is 5%. (Adding 18% GST on top of it, makes the fee 3.54% and 5.9% respectively). Within 3 working days flat from the date of donation, the amount is credited to your respective (domestic/FCRA) bank account. **Please note that approval of donation gateway in the name of the NGO is subject to delays and approvals from the bank's/payment processor's end and in no case (after submission of documents) would LE be held accountable for the same. The subscription shall continue with or without approval from the processor. In case of any chargebacks, the NGO shall be responsible and liable to refund the sum to the bank within 15 days of notification.**
- **Integration of Sahaj (Donorbase Management software):** An integrated donorbase analytics software (basic) version is provided with the donation gateway to keep track of donations, their source, frequency and more, in case LE's gateway is in use.
- **Training NGOs:** LE hosts regular webinars through which NGOs are trained to work with Swayam and become independent to update and manage their websites as they add/edit content/imagery. In any case, where LE's tech support is desired, LE commits to provide that to the NGO.
- **Regular Maintenance:** Any change made to the NGO's profile on LetsEndorse, gets reflected on the website instantly, making regular maintenance very convenient and removing dependencies. Post-launch of the website on NGO's domain and start of subscription, LE shall be happy to offer one update every 3 months to the NGO. For updates performed more than once per quarter, LE shall levy a fee of INR 750 per update cycle in advance.

- **Timelines:** LE team generally recommends allotting one week to complete the phases from kickoff to launch, depending on the time the NGO shall need to prepare and finalize their content. That said, LE can work with the NGO to customize the web design process to meet the NGO's deadline to complete the website within 48 to 72 hours.
- **Swayam Nurture Program:** After the subscription begins, the NGO shall automatically be added to be a part of the Swayam Nurture Program, which is a series of weekly emails offering tips and tricks that will help the NGO boost their supporter network and understand ways to reach out to wider audience. It also includes SEO enablement, visitor tracking using Google Analytics, integration of social media widgets, plugins and more.

Pricing and Payment Terms All of the above services and features are available in two plans:

1-year subscription: INR 7,080 (inclusive of taxes)

3-year subscription: INR 17,700 (inclusive of taxes)

- 100% of the quoted price in advance.
- Validity of this quotation: Up to 30 days from the date of issue.

Subject to personalizations desired beyond the scope of a standard Swayam website, a mutually agreed upon addition fee shall be levied.

Amendments or Changes Modification To this MoU can be made based on mutual consensus and will be effective once made in writing and signed by a duly authorized representative of each Party.

- This MoU consists of two original sets in English language, each signed by the respective authorities.
- By signing this document, the Parties hereto acknowledge that they have read, reviewed and endorsed the principles, concepts and goals articulated therein.

Termination of the Agreement The 'Parties' have the discretion to terminate the partnership as envisaged in this MoU, in writing either by mutual Agreement between the Parties. As the agreement terminates, the website launched using Swayam shall be discontinued by LE. The access to the domain however shall remain with the NGO and they shall be free to map another website to the same.



Indemnity Each Party agrees to indemnify, defend and hold the other Party or parties and its officers, employees, representative and agents harmless from and against any and all losses, liabilities, damages, claims, actions, proceedings, costs and expenses that the other Party or Parties may incur or suffer to the extent arising out of failure or breach or wilful neglect or negligence or misconduct of the indemnifying Party to perform, fulfil or observe any of its obligations representation or warranties set forth herein or that result in death or bodily injury or damage to any real or tangible personal property.

Representatives and Notices Any notice or request required under the Agreement shall be effective when delivered by hand, mail, email or facsimile to the attention of the designated representatives of the Parties identified below. The Parties shall notify one another of any change in their representatives. The invalidity or unenforceability of any one or more of the provisions of this Agreement shall not invalidate or render unenforceable the remaining provisions of this Agreement.

This Agreement sets forth the entire and final agreement of the parties about the subject matter of this Agreement. All prior agreements, understandings or arrangements concerning that subject matter, if any, between the parties are hereby terminated.

The Parties commit themselves to a relationship based on mutual cooperation and understanding, openness and sharing, sustainability, and the strengthening civil society and regional capacity building.

Proposed By LetsEndorse Development Private Limited, #165, 9th Main, Sector 6, HSR Layout, Bangalore 560102 Karnataka, CIN: U74900CH2015PTC035783, PAN: AACCL9654L, TAN: PTLL11078E, Account Type and Number: 50200017960229 (Current), IFSC: HDFC0003882, Bank: HDFC, Domlur Layout (3882)

Contract agreed by

Varun Kashyap/ Monika Shukla

Co-Founders

LetsEndorse Development Pvt Ltd.

#165 9th Main Sector 6 HSR Layout, Bangalore- 560102