

CSR &amp; DIGITAL SEVA · PRACTICE 07

# Digital Seva — The Giving Engines

**Karivena Brahmana Satram · SES Macherla · Purna Vidya Trust · SSSIHL Alumni Foundation**

BUILD · OPERATE · DONATION PLATFORMS · PRO BONO · 80G

## The challenge

Institutions that feed, teach and heal run on trust and continuity — yet most lack the digital infrastructure to receive giving at scale. Annadanam cannot pause for a payment failure; a sponsor-a-child programme cannot grow on bank-transfer screenshots; a global Vedanta community cannot be sustained by physical satsangs alone, as the pandemic proved.

## What we did

DWI builds and operates donation platforms with the same Idea-to-Sale rigour as commercial funnels: trust signals, frictionless payment, donor accounts with OTP login, 80G-compliant receipting, occasion-based giving (birthdays, anniversaries, punya tithis), transparency by location and fraud-alert communication.

For Karivena Brahmana Satram, the platform spans 11 satrams from Srisailam to Varanasi and channels approximately Rs 2 crore in donations every month. For Sai Educational Society Macherla, our website and software bring Rs 19-20 lakh a year into free schooling (700+ students, 100% SSC results for 10 years), a primary health centre (20,000+ treated) and a skill centre (400+ trained). For Purna Vidya Trust — a pro bono engagement — the ecosystem we maintain mobilised Rs 95 lakh during the pandemic. For the SSSIHL Alumni Foundation, saistudent.org connects 10,000+ alumni across 75+ countries to structured giving.

- Occasion-based donations, donor login and lifecycle communication
- 80G receipting and location-wise transparency built in
- Fraud-alert advisories protecting donor trust
- Several engagements donated — seva is our oldest operating system

## Results at a glance

<b>Rs 24 Cr+</b>	<b>11</b>	<b>700+</b>	<b>75+</b>
ANNUALISED GIVING VIA PLATFORMS*	PILGRIM LOCATIONS SERVED	CHILDREN SCHOOLED FREE	COUNTRIES OF DONORS

## The outcome

Roughly Rs 25 crore of giving now flows through DWI-built platforms each year (figures as reported by the respective institutions), sustaining annadanam in 11 pilgrim towns, free education and healthcare in Palnadu, Vedic learning worldwide and alumni philanthropy across continents.

**Have a similar challenge?** DWI.agency (a DIAS Works company) takes ideas to sale across brand, web, mobile, enterprise platforms, digital marketing and launches — now accelerated with AI. Brief us at [www.dwi.agency/start-project.html](http://www.dwi.agency/start-project.html) or write to [vinod@dias.works](mailto:vinod@dias.works).