



USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.

Spark #46

USOIC PARTNERSHIP CIRCLE

CATEGORY:
Future Programs

OBJECTIVE: To build lasting institutional relationships by recognising and rewarding organisations that consistently collaborate with USOIC, while enhancing client engagement, encouraging repeat partnerships, and promoting sustainable growth through a structured partnership programme.

The infographic for the USOIC Partnership Circle is titled 'USO INTERNATIONAL CENTRE (USOIC) A Division of United Schools Organisation of India (USO)'. It describes the circle as 'A Program for Long-Term Collaboration' that 'Recognises organisations that choose to collaborate, engage, and grow with USOIC.' The tagline is 'PARTNER MORE. GROW TOGETHER.' It details three tiers of partnership benefits: 1. CIRCLE MEMBER (1 Booking, Priority handling), 2. GROWTH PARTNER (2+ Bookings, 5% off on conference hall rental up to ₹5,000, Flexible rescheduling), and 3. IMPACT PARTNER (5+ Bookings, 10% off on conference hall rental up to ₹10,000, Priority calendar access & recognition). Key highlights include applicability to conference hall rental only, an annual cycle from 1 April to 31 March, and design for NGOs, institutions & organisations. It was launched on July 1, 2026. Contact information includes USOINDIA.ORG, BOOKINGS@USOINDIA.ORG, and the phone number 96500-19620.

TIMELINE & SCOPE

Launch: July 1, 2026
Scope: USO International Centre (USOIC)

STAKEHOLDERS

Who: NGOs, Institutions & Organisations
Format: Institutional Partnership Programme

NATURE OF THE SPARK

A long-term partnership circle recognising organisations that regularly collaborate with USOIC.

HIGHLIGHTS & IMPACT

- Launched USOIC's first structured institutional partnership circle.
- Introduced three partnership tiers - Circle Member, Growth Partner, and Impact Partner.
- Offered priority services and exclusive benefits.
- Encouraged repeat collaborations through a transparent recognition framework.
- Strengthened long-term engagement with NGOs, institutions, and organisations.
- Enhanced the overall client experience while supporting sustainable organisational growth.

ENDURING VALUE

The initiative strengthened long-term institutional relationships by recognising loyalty, encouraging collaboration, and creating lasting value for partner organisations. It established a foundation for sustained engagement and mutual growth within the USOIC community.

"Strong partnerships today create greater opportunities tomorrow."

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Seventy-Five celebrations by the United Schools Organisation of India (USO) highlighting milestones, moments, and initiatives shaping the future of education.