



Centre for
Social Impact
and Philanthropy

How India Gives 2021-22



'How India Gives' is intended to facilitate an understanding of household giving in India. It presents the market landscape and highlights the extent, quantum and nature of giving in the country. By providing detailed information on the range of beneficiaries, motivations, forms and modes of giving, the study empowers diverse stakeholders in their respective quests- from understanding Indian society to leveraging the potential of household giving.

The first report of the longitudinal panel study was launched in August 2022 and the second edition (2021-22) was published in September 2023. The study used the Worldpanel Division of Kantar's existing panel of ~81,000 households to collect data across socio-economic groups, and urban and rural areas in 18 states of India.

The report presents and analyses the trends of giving by Indian households in the year 2021-22 and compares them with trends from 2020-21.

Key Takeaways

Market Size of Household Giving in India



The study noted a 14% percent increase in household donations in 2021-22 as compared to 2020-21. The total quantum of donations made by Indian households during 2021-22 is estimated to be INR 27 thousand crores, an increase from INR 23.7 thousand crores in 2020-21.

Recipients of Household Donations



Of the five recipient groups ('religious organisations', 'non-religious organisations', 'household staff', 'extended family and friends', and 'persons engaged in Beggary') covered in the study, 'religious organisations' and 'persons engaged in Beggary' were the preferred recipients of household giving.

Forms of Donation



Out of the total 91% incidence of donations made nationally, 98% were made in 'cash' and 11% 'in-kind'. The survey reported a very low incidence of 'volunteering', with only 1% of the households reporting to have volunteered.

Regional Trends in Giving



East India (98%) and north India (95%) reported a higher incidence of donation. Across all regions, giving to 'religious organisations' increased, while it decreased for 'persons engaged in Beggary' in north and west India.



Socio- Economic Categories

Across socio-economic categories, donation incidence to 'religious organisations' increased from 2020-21, while giving to other recipient groups either decreased or remained similar.



Motivation for Giving

'Religious beliefs' continued to be the most important motivation for giving. Other motivations included 'festivals', 'family traditions' of giving, desire to 'support someone in financial distress', and to perform 'service' (seva). Tax incentives did not appear to be a motivator for giving.



Channels of Information and Giving

For both 'religious organisations' and 'non-religious organisations', 'in-person outreach by volunteers or agents', 'face-to-face interaction with the beneficiary', and 'word from family and friends' emerged as critical sources of information.

Causes Promoted/Supported or Signed Petition for

The top three causes for giving to non-religious organisations include 'elderly care', 'public health', and 'empowerment of children'.





Causes Households Would Like to Donate to in Future

Household would like to donate for 'religion', 'disaster relief' and 'elderly care'.



Rural–Urban Distribution of Giving in India

Overall trends in rural and urban India did not differ significantly. However, the overall percentage of household giving to 'religious organisations' and to 'persons engaged in Beggary' was higher in rural households. While giving to 'non-religious organisations', 'household staff', and 'extended family and friends' was higher in urban households.

Who Decides to Donate

Women were the primary decision-makers regarding giving to 'persons engaged in Beggary', 'non-religious organisations', and 'household staff', while men were the key decision-makers with regards to giving to 'religious organisations', 'family and friends', and 'supporting a cause or petition'. Older members (46–60 years) of the households emerged as the primary decision-makers for all categories of recipients, with the exception of 'supporting a cause or petition'.

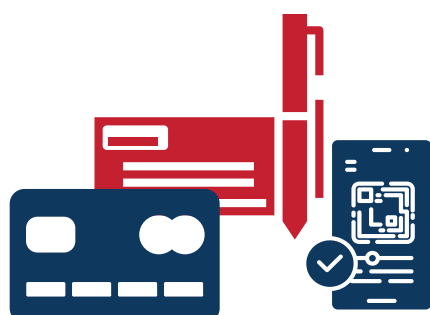
Who Makes the Donation



Men predominantly made the payment to 'religious organisations', 'family and friends', and 'supporting a cause or petition', while donations to 'non-religious organisations', 'household staff', and 'persons engaged in Beggary' were mostly made by women.

Mode of 'Cash' Payments

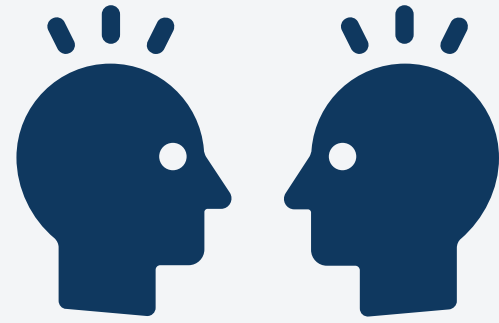
'Cash' donations were mostly made through currency notes across recipient groups. The payments to 'non-religious organisations' through digital wallets decreased from 4% in 2020–21 to 1% in 2021–22. Giving via credit and debit cards also fell from 1% to 0%. This means more households made donations in currency notes to 'non-religious organisations' than through any other modes of donations.





Reasons for households not making a donation

Households that did not make any donation did not do so either because they 'did not have resources' or 'had not been approached for support', which mirrors the previous year's trend.



Ways to Increase Trust

Households stated that organisations and individuals seeking donations can increase their trust by providing easy access to information about fund utilisation.

We hope this report is of significance to academics, researchers as well as practitioners in the philanthropy ecosystem.



For any queries regarding How India Gives report,
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