

Household Giving Trends in India

Originally published by: Centre for Social Impact and Philanthropy (CSIP), Ashoka University & Kantar

Introduction:

The “How India Gives” report is a thorough research that aims to highlight the changing landscape of longitudinal household giving trends in India in 2021-22. This report involves widespread stakeholders at play; including academicians and researchers to philanthropic entities (both government and private) attempting to analyse and capitalise on the trends of household giving in India.

Key Findings:

- **Total Size of Market of Household Giving in India:**

The concerned research underscores a substantial hike of 14% within household donations during 2021-22 in comparison to the previous year. This makes the total donation amount accounting to INR 27,000 crores, going up from the previous amount of 23,700 crores in 2020-21.

- **Recipients of Household Donations:**

The most preferred recipients among the five categories analysed, as suggested by the report, are “persons engaged in Beggary” and “religious organisations”.

- **Rural-Urban Distribution of Giving in India:**

The report suggests that the rural and urban giving trends remained largely constant. However, rural households also exercised a greater inclination towards donations to “religious organisations”, whereas urban households engaged largely in expenses on “non-religious organisations”, “extended friends and family” and “household staff”

- **Regional Trends in Giving:**

The report suggests a sense of disparity between geographical factors in trends of giving; North India (approximately 95%) and East India (about 98%) showed higher occurrence of donations. Here, giving for “religious organisations” increased whereas giving for “persons engaged in Beggary” declined significantly in West and North India.

- **Socio-Economic Categories:**

Across various socio-economic categories, donations to 'religious organisations' saw an uptick in 2021-22, while contributions to other recipient groups either decreased or remained constant.

- **Motivation for Giving:**

The primary motivation for giving continued to be 'religious beliefs.' Additional drivers included 'festivals,' 'family traditions,' 'support for those facing financial distress,' and 'service' (seva), while tax incentives had a minimal impact on giving.

- **Causes Promoted/Supported or Signed Petition for:**

The top three causes promoted or supported encompassed 'elderly care,' 'public health,' and 'empowerment of children.'

- **Causes Households Would Like to Donate to in Future:**

Households expressed their interest in future donations for 'religion,' 'disaster relief,' and 'elderly care.' The preferred mode for soliciting donations was 'in-person outreach,' while digital and non-digital media requests, such as newspapers, were less favoured.

- **Forms of Donation:**

Of the households reporting donation incidence (91%), a significant 98% made contributions in 'cash,' with 11% making 'in-kind' donations. Volunteering was less prevalent, with only 1% of households engaging in such activities.

- **Decision-Makers and Donors:**

Women primarily made decisions regarding giving to 'persons engaged in Beggary,' 'non-religious organisations,' and 'household staff.' In contrast, men were key decision-makers for 'religious organisations,' 'family and friends,' and 'supporting a cause or petition.' Older household members (aged 46-60) predominantly made decisions across all recipient categories, except for 'supporting a cause or petition.'

- **Mode of 'Cash' Payments:**

'Cash' donations were chiefly made using currency notes across recipient groups. Digital wallet payments to 'non-religious organisations' decreased from 4% in 2020-21 to 1% in 2021-22. In contrast to last year, a significant proportion of households did not donate as they were amidst economic lashback or did not receive sufficient requests for assistance.

Conclusion

The "How India Gives" study for 2021-22 offers an in-depth study into household giving trends in India and demonstrates a rise in contribution volume where religious organisations stood as the most favored beneficiary group. This study further provides insights for useful philanthropic stakeholders and hence provides a crucial resource for understanding the overall household giving in India and altogether access the overall potential of it.

Read More at: <https://csip.ashoka.edu.in/how-india-gives/>

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