

INDIA GIVING 2020

An overview of individual giving in India

77%

OF PEOPLE IN INDIA
HAVE DONATED MONEY
in the last 12 months

AMOUNT DONATED



5,000 RUPEES

The median amount
donated or sponsored

MOST POPULAR CAUSES AMONG DONORS



54%

Helping the poor



51%

Religious organisations



49%

Supporting children

MOST POPULAR MEANS OF GIVING AMONG DONORS

Top three ways of giving in India



58%

Cash



35%

Online with a bank/credit card



28%

Digital wallet

VOLUNTEERING IN INDIA



54%

of Indians have
volunteered



46%

for a religious
organisation



44%

for an
NPO/charity



OVER A QUARTER

have volunteered
for disaster relief

CIVIC BEHAVIOUR



MORE THAN HALF

have taken part
in at least one
civic activity

THE IMPACT OF CHARITY



8 in 10 think charities have a POSITIVE IMPACT

in India

THE FUTURE OF GIVING



36%

say they would likely donate
in the next year if they knew
more about how their
money was spent

Charities Aid Foundation is a leading international not-for-profit organisation with over 90 years of experience working at the forefront of philanthropy. CAF works to support a vibrant and independent civil society by pioneering effective and sustainable ways of giving. With active operations across six continents, we harness local knowledge and expertise to support impactful, tax efficient giving around the world and advocate for an enabling giving environment.

For more information visit cafindia.org

* This report is based on data collected by YouGov on behalf of CAF.
In India, 2,058 interviews were completed online between 13 and 27 August 2019.
The survey was conducted using the YouGov panel.

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India