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

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.

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.