

WORLD GIVING REPORT

GIVING IN INDIA

2025

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An aerial photograph of a large crowd of people participating in a marathon or triathlon. The participants are spread across a wide asphalt road and a grassy area. Many are wearing colorful athletic gear. A red banner with white text is overlaid on the left side of the image.

01 INTRODUCTION

Welcome

This report explores public attitudes and behaviours around giving in **India**, and is part of a wider global effort led by the **Charities Aid Foundation (CAF)** through the **World Giving Report 2025**. The report draws from the voices of over 55,000 individuals across 101 countries, offering one of the most comprehensive views of generosity and civic participation worldwide.

In partnership with CAF, **OneStage** is proud to contribute to this global research effort by helping capture the unique dynamics of India's giving landscape. Our findings highlight a strong sense of **personal generosity** among people in India — many continue to donate, volunteer, and help others despite economic or social uncertainties. At the same time, the report reflects a complex view of **government influence on the charity sector**, suggesting a need for greater trust, transparency, and enabling frameworks for civil society.

These insights are crucial. They allow us to better understand the opportunities and barriers for giving in India, and how our context compares globally. At OneStage, we remain committed to building a more inclusive, collaborative, and accountable philanthropic environment — one that strengthens community action and brings citizens, non-profits, and institutions together to drive lasting social change.



Dr. Pratyush Kumar Panda
CEO, OneStage

“At OneStage, we believe that nurturing generosity is the first step toward building a more just and compassionate society”

About us

OneStage

OneStage India is a not-for-profit organization (registered as Charities Aid Foundation India) established in New Delhi in 1998, with a mission to develop a culture of giving that leads to sustainable and impactful change.

Rooted in the belief that transformative development must reach the last mile, OneStage works to create positive social impact by strengthening local communities and building partnerships that enable long-term progress.

Over the past two decades, OneStage has been at the forefront of India's development landscape, providing strategic advisory and implementation support to corporates and foundations. Through a collaborative and community-centric approach, the organisation engages with a diverse ecosystem of stakeholders — grassroots NGOs, local and national governments, and private sector partners — to co-create development solutions that are inclusive, effective, and scalable.

OneStage focuses its efforts on key thematic areas including education, health, environment, and sustainable livelihood, with gender equity as a cross-cutting lens in all its programmes. We continue to drive the ethos of purposeful giving and inclusive development in India, ensuring that every contribution leads to lasting change.

CAF

The Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organisations around the globe.

As a leading charity operating in the UK, US and Canada, CAF works at the centre of the giving world. We partner with corporate and individual donors to enable them to give more effectively, strategically and impactfully. This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help social purpose organisations to strengthen their resilience and do more of their life changing work, through strategic advisory services from our Impact Accelerator, tools to support charities' fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy and campaigns work, we understand and influence the wider environment for charities and donors.

Together, we give more.

The World Giving Report (WGR) is a survey that captures the public's attitudes and behaviours around giving in 101 countries around the world.

- Access our global insights hub at: www.worldgivingreport.org
- This report is one of over 20 country-specific giving reports that uses the WGR data and is produced by CAF in partnership with leading social purpose organisations around the world.

Later this year, we are also publishing:

- Insights on the world charity landscape from partner-led surveys of social purpose organisations in over 20 countries (September).
- Country-specific charity insights reports (winter).

Our Methodology

The results described in this report were collected as part of the World Giving Report survey in January 2025.

All fieldwork was conducted online by our partners, Focaldata. The data was weighted, post-hoc to be representative of the population. All sample sizes are specified throughout the report, where relevant.

A note on 'Charity'

Across the report, we use the words 'charity' and 'charities' to represent any organisation that works to try and improve issues that are affecting individuals, communities, animals or the natural environment, and society as a whole.

In doing so, we recognise that these terms and their definitions differ around the world, with this type of organisation also described as: non-governmental organisations (NGOs), non-profit organisations (NPOs), community organisations, social purpose organisations, associations and other names.

You can find further details about our methodology at www.worldgivingreport.org



An aerial photograph of a crowded beach. The sand is a light tan color, and the water is a murky greenish-brown. Numerous people are scattered across the beach and in the shallow water. Many colorful surfboards are stuck upright in the sand, creating a vibrant pattern. The surfboards come in various colors including blue, yellow, red, and white. The people are small figures from this high angle, mostly concentrated in the shallow water and along the shoreline. A red banner with white text is overlaid on the upper left portion of the image.

02 THE GLOBAL CONTEXT

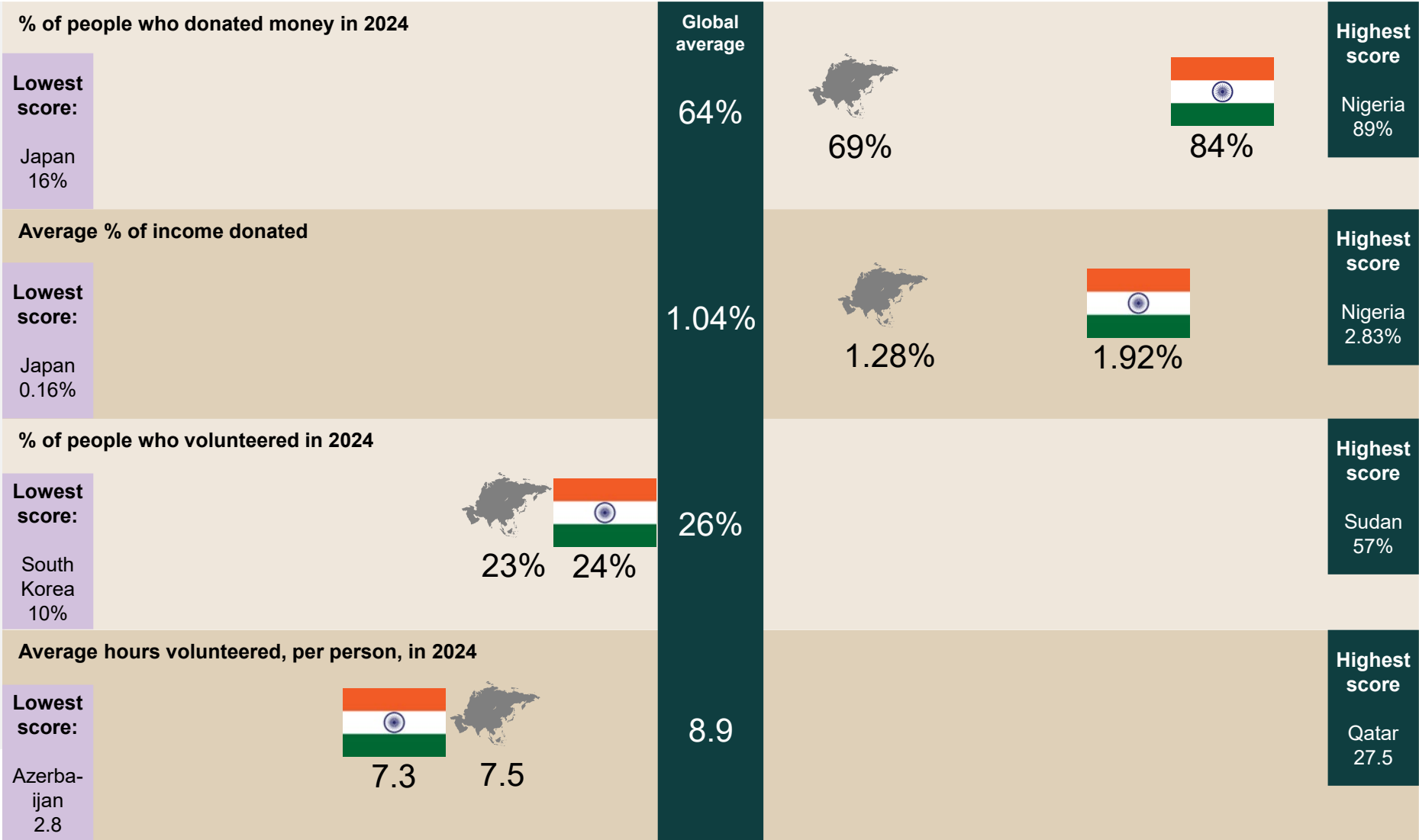
Giving money and giving time: Worldwide and within the continent.

India has demonstrated remarkable performance in charitable giving in 2024, with 84% of people donating money, well above the global average (64%) and just behind Nigeria (89%).

The average income donated also reflects this generosity — 1.92% in India, nearly double the global average of 1.04%.

In terms of volunteering, India is around average in terms of participation, but with 7.3 average hours volunteered per person, there is potential to further deepen engagement.

These insights indicate a strong culture of giving in India, both in monetary terms and participation, which can be leveraged to drive inclusive, community-led development.



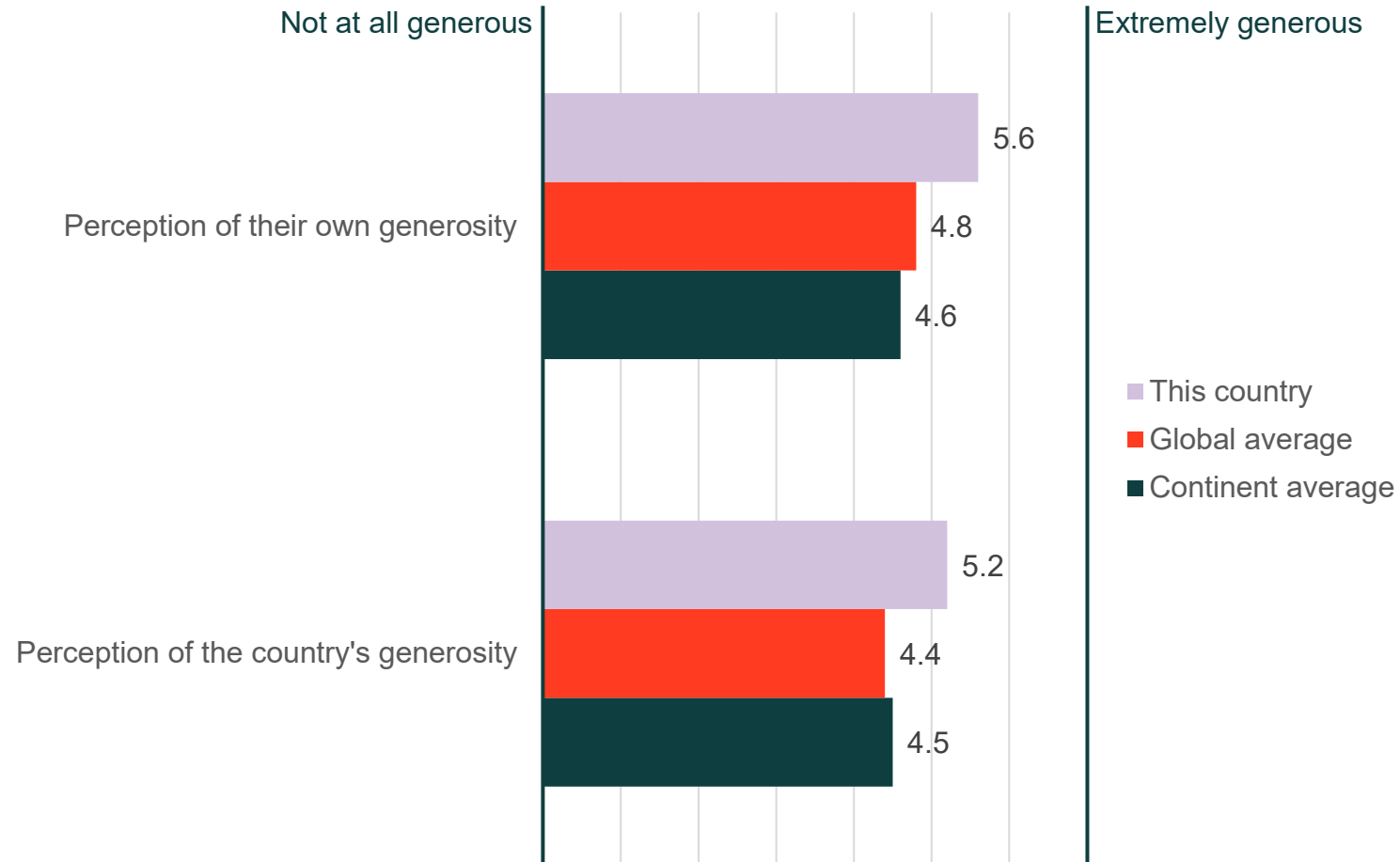
Base: All (1,027)

Perceptions of our own generosity.

India ranks 13th out of 101 countries in how generous people believe we are — scoring 5.2 on a 7-point scale.

Both our self and country-level perceptions are above both the global and continental averages, reflecting a strong perception of generosity in India.

While perception doesn't always align with behaviour, India's 7th position globally in actual proportion of income donated validates this self-image and highlights a tangible commitment to giving.



India ranks 13th out of 101 countries for how generous we think we are.

We are 7th in terms of the proportion of income we donate.

An aerial photograph of a community event on a concrete basketball court. A large group of people, mostly wearing blue shirts, are arranged in a circular formation in the center of the court. To the left and right of the circle are two white pop-up tents. The left tent has a basketball hoop and backboard attached to its side. The right tent also has a basketball hoop and backboard. Various items like chairs, bags, and boxes are scattered around the court. The court has yellow and red painted areas. A red banner with white text is overlaid across the middle of the image.

03 ASPECTS OF GENEROSITY

The proportion of people who give money in different ways.

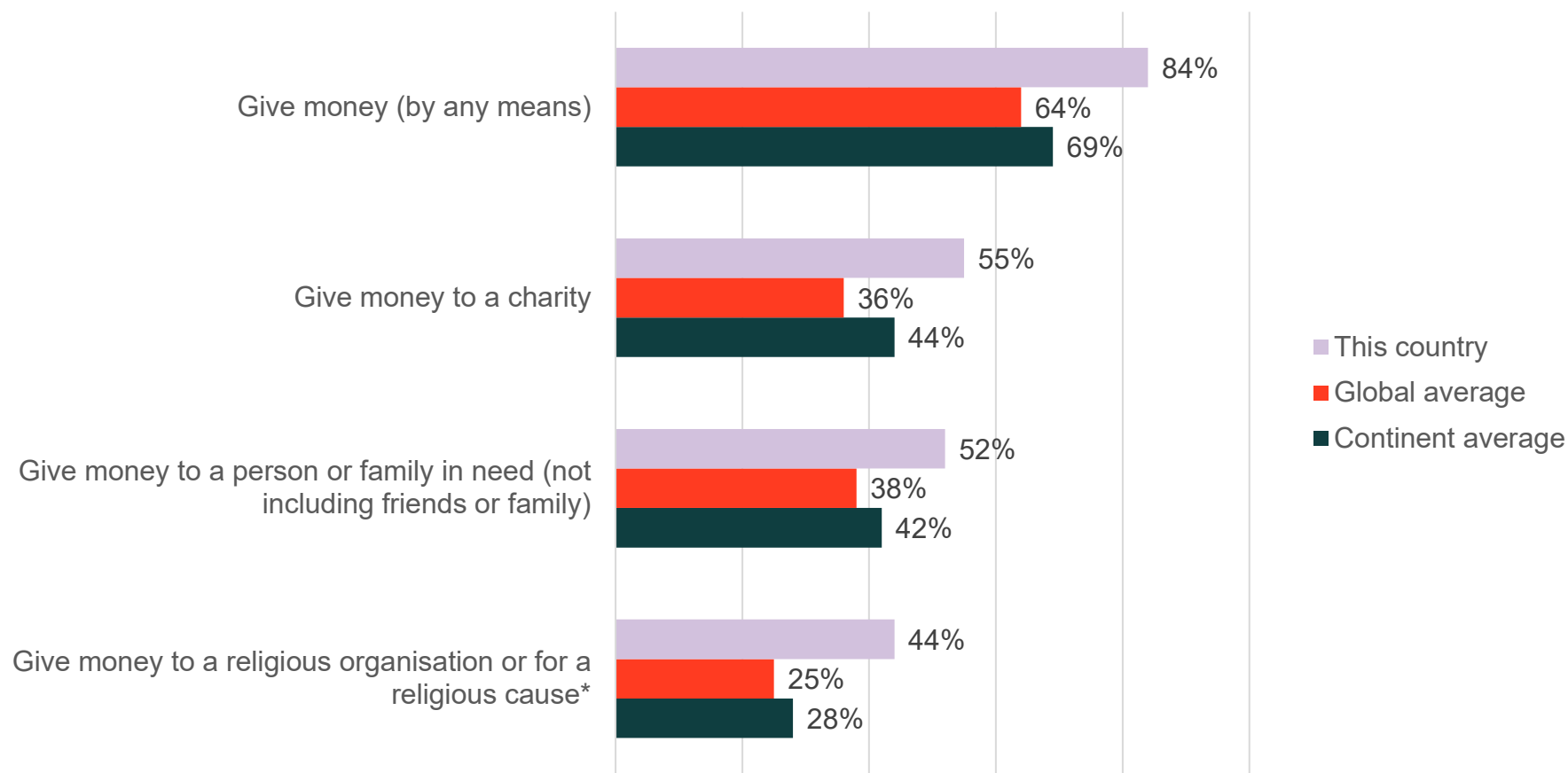
In 2024, 84% of Indians reported giving money by any means, significantly higher than both the global (64%) and continental (69%) averages, reaffirming the country's strong culture of giving.

Charitable giving specifically also stood out — 55% of respondents donated to charities, well above the global (36%) and continental (44%) figures.

Notably, India also exceeded global averages in the other two measures of giving.

These insights highlight a diverse and inclusive giving landscape in India, where both formal philanthropy and informal social support coexist and thrive.

Q: During 2024, did you do any of the following? (All, n = 1,027)



*The full answer code was worded, 'Give money to a religious organisation or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

How frequently people gave.

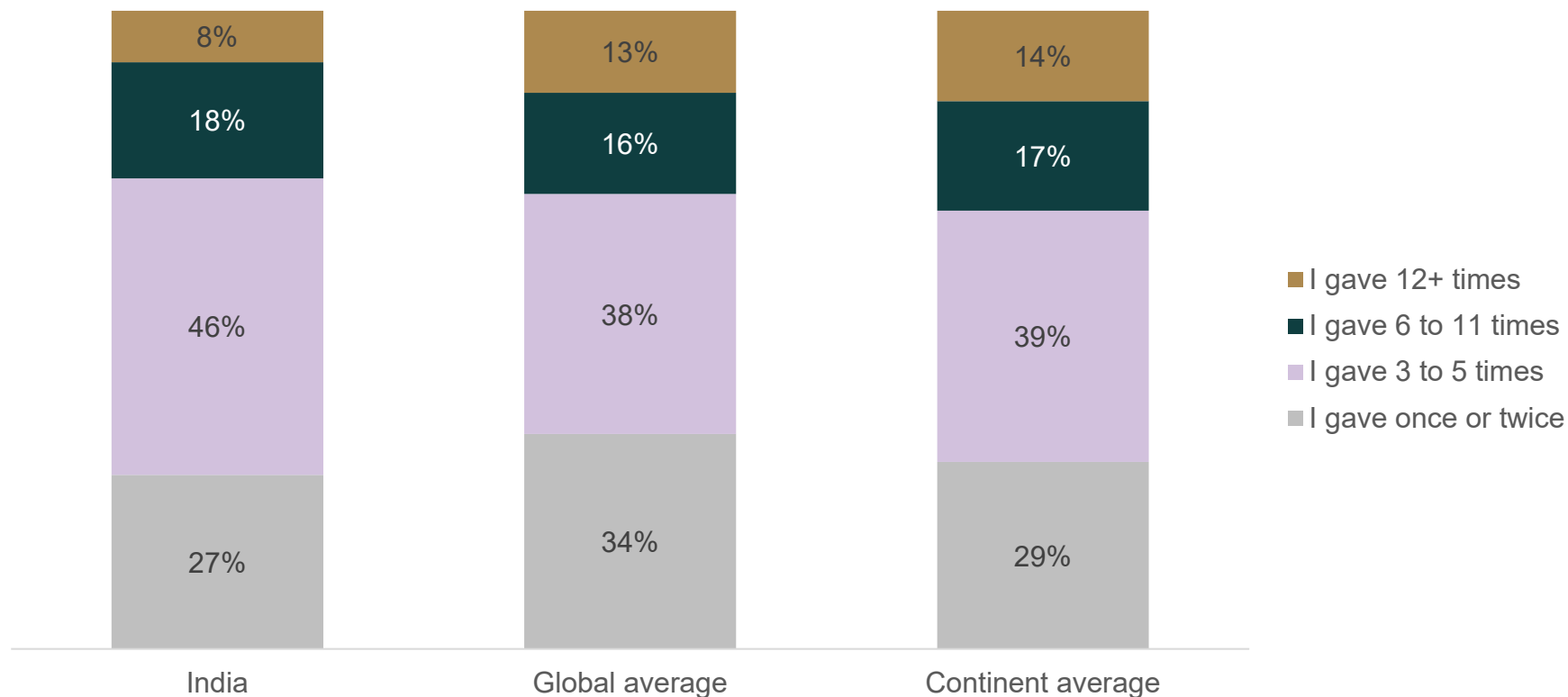
In 2024, Indian donors displayed a consistent pattern of regular giving, with nearly half (46%) contributing 3 to 5 times — the highest among the three groups.

Interestingly, India saw fewer people giving just once or twice (27%) compared to the global (34%) and continental (29%) averages, indicating a stronger habitual culture of philanthropy.

However, frequent giving (12+ times) was slightly lower in India (8%) than globally (13%) and continentally (14%).

This suggests that while giving is widespread in India, it tends to occur in moderate but consistent frequency, reflecting a broad engagement base rather than dependence on a small group of high-frequency donors.

Q: How often did you give money away in 2024, either to charity, a person or family in need, or to a religious organisation? (People who had given money, n = 864)



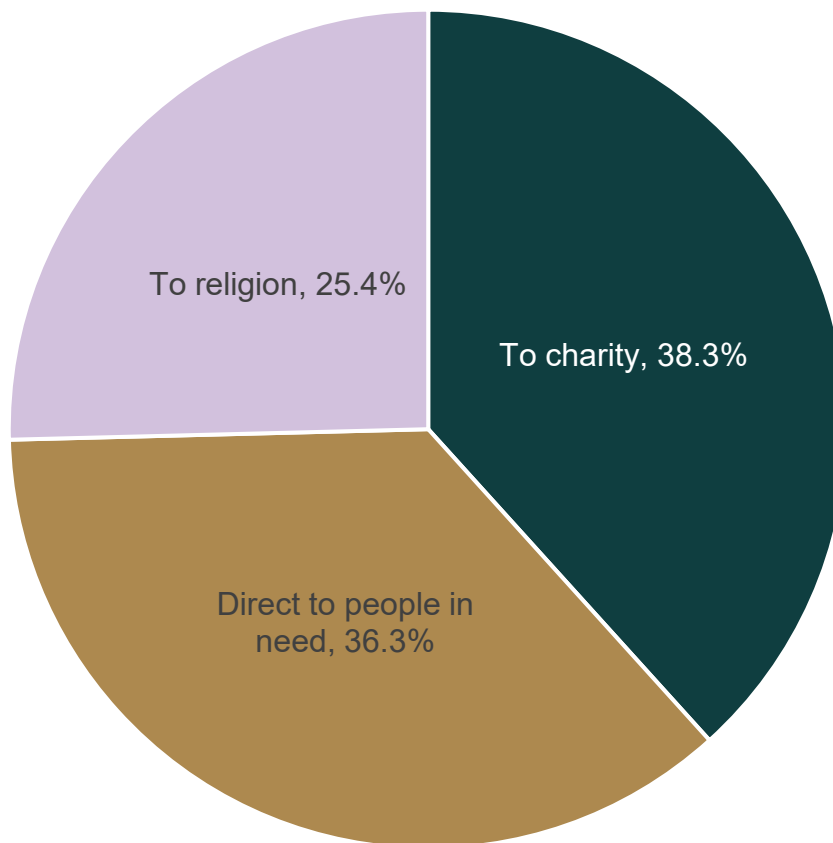
Share of donations.

In 2024, Indian donors allocated their giving fairly evenly across all three channels — charities (38.3%), direct help to people in need (36.3%), and religious donations (25.4%).

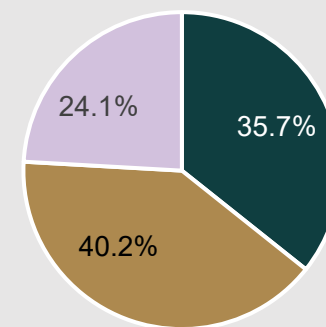
Compared to the global and continental averages, India shows a broadly similar profile.

This balanced approach in giving routes reflects the diverse motivations and pathways through which generosity is expressed in India — a blend of formal, community, and spiritual giving.

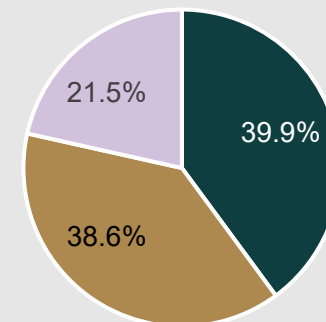
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 864)*



Global average



Continent average



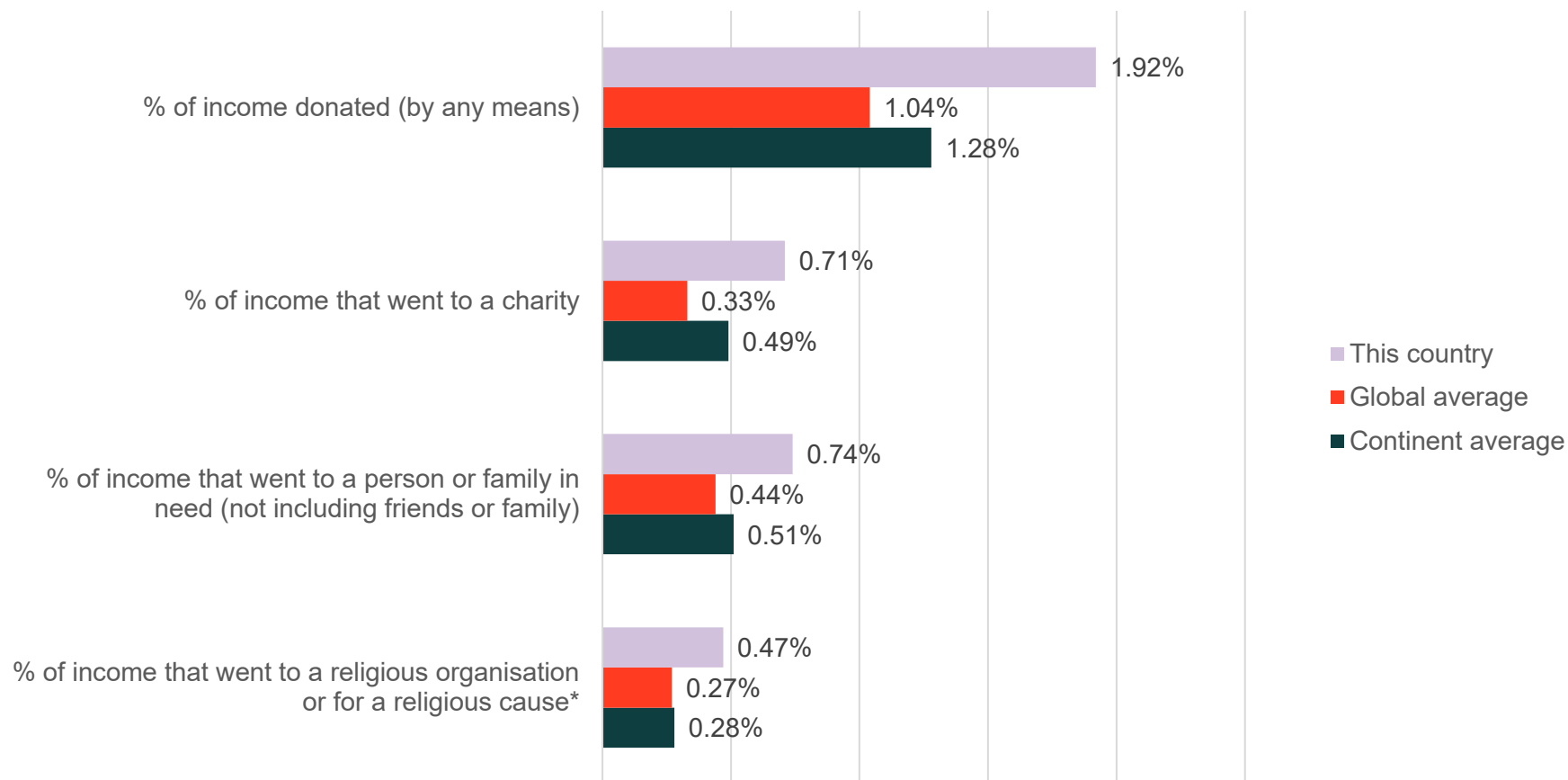
Donations as a proportion of income.

In 2024, people in India donated 1.92% of their income —significantly above the global average (1.04%) and continent average (1.28%).

This suggests a strong culture of generosity relative to income, even if actual donation amounts may be smaller.

This data shows that, despite income disparities, people in India contribute a greater share of what they earn, emphasising intentional generosity over wealth-based giving capacity.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, n = 1,027).



*The full answer code was worded, 'Give money to a religious organisation or for a religious cause, (for example, at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

How people feel about giving money.

India's average score of 4.2 on the "duty to choice" scale suggests that giving money is seen more as a responsibility than a voluntary act—especially compared to the global average of 5.03.

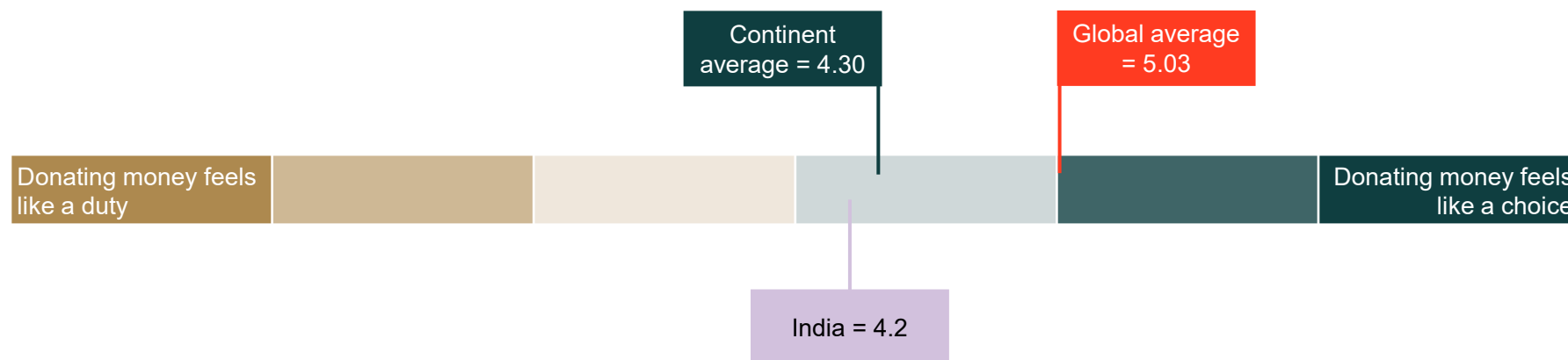
This reflects India's strong cultural and social norms around giving, where charity is often tied to tradition and moral duty.

However, this sense of obligation does not reduce satisfaction. A remarkable 92% of donors reported being happy with this balance, showing that giving out of duty can still be deeply fulfilling and meaningful.

Only 2% expressed unhappiness, reinforcing that duty-driven giving remains valued in India..

The average score when people were asked how donating money feels.

(People who had given money, n = 864).



Even though India is one of the countries that is closest to the "duty" end of the scale, very few people are unhappy about this. When we followed up, 92% were happy with this balance, 6% were neutral and only 2% were unhappy.

Reasons for giving money.

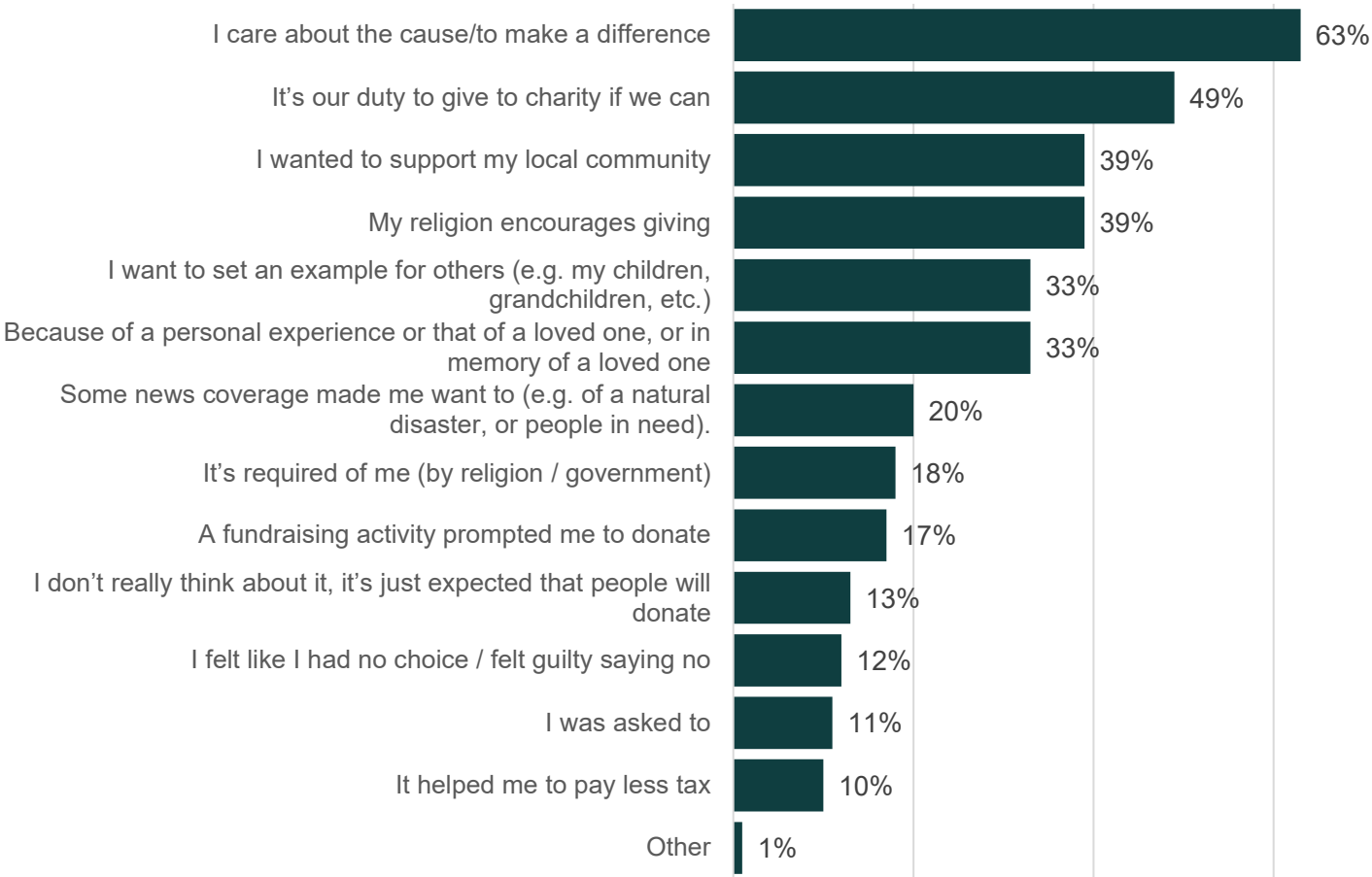
In India, giving is deeply rooted in purpose, duty, and tradition.

While 63% of people donate because they care about the cause or want to make a difference, a notable 49% see it as a moral duty — significantly higher than the global average of 31%.

Religion also plays a key role, with 39% saying their faith encourages giving, compared to 29% globally.

These figures reflect a uniquely Indian perspective where generosity is driven not just by empathy, but by cultural and spiritual values, making giving a personal commitment as well as a social expectation.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 864).



Global top 3

1. I care about the cause/to make a difference (65%)
2. It's our duty to give to charity if we can (31%)
3. My religion encourages it (29%)

Continental top 3

1. I care about the cause/to make a difference (62%)
2. It's our duty to give if we can (39%)
3. My religion encourages giving (37%)

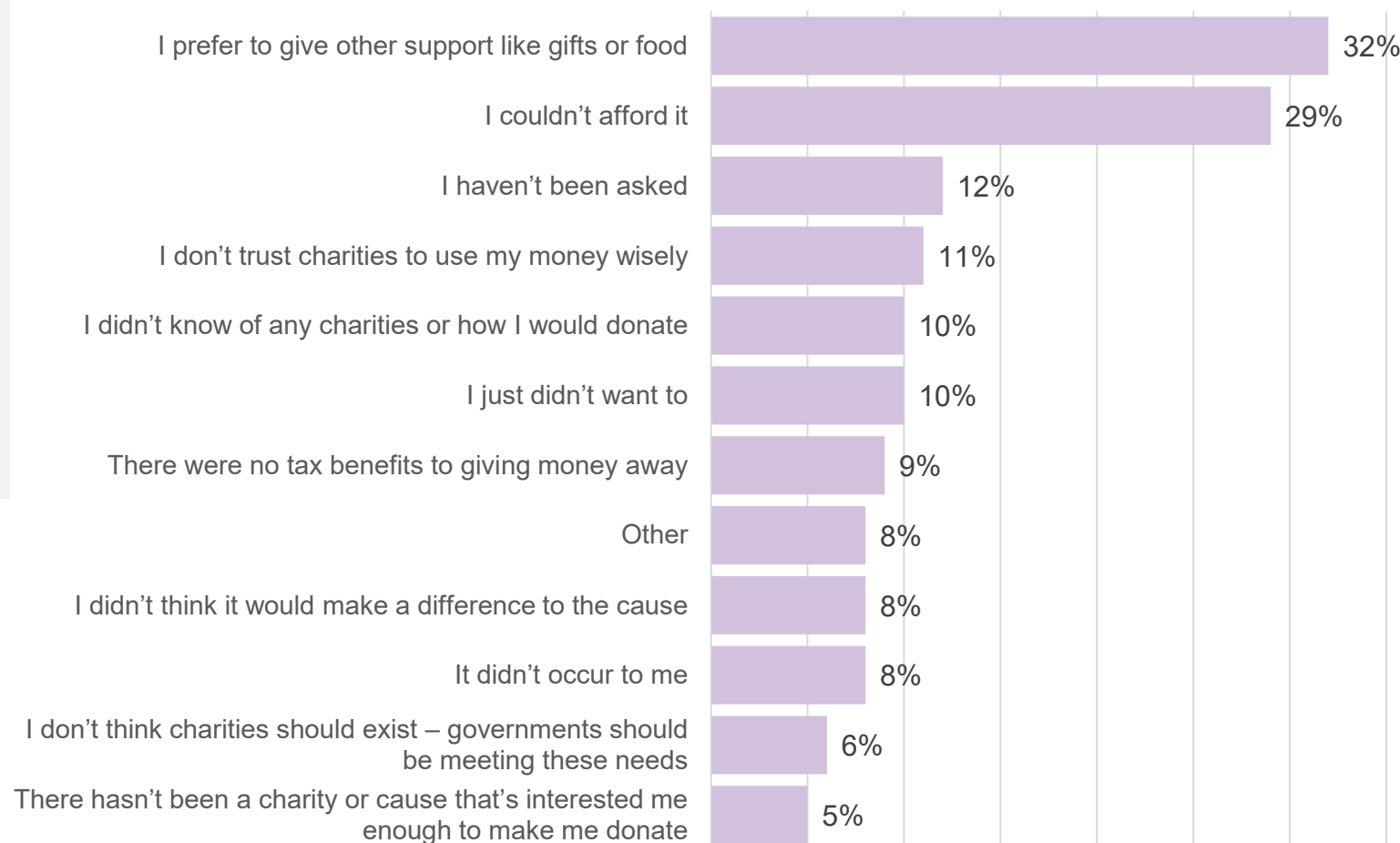
Reasons for not giving money.

In India, the most common reason for not giving money is a preference for in-kind support, such as gifts or food, cited by 32% of non-giving respondents — significantly higher than the global average of 20%.

This reflects a culturally rooted approach to direct, tangible giving.

Financial constraints are also a factor, with 29% saying they couldn't afford to donate, although this is lower than global (40%) and regional (35%) figures.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 163).



Global top 3

1. I couldn't afford it (40%)
2. I prefer to give other support like gifts or food (20%)
3. I don't trust charities to use my money wisely (14%)

Continental top 3

1. I couldn't afford it (35%)
2. I prefer to give other support like gifts or food (20%)
3. I don't trust charities to use my money wisely (14%)

What would increase donations?

To increase donations in India, transparency and trust emerge as key drivers.

45% of respondents said they would be more likely to give if they knew the results and impact of a charity's work.

Close behind, 43% wanted assurance that the charity sector is well regulated, and another 43% wanted to better understand how their money would be used.

These findings highlight a clear demand for accountability and clarity in charitable operations.

For non-profits, this presents an opportunity to build deeper donor engagement by communicating outcomes, showcasing impact, and fostering trust through transparent, responsible financial and programmatic reporting.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,027)

45%

Knowing more about the results and impact that a charity has

43%

Knowing the charity sector is well regulated

43%

Knowing more about how my money would be spent

The causes people support through donating.

In 2024, charitable giving in India reflected strong support for both basic needs and community wellbeing.

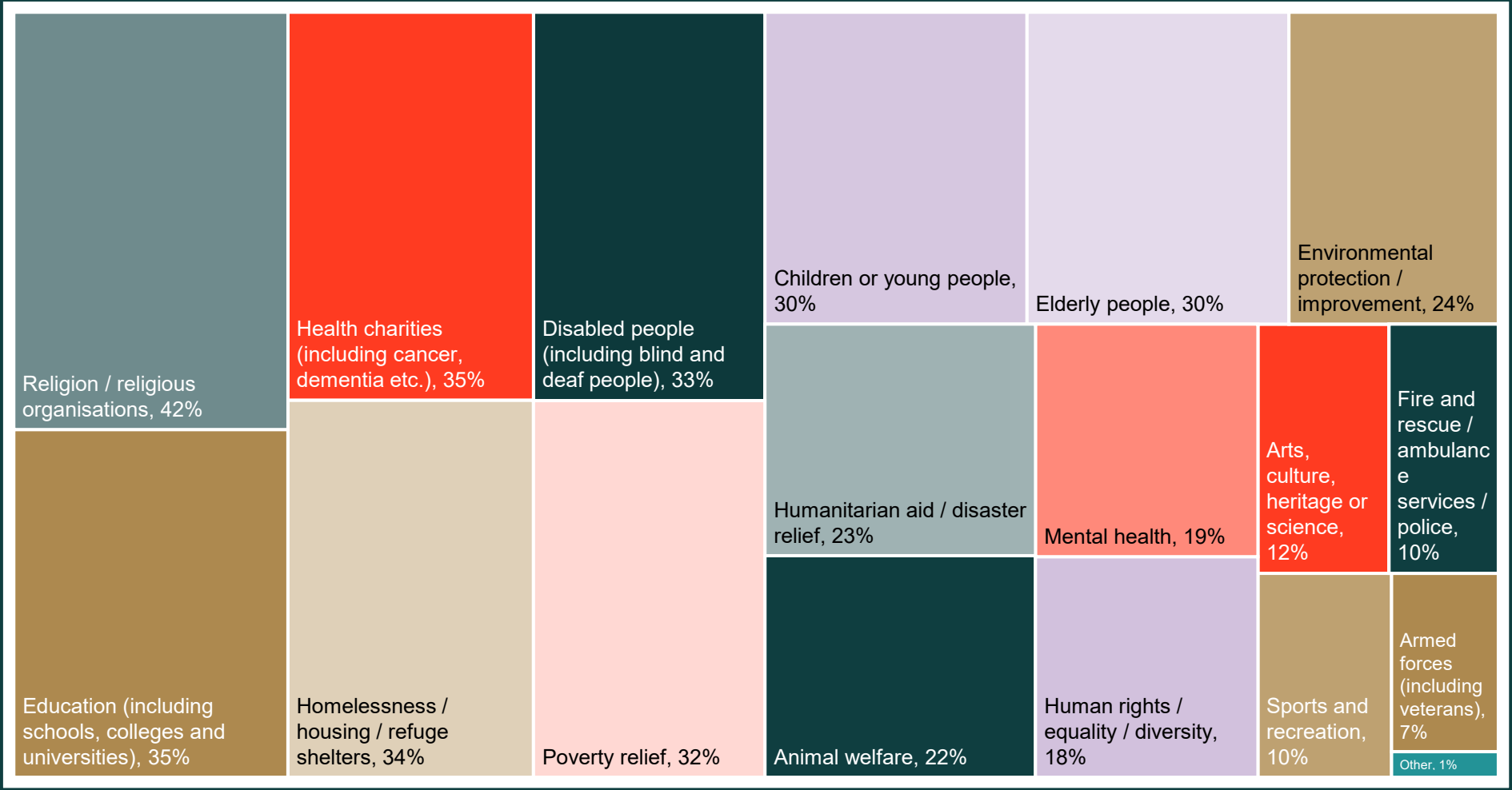
The most supported cause was religion and religious organisations (42%), highlighting the cultural significance of faith-based giving.

Education (35%) and health charities (35%) also ranked highly, showing continued commitment to essential services.

Causes like homelessness (34%), poverty relief (32%), and support for disabled (33%) and elderly people (30%) underline a deep concern for vulnerable populations.

These trends suggest Indian donors are not only rooted in tradition but are also responding to evolving social challenges.

Which cause(s) did you give money to in 2024? (People who had given money, n = 864)



Frequency of volunteering, per person.

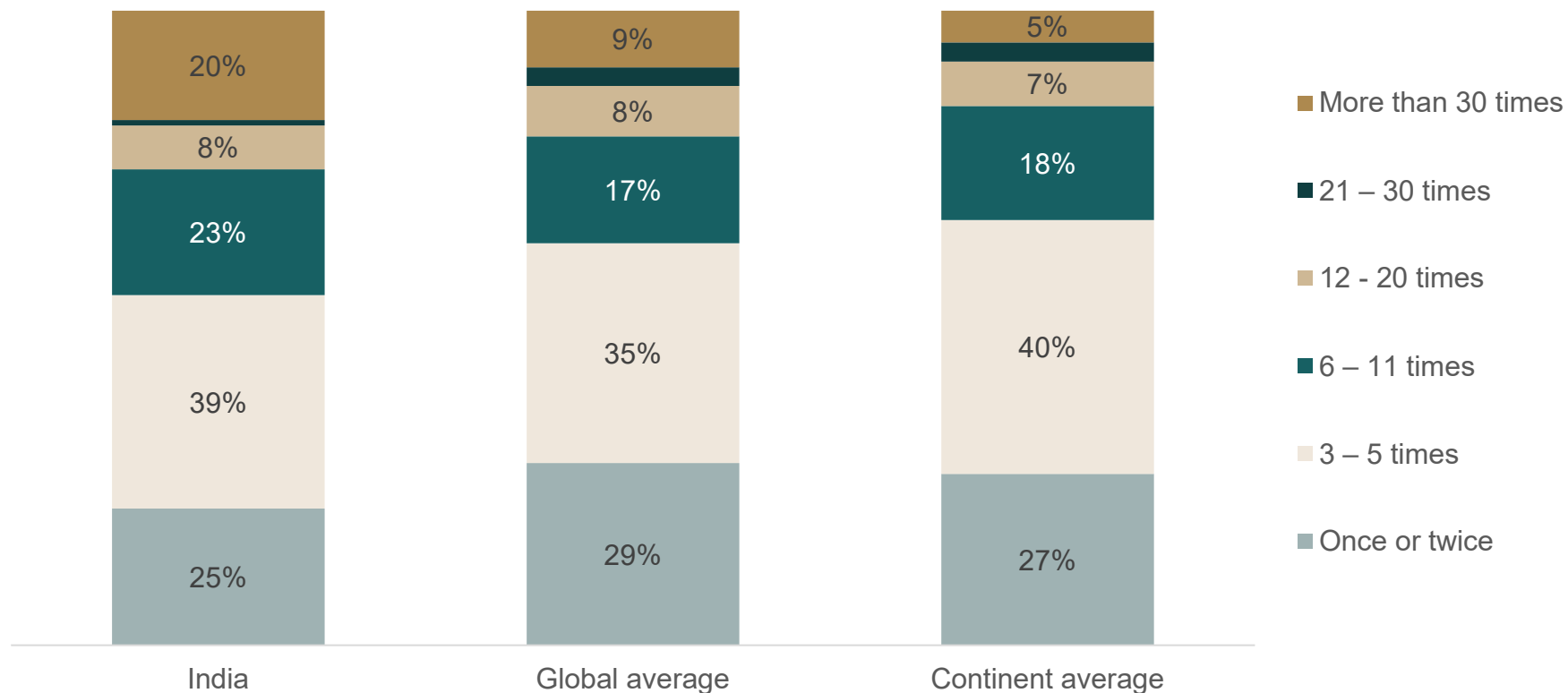
While the proportion of volunteers in India (24%) was in line with global and continental averages, India showed a higher level of engagement.

While 39% volunteered 3–5 times, in line with global (35%) and Asian (40%) trends, what stands out is the intensity of involvement beyond that.

20% of Indian volunteers contributed more than 30 times—more than double the global average (9%) and four times the Asian average (5%).

Overall, these figures highlight a deep culture of civic responsibility in India, where voluntary work extends beyond occasional engagement to regular, meaningful contributions benefitting people outside one's immediate circle.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 245)*



Average time spent volunteering, per person.

In 2024, people in India spent an average of 7 hours and 15 minutes volunteering, slightly below the continent average of 7 hours 30 minutes and noticeably lower than the global average of 9 hours.

This figure includes both active volunteers and those who did not volunteer at all, offering a holistic view of national engagement.

Given India's strong cultural norms around community service and informal help, actual contributions — particularly in non-institutional or unrecorded settings — may be higher.

Strengthening structured volunteering platforms could help increase both participation and impact in the years ahead.

7 hours **15** minutes

On average, people in India spent this time volunteering in 2024

(All, n = 1,027) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

7 hours **30** minutes

Continent average

The causes people supported through volunteering.

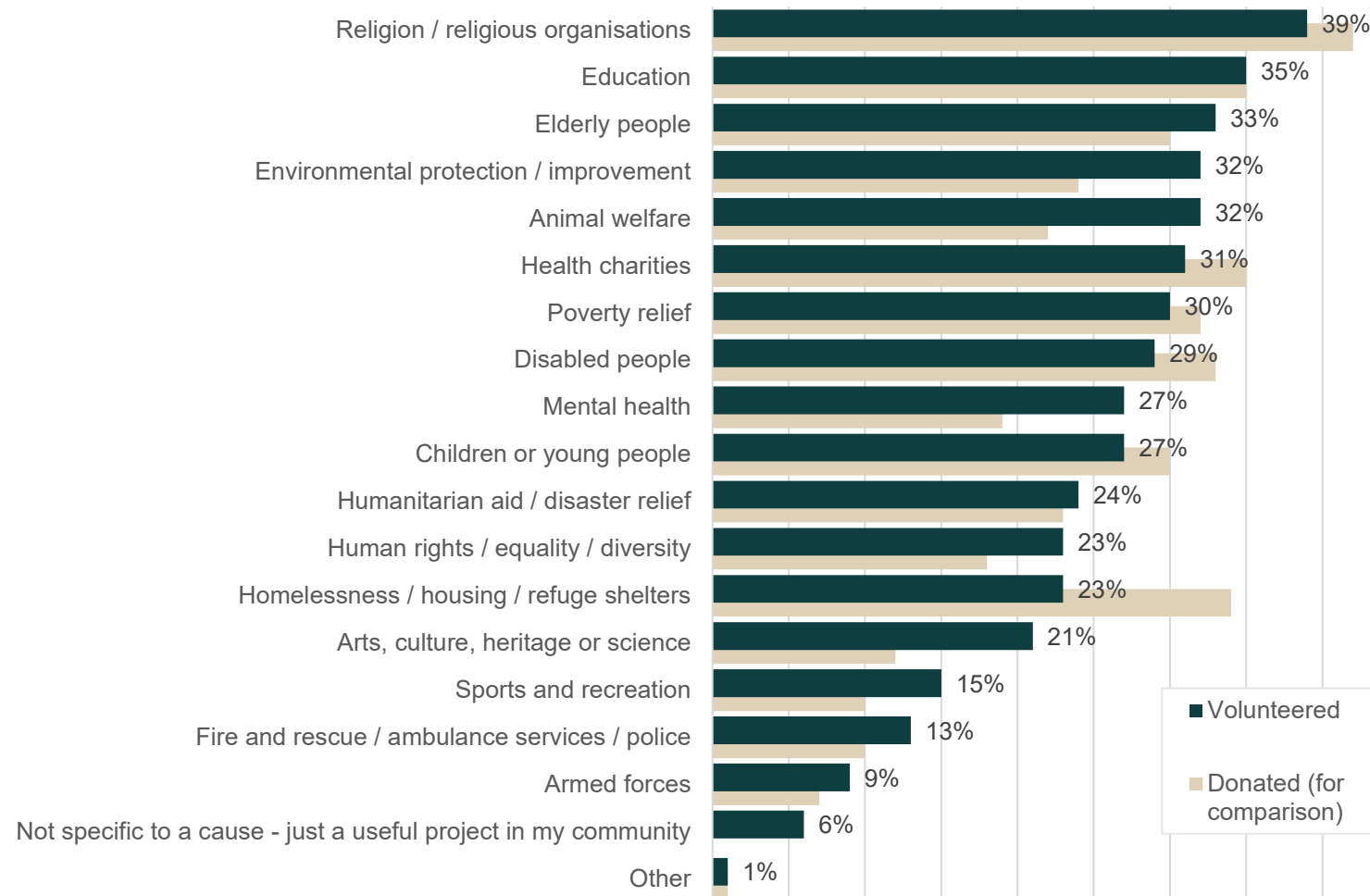
In 2024, volunteering in India reflected a strong sense of purpose and social responsibility, with most individuals supporting specific causes.

Religious organisations (39%) topped the list, showing the deep-rooted role of faith in civic life.

However, causes like education (35%), elderly care (33%), environmental protection (32%), and animal welfare (32%) saw equally high engagement, pointing to an expanding concern for sustainability and social equity.

Support for health (31%), disability (29%), and poverty relief (30%) further signals a shift toward addressing structural issues. With only 6% engaged in general community help, most volunteers are clearly driven by specific, impact-oriented missions.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 245)



How helpful people are to others.

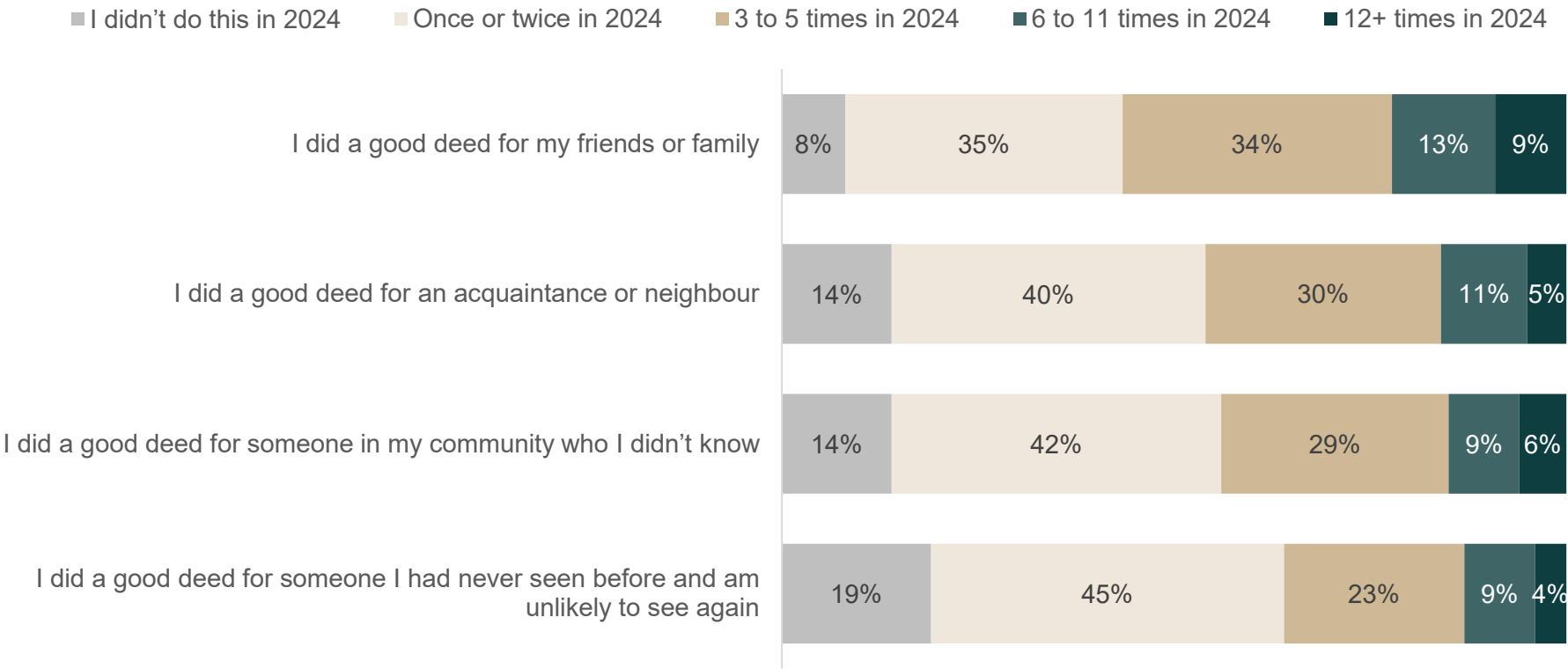
In 2024, Indians demonstrated a strong inclination toward helping others beyond their immediate circles.

A significant majority performed good deeds for friends and family — with 92% doing so at least once, and 22% more than five times.

Acts of kindness extended to acquaintances and neighbours, where 86% reported helping, and to strangers in the community (also 86%), showing a deep sense of local social cohesion.

Even among complete strangers, 81% engaged in at least one good deed, reflecting a widespread culture of everyday compassion. While frequency decreases with social distance, the data clearly highlights that kindness in India is both habitual and inclusive, rooted in empathy and a shared sense of humanity.

Beyond easy acts of kindness or simple good manners that do not require much effort, for example, holding open a door or picking up a dropped item, did you do a good deed in 2024?
(All, n = 1,027)





04 PERCEPTIONS OF CIVIL SOCIETY

How much the public trusts charities.

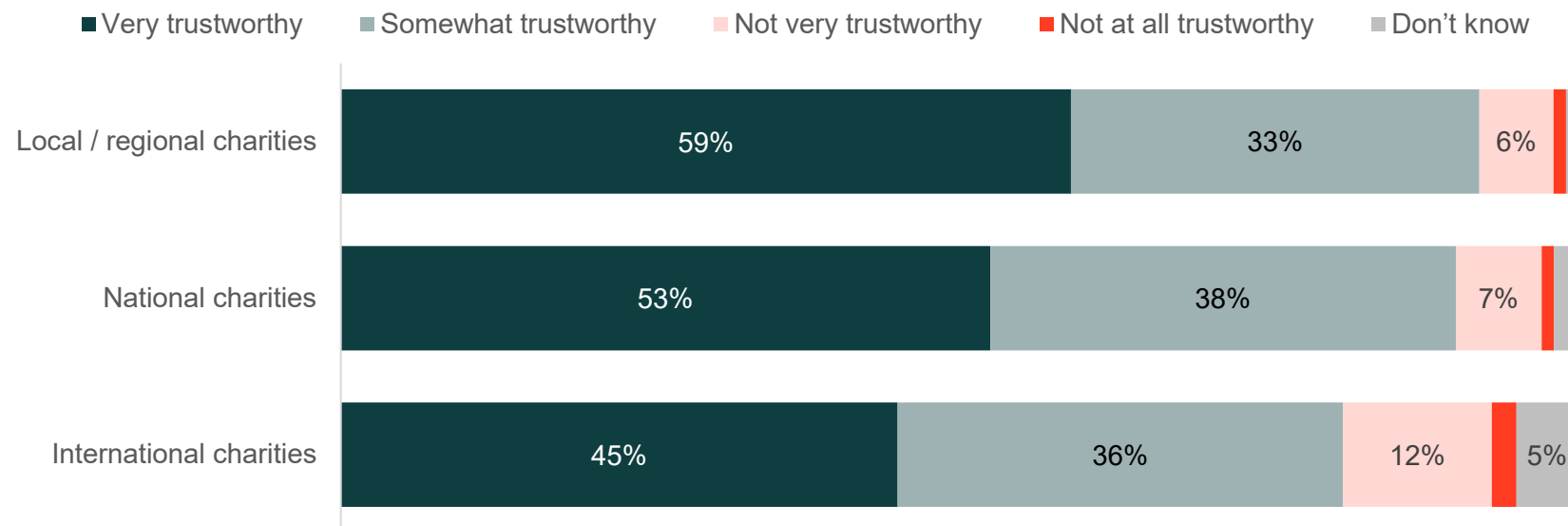
Trust in charities in India is notably high, with an average score of 11.4 out of 15, well above the global (9.22) and continental (9.65) averages.

Local and regional charities are the most trusted, likely because they are more visible and directly engaged with communities.

Trust declines slightly for national charities, and more noticeably for international ones, where distance, limited familiarity, and lower perceived accountability may affect confidence.

This suggests that proximity and transparency play key roles in shaping public trust. To maintain and strengthen this trust, especially for larger or global organisations, clear communication and community connection are essential.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,027)

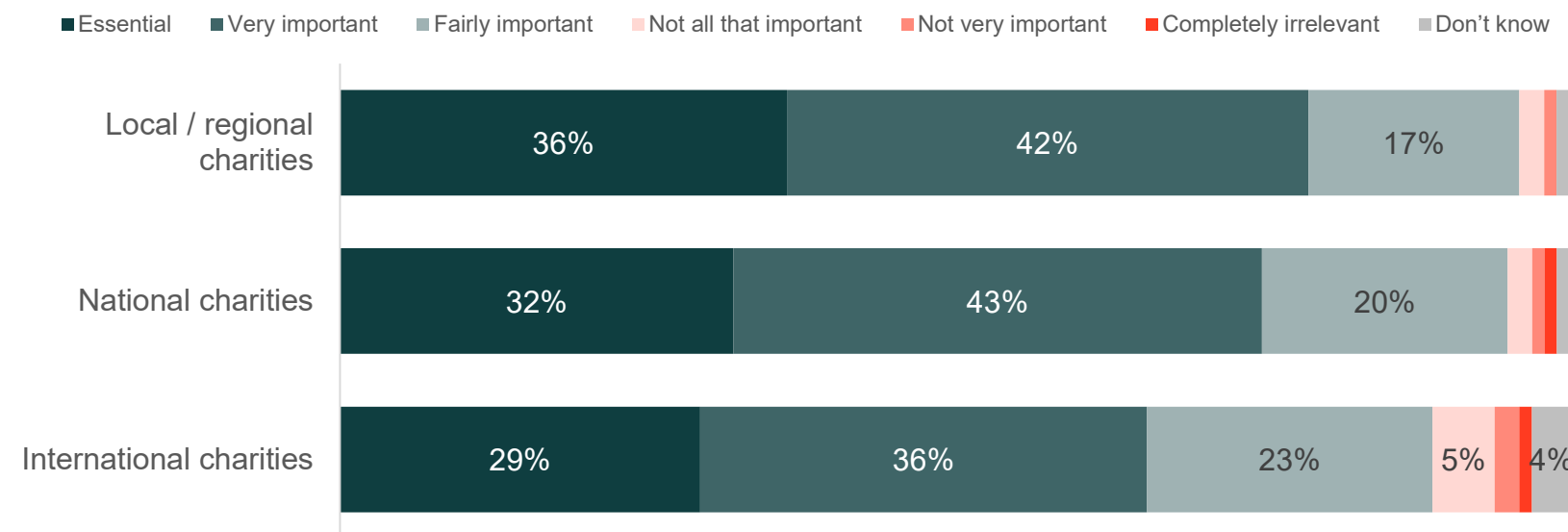


Overall, the public in India gave a score of 11.4 / 15 for how much they trust charities. This compares to a continental average of 9.65 and a global average of 9.22.

The perceived importance of charities to society.

The public in India strongly values charitable work, with **local/regional charities** rated highest—**78%** see them as essential or very important. **National charities** follow closely at **75%**, while **international charities**, though slightly lower at **65%**, still command solid public support. Notably, **international charities face more skepticism**, with **9%** rating them as not very important or irrelevant. Overall, India scores **11.8 out of 15** in terms of how much people value charities—**outpacing both the continental (11.04) and global average (10.98)**. This highlights the significant societal trust placed in charitable organisations, especially those rooted in local contexts.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,027)



Overall, the public in India gave a score of 11.8 / 15 for how much they value charities. This compares to a continental average of 11.04 and a global average of 10.98.

How people discover charities.

Social media is the top source (16%), showing the growing role of digital platforms in donor outreach.

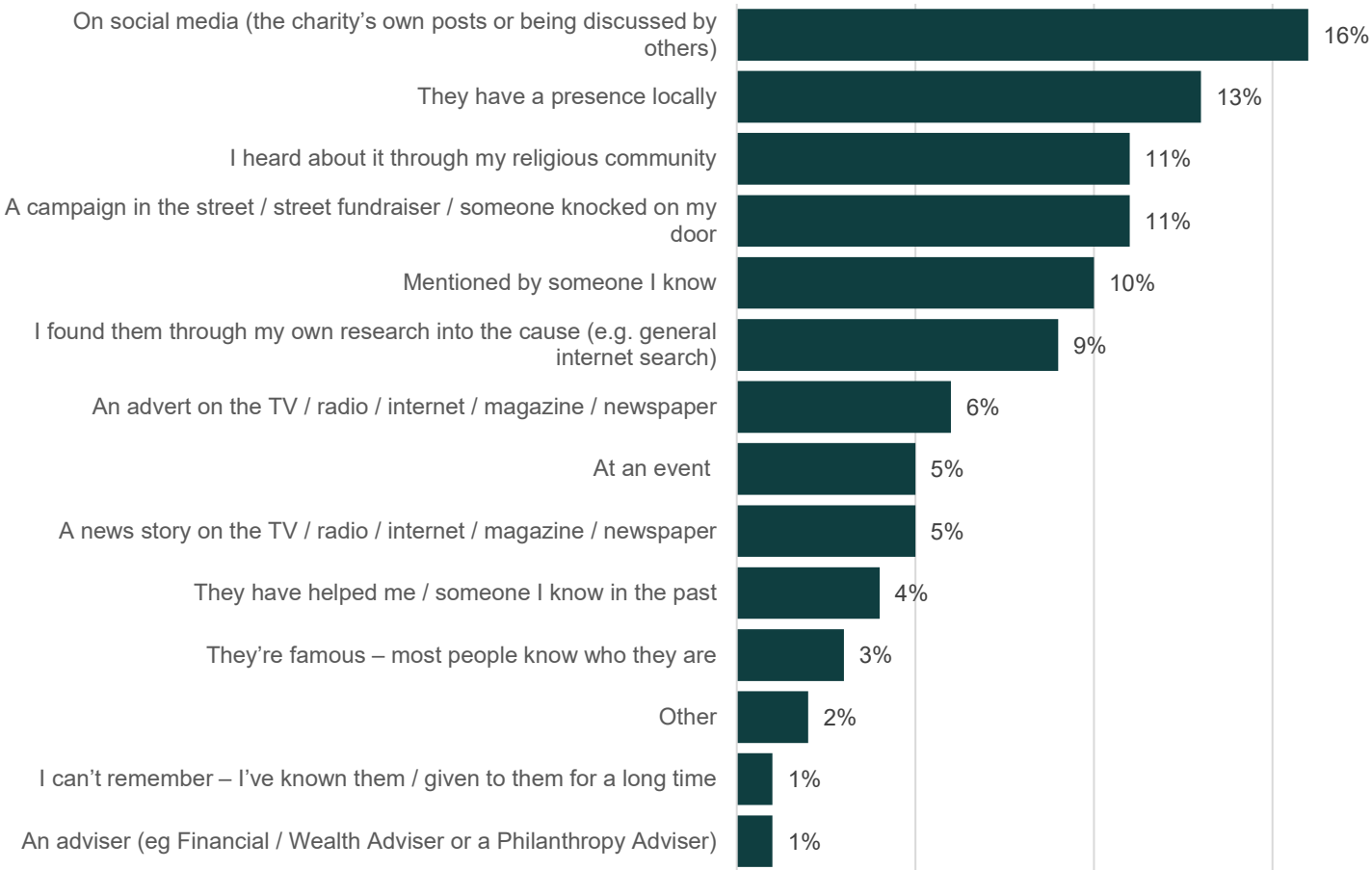
Local presence (13%) and religious/community ties (11%) are key offline drivers, highlighting the importance of visibility and trust at the grassroots level.

Word-of-mouth (10%) also plays a strong role, underlining the value of personal networks.

Online research (9%) and media (6%) contribute but are secondary.

A balanced mix of digital, local, and personal engagement is essential for building awareness and support.

For the last charity that you gave money to, how did you first find out about them?
(People who had given money to charities, n = 561)



Global top 3

1. On social media (14%)
2. They have a presence locally (11%)
3. They were mentioned by someone I know (10%)

Continental top 3

1. On social media (18%)
2. They have a presence locally (12%)
3. Mentioned by someone I know (11%)

Overall influence of government on charities.

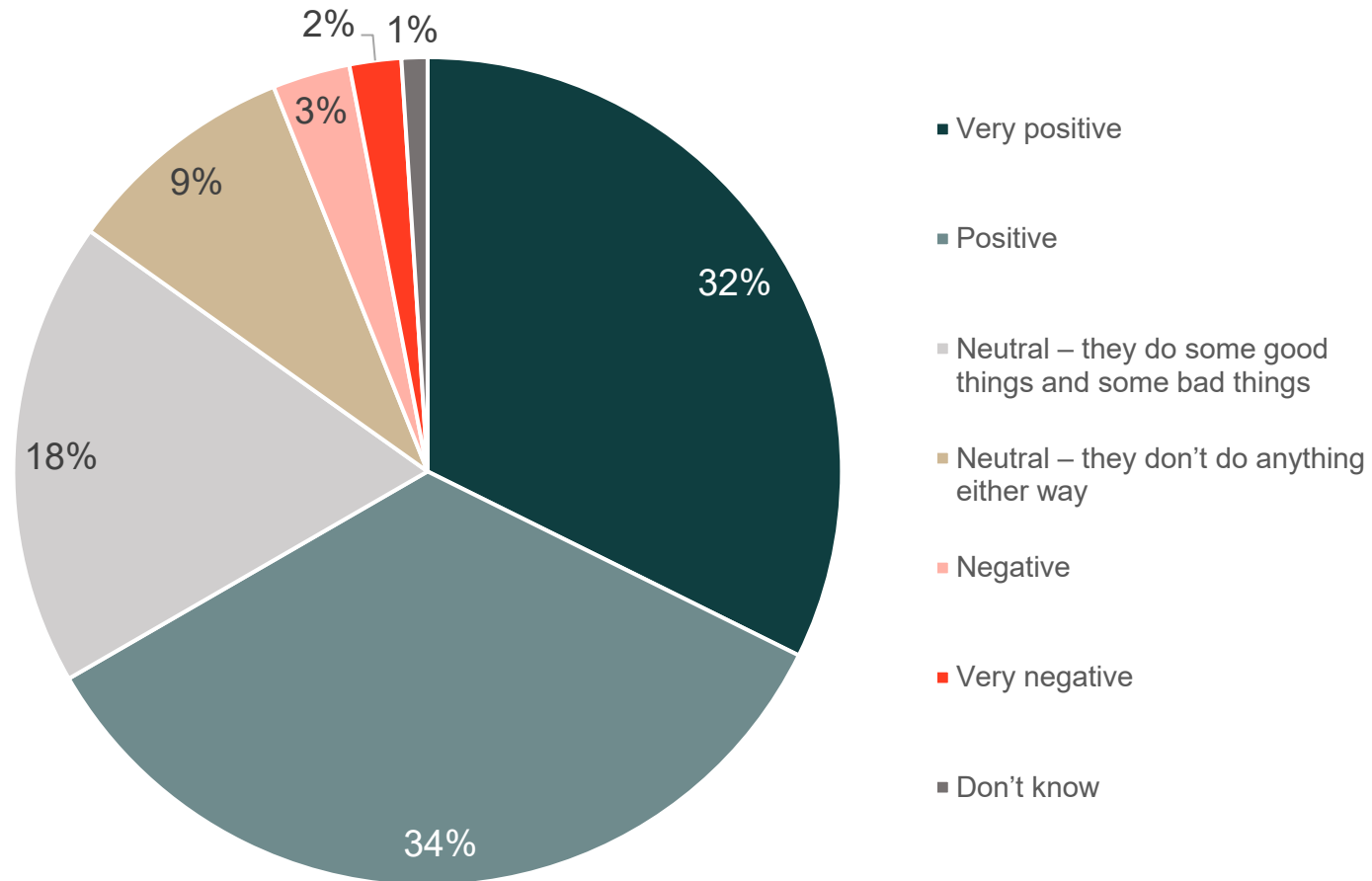
Two thirds of respondents in India view the Government's role in the charity sector as positive, indicating strong public approval.

Only 5% express negative views (3% negative, 2% very negative), which is notably lower than the global (14%) and continental (11%) averages.

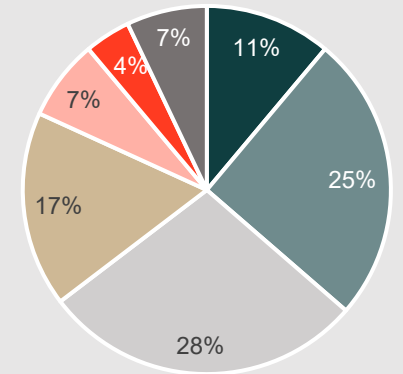
Around a quarter remain neutral, suggesting that while most are optimistic, some are uncertain about the Government's role.

India's positivity (66%) stands out when compared to the global average of 36% and continental average of 50%, reflecting a uniquely high level of trust. This perception offers a strong foundation for collaborative policies and initiatives that can further strengthen the social impact ecosystem.

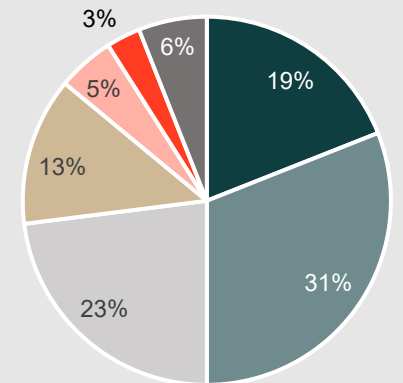
Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,027)



Global average



Continent average

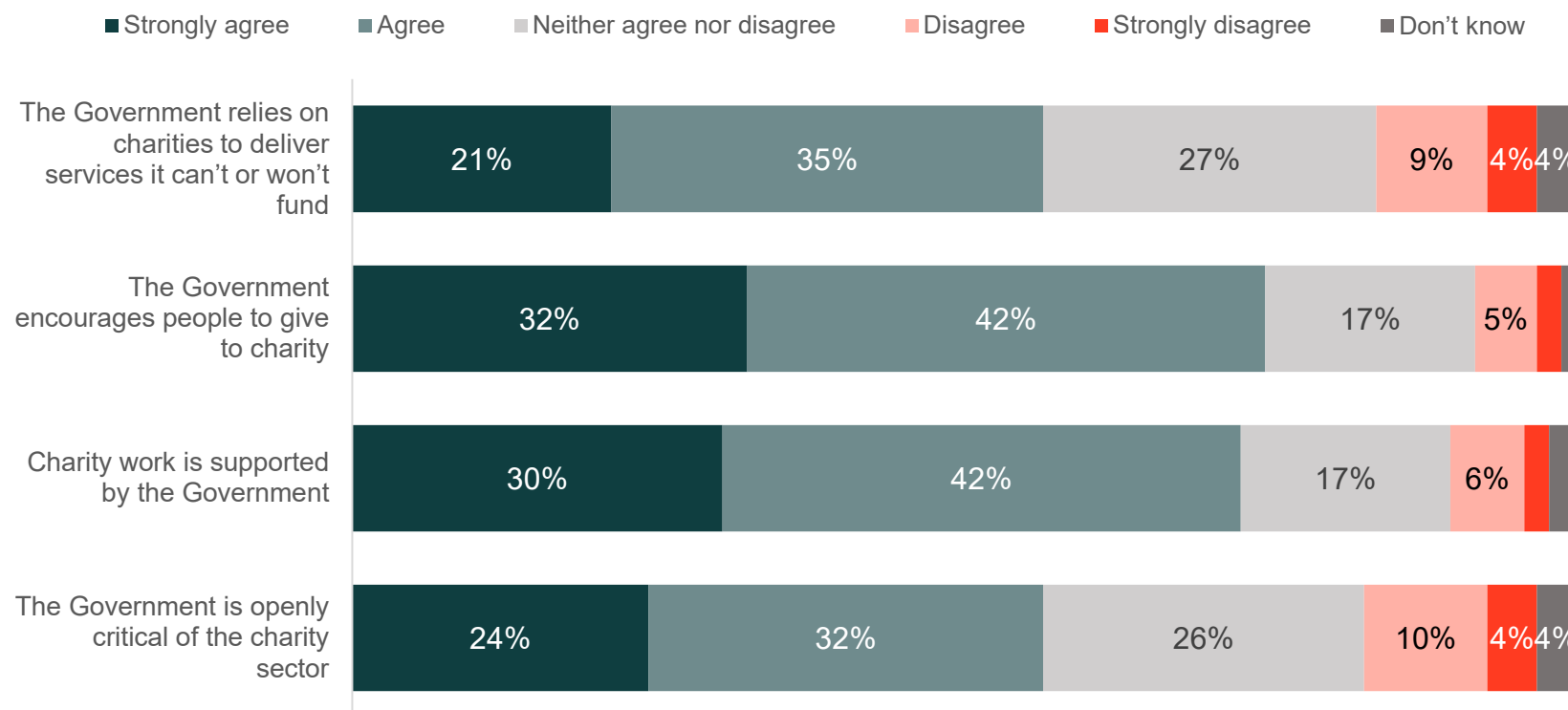


Specific opinions on the role of government.

Most respondents consider the Government plays a supportive part in the charity sector:

- 56% agree that the Government relies on charities to fill service gaps.
- A large majority feel the Government encourages giving (74%) and supports charity work (72%).
- A smaller share view the Government as openly critical of the sector.
- Overall, people see the government as a supporter and facilitator of charitable giving, though concerns about over-reliance on NGOs remain.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,027)



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

