

A blue-tinted photograph of children sitting on the floor, playing with cards that feature illustrations of various Indian animals like tigers, leopards, and deer. The image is partially obscured by a white diagonal shape that contains the title text.

EEDELGIVE HURUN INDIA PHILANTHROPY REPORT 2019



HURUN REPORT
INDIA

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Anas Rahman Junaid

Managing Director and Chief Researcher, Hurun Report India,

Since 2012, Hurun Report has been promoting transparent wealth creation in India. The Hurun India Rich list attempts at telling the story of modern India's businesses through the eyes of the entrepreneurs. The EdelGive Hurun India Philanthropy List is an objective attempt to recognise the responsible side to India's story of wealth creation.

Since centuries, philanthropy has been in the DNA of Indians. However, one of the challenges in understanding the quantum of Indian philanthropy is the concept of "Gupt Daan", which means being secretive about the donation. In addition to the recognition, it is also imperative that Indian philanthropy is effective. India has no option but to develop at a grass root level to capture the benefit of demographic dividend. Although the primary stakeholder for grass root development is the government, the entrepreneurs and corporates can catalyse the process significantly.

This is the sixth year of the list and it has grown significantly since we launched the list in 2013. Three key trends emerge from this year's edition. Firstly, as the rich Indians get richer, their contribution to the philanthropic causes too witness a jump. Secondly, there remains a lot of potential for corporate India to grow well by doing good. Case in point, the contribution from the top 10 individuals on the list account for 61%. In other words, the remaining 90 individuals account for 39%. There remains a lot of untapped potential which will come to the forefront with initiatives such as these. And finally, corporate India is banking and investing on education – much more than any other cause. The megatrend at play here is that the focus of philanthropy in the country is shifting from merely donating to empowering. It is indeed a long term play, but will surely lead to a lasting change in the years to come.

The threshold donation to enter the top 10 of The EdelGive Hurun India Philanthropy List has increased by 140% since 2018 and the top 25 has increased by 170%. Hurun Research Institute indicates the "net-cash" donations have increased by circa 50 bps since 2018.

During my interaction with philanthropists, some of who feature in the list, it was very heartening to learn that many first generation entrepreneurs are planning to set up endowment funds akin to that of Mr. Azim Premji's. These are small steps that will lead to the giant leap. We believe that Indian Philanthropy in terms of cumulative value of donations is in the beginning stage and the golden age of philanthropy is yet to come!

“

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-Anas Rahman Junaid
Managing Director and Chief Researcher, Hurun Report India



Foreword

–Vidya Shah, CEO, EdelGive Foundation

From my experience of the last 11 years of being part of the social sector, the ecosystem of philanthropy has changed dramatically. When we founded EdelGive Foundation in 2008, corporate philanthropy had limited visibility (excluding the Tata Group and Mr. Azim Premji). Today however, the sector has evolved, with several organisations funding large programmes across civil society. There is widespread dialogue on innovation in programme design and delivery. Philanthropists are slowly realising the strategic nature of funding that needs to be applied to the social sector. The focus now increasingly is on scale, sustainability and direct impact. As Indian private wealth grows, there is greater expectation that Indian philanthropy should address the country's critical development needs.

However, as philanthropy begins to take on a strategic approach, we are simultaneously witnessing, and rightly so, a deep questioning of its role in society. Amongst an ever-changing business ecosystem, is philanthropy really delivering on its promise? Anand Giridharadas in his book 'Winners Take All – The Elite Charade of Changing the World' worries that asking philanthropy to solve society's problems means the return of "unfettered paternalism". He questions big businesses and the undue influence they have on society and in building and shaping the agenda of social change.

With such conflicting notions and perceptions of the development ecosystem in India, we at EdelGive Foundation wanted to attempt to bridge this gap of perceptions, using data and analysis. Our partnership with Hurun Report India in creating the EdelGive Hurun India Philanthropy List and Report 2019 is our attempt to strengthen understanding of giving in India and present ourselves and our peers with an opportunity to be more transparent and accountable.



In spite of the thriving development sector in India, due to lack of disclosure norms and institutionalized system of documenting giving, we found this process to be a challenging one. The EdelGive Hurun India Philanthropy List and Report 2019 is the first step to leveraging accessible data in CSR spending of companies and using this information to corroborate ownership and personal giving.

Broadly, our methodology included four steps:

1. Assessment of CSR Spending of Companies in India (using government data sources)
2. Calculating personal giving as a percentage of share ownership of individuals in these Companies
3. Reaching out to these individuals to substantiate the findings and add any missing information such as personal philanthropy
4. Finalising the list after adding the personal philanthropic contributions (if shared by these individuals' office) to the proportionate CSR spend

Given the complexities we faced, one might question, 'Why do we need a list in the first place?' and 'Is this data really relevant and useful?' To this I have two distinct points for submission.

Firstly, reports of such nature serve a large purpose in the sector. Not only do they present the amount of funding available for social causes but also showcase the domain areas and geographic reach of philanthropic giving. This helps in building and scaling programs more strategically and provides access to information on top philanthropists.

Secondly, in the corporate world, being on a '100 most influential' or '100 most powerful' list of large media and research houses is seen as a stamp of credibility and growth for companies and their owners. By developing this list on personal giving, we aim to recognize and build credibility for the work being done by those philanthropists, who agree to share their data of giving and can serve as role models to other individuals wishing to create similar impact.

As funders, our expectations of transparency and monitoring from our partner NGOs is appropriate and required. However, our role extends beyond the impact of our NGO partners, both in terms of resources and scale. As EdelGive, we acutely feel the need to hold ourselves equally accountable, both in terms of quality and quantity of giving.

We see great potential in developing collective action towards this cause and welcome suggestions on how we can more effectively collect and analyze such data.

I thank Hurun India for their rigor in adopting this methodology and being open to recommendations from external sources. I hope you find this report useful, and I encourage you to share any feedback you might have.

Vidya Shah
CEO, EdelGive Foundation

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Introduction

EdelGive Foundation and Hurun Research Institute released the “EdelGive Hurun India Philanthropy List 2019”, a ranking of the Top 100 most generous individuals from India based on the cumulative contributions between 1st April 2018 to 31st March 2019. EdelGive Foundation has partnered with Hurun Report India towards creating this report with the objective of understanding philanthropic giving in the country from a data and evidence point of view. The report is not only significant in understanding data of giving but also throws light on the sectors and geographies which are at the receiving end of this giving. Through this report, we aim to bring to notice the strength of the social sector and access areas which require further growth.

The EdelGive Foundation and Hurun Research Institute today released the EdelGive Hurun India Philanthropy List 2019, a ranking of the most generous individuals from India. This is our attempt to highlight India's remarkable givers and to capture the growing importance of individual givers in India's philanthropic landscape towards nation building. Contributions were measured by the value of their cash or cash equivalents from 1 April to 31 March. This is the sixth year of the list and it follows on from the Hurun India Rich List, a ranking of 953 richest individuals in India, released on September 2019 for the eighth year.

This year's EdelGive Hurun India Philanthropy List 2019 features Top 100 individuals who have contributed more than INR 5 crore or more during the period under review.

“Three key trends emerge from this year's edition. First, as the rich Indians get richer; their contribution to the philanthropic causes too witness a jump. Two, there remains a lot of potential for corporate India to grow well by doing good. Case in point, the contribution from the top 10 individuals on the list account for 61%. In other words, the remaining 90 individuals account for 39%. There remains a lot of untapped potential which will come at the forefront with initiatives such as these. And three, corporate India is banking and investing on education – much more than any other cause. The megatrend at play here is that the focus of philanthropy in the country is shifting from donating to empowering. It is indeed a long term play, but would surely lead to lasting change in the years to come.”, Anas Rahman Junaid, Managing Director and Chief Researcher, Hurun Report India, said.

Vidya Shah, CEO of EdelGive Foundation, said “When we embarked on this partnership with the Hurun Report India, our overall objective was to understand giving in India based on evidence and data. It is very satisfying to see the results show a significant growth in philanthropy in India, with the number of individual donors at an all-time high. As a sector, we now need to ensure that this ‘giving’ is resulting in a positive change in social indicators and being optimally utilized towards programmatic and organisational growth of our NGOs on-ground.”

Overview

- Hurun Report launches the **sixth edition** of **EdelGive Hurun India Philanthropy List**
- With a donation of INR 826 crore, **Shiv Nadar** retains the crown of ‘**The Most Generous Indian**’ in EdelGive Hurun India Philanthropy List 2019
- Indian philanthropy stats at a **record** high; No. of individuals who have donated **more than INR 10 crore increased by 89%**, from 38 to 72 this year
- With a donation of INR 453 crore, **Azim Premji** of Wipro occupies the **second place**, With a donation of INR 142 crore, **Rohini Nilekani** is the **top woman philanthropist** in the list; 6 women feature in the list
- The richest Indian, **Mukesh Ambani** of Reliance secures the **third spot** with a donation of **INR 402 crore**
- Circa 47% of the spent or **INR 2,058 crore** was donated on a **personal capacity**, in addition to the CSR spend of the respective business
- **Education** remains the **most popular** philanthropic cause, followed by **Sustainable Development** and **Healthcare**
- All the individuals in the list also feature in **Hurun India Rich List 2019**
- The average **age** of donors in the list is **64 years**
- With a donation of **INR 50 crore**, 95-year-old **Dharam Pal Gulati** of MDH is the **oldest philanthropist** in the list
- **Cumulative value** of donations in EdelGive Hurun Philanthropy list is **INR 4,370 crore this year** (up from INR 2,310 crore last year), with an average donation of INR 44 crore
- With **31** individuals, **Mumbai** is home to most of the philanthropists in EdelGive Hurun India Philanthropy List 2019, followed by **New Delhi** (16) and **Bengaluru** (11)





In Conversation with ADI GODREJ – Generations of linking business success with social progress

Adi Godrej, eminent entrepreneur and a thought leader in nation building, is the Chairman of The Godrej Group.

A regular in the top 10 in Hurun India Philanthropy List, the Godrej family's contribution to philanthropy dates back to their support towards the Indian independence movement.

With a philanthropic contribution of INR 83 crore, the Godrej family, ranks 10th in the EdelGive Hurun India Philanthropy List 2019. Nearly 23% of the promoter holdings of the Godrej Group is owned by the Godrej Trust that invests into extensive enhancement of livelihood, by contributing to causes ranging from environment protection to education.

Hurun Report delves into conversation with Adi Godrej on his philanthropy and CSR initiatives at the Godrej One office in Vikhroli. The office overlooks 2500 acres of Mangrove forest that is considered to be Mumbai's second largest nature reserve, a result of the family's decision to preserve it as the critical lung for the bustling city of Mumbai.

The Three Pronged Philanthropic Approach

Mr. Godrej, speaking on behalf of the family, talked about how philanthropic principles axles around causes such as nation building, environmental protection and education. The family associates with international organisations such as UNICEF & LEGO foundation in promoting education. Mr. Godrej personally takes much interest in promoting education. He says, "For some causes, we have a professional team that handles the entire process. I am personally involved in education. For instance, we support the Indian School of Business, where I was Chairman of the board for many years."

The Godrej Group consistently measures the outcomes of their philanthropic activities before they choose another cause. A clear example where the outcome proved positive is their initiative to support the Olympic Gold Quest (OGQ). OGQ supports Indian participants at the Olympics and other such fora. PV Sindhu, one of the sports persons supported by OGQ, recently won the world badminton championship.

Views on Philanthropic Practices

He also spoke about meaningful philanthropy done by other leading entrepreneurs such as Azim Premji, Infosys and the Tata Group, whose CSR he stated is differently structured. He went on to describe how the CSR structure varies between families and companies. "For some, philanthropy is focused around religion. However, we don't contribute to religious causes. Religious practices are good but it doesn't help anyone or the society", added Mr. Godrej. Answering the question on if the amount for CSR set aside is proportionate to profits or fixed for every year he said "It is decided by our board and it varies from time to time. We have a team for both CSR and Philanthropy, called the Godrej Good and Green Team. They bring the structure to our system and guide us on how to utilize our CSR bucket of 2% as per the norms fixed by the Indian Government -which is the highest in the world."



Adar Poonawalla – On a philanthropic pursuit to make positive and purposeful changes

The illustrious Poonawallas' philanthropic pursuits saw them spend Rs. 117 crore during 2018-2019, landing the family patriarch Cyrus S Poonawalla, Chairman of Serum Institute of India, among the top 10 on the Edelgive Hurun India Philanthropy List 2019.

The family's Villoo Poonawalla Charitable Foundation funds initiatives in education, healthcare, drinking water, sanitation, and environmental protection and conservation. Last year alone, the Poonawallas spent Rs 25 crore on the family scion Adar Poonawalla's flagship Clean City Initiative, which employs 450 people and 250 machines and trucks to collect waste across Pune.

The Hurun National Icon for Indian Philanthropy 2019, Adar, as the Chief Executive Officer of Serum Institute of India, helms the world's largest vaccine manufacturing company. However, his herculean job doesn't stop him from actively engaging in philanthropy.

In conversation with Hurun Report, he talks about the family's philanthropy, social welfare and economic improvement initiatives, and shares insights on endeavours steered by him.

The latest among these is his project to help victims of sexual harassment in India. Adar says he strongly felt the need to have something in place beyond the existing methods of curbing and discouraging sexual offences. "I think awareness is just one small part of it. We take actionable steps, deliver justice and bring relief to the victims through whatever work we do."

To him, equally important is justice to the victims. "Who doesn't know the markers of sexual harassment? We all know what is wrong and what is right. But, how do you help the victims, the ones with no voice? By giving them justice and by putting the criminals behind bars. So, one way we are working towards this is by funding Muskan, an NGO dedicated to preventing sexual abuse of children," he says.

After his mother, Villoo Poonawalla, a discreet philanthropist, passed away in 2010, Adar instituted the eponymous foundation, under which the family's philanthropic activities are carried out. Having spent over USD 100 million since its inception, here are a few initiatives the foundation actively supports:

- ◊ Providing clean drinking water processed at the highest quality levels and tested by the best laboratories. Currently, the foundation helps provide two million litres of water daily to villages around Pune. The next step is to strategically set up multiple plants in areas prone to water shortage
- ◊ Running six schools that provide quality education and sports facilities at a nominal fee of Rs 20,000 per student per annum
- ◊ The 60 bed-Viloo Poonawalla Hospital, where consultation, treatment, medicines and beds are available at subsidised rates. "You get a bed with food for Rs 800 and a bed in the general ward for only Rs 500. We try to make our money in other areas of business, not in healthcare, as we believe that it should be affordable and accessible to all," says Adar.

Below he shares more on all his undertakings and his views on several crucial aspects of philanthropy-

Vision education

"I strictly maintain that schools are not for profit," says the CEO of Serum Institute of India. Considering that the schools he runs charge a nominal fee of 20,000 per year, he is true to his word. They offer excellent education along with fully functional sports facilities. Expressing his disappointment with the existing education system, he says that most primary schools do not equip children with skill sets required for this era. Only skills-based education successfully prepares one for life, he affirms. "Education must impart practical skills in machine operations, computer programming, or architecture, which are vital for the economy. Shortfalls of the current system in these areas is a primary reason for unemployment," he rues.

Clean City Initiative

Since it began in 2014, the Poonawalla scion has spent Rs 100 crore to power the well-received Adar Poonawalla Clean City Initiative (APCCI). "Two years into the operations, Prime Minister Narendra Modi visited us. No one in the private or government sector had launched something which was not just an initiative of awareness, but a thorough, constant daily effort like ours," he points out. Covering close to 700 kms every day, 250 trucks and machines deployed by APCCI pick up tons of garbage. A plant in Talegaon then converts this garbage to gas that goes on to power factories, vehicles and buses in Pune.



Philanthropic commitment since 2010

"We spend three times the amount of our CSR budget, not just the two per cent mandated by the government. We can afford more now, so we spend about \$20 million on social activities," says Adar.

Recently, the Poonawallas tied up with the Chief Minister's office and Zipline, a unicorn based out of San Francisco that delivers health care, blood, medicines and vaccines using drones. Post regulatory clearances, he intends to set up distribution centres to make healthcare accessible in places where one cannot go by road or a patient is running out of time to wait on help via roads.

Additionally, vaccines for epidemic diseases such as dengue are not aimed at profit maximisation for Serum Institute of India. Although it's expensive to manufacture these vaccines, he is determined to keep the prices low so that they are accessible to all.

Talking on regulatory hurdles for implementing philanthropy, he admits that regulations are necessary to prevent unethical practices.

On being asked about his recipe to making an impact in society, he says, "One needs to be positive and purposeful about making a change. It also involves altering one's individual behaviour, if need be." He adds, "Today's generation has to come out of our Instagram and social media pages into society to actually make an impact."

As he signs off, Adar says he wants to be remembered as a good human being. "When I'm gone, I want to be known as a good human being. That's all. Nothing else. I don't care about being a billionaire or a businessman or even a philanthropist for that matter. This is what I teach my children, too."



Ritu Chabria - Taking the deep dive into health and education welfare

When was the Mukul Madhav Foundation established? What areas did the foundation work on during its early years of inception?

The Mukul Madhav Foundation was established in 1999 with a vision to improve and enhance support to the society in the spheres of health and education. The MMF's first steps were towards providing financial assistance to needy patients, and educational support to disadvantaged students. Over the course of the years, the foundation forayed into working on bettering infrastructure facilities in hospitals and educational institutions. As a part of an organic extension to ensuring good health practices were available for the common man, MMF also created an avenue to screen doctors, nurses and ASHA workers for receiving requisite technical training.

In the field of education, our vision is to improve facilities made available at the pre-primary, primary and secondary level for students from the lower strata of society. The foundation supports various schools in Maharashtra, particularly in Ratnagiri, Pune and Shirwal. The aid offered by us includes providing these schools with clean water and better sanitation, and utility items for students such as shoes, sweaters, computers, books and sports equipment.

Furthermore, in 2010, we set up the Mukul Madhav Vidyalay in Golap, Ratnagiri with a modest strength of 151 students in 2010. Today, 653 students attend the school.

Our latest endeavour is to support children from agricultural families for higher education in agricultural colleges across Maharashtra.

Finolex Industries and MMF have the same pioneering minds at their helm. Being so closely-knitted, how similar or divergent are the two organisations in their philanthropy activities?

Even before the mandatory spending guidelines for corporate social responsibility (CSR) were announced by the Indian government in 2014, MMF had already been working in six of the 11 CSR verticals finalised by the government.

MMF's decades of CSR experience has helped Finolex effectively allocate its CSR budget into water conservation, social welfare and sanitation.

The Finolex Academy of Management and Technology (FAMT) was set up to support children in Pune. Our former chairman, the late Pralhad P Chhabria established this school with classes up to Standard 12.

How involved are the employees from Finolex in the Mukul Madhav Foundation?

Finolex has a network of representatives and dealers all over the country who engage in carrying out verification processes for cases of education or health support or any other kind of due diligence practices needed by the foundation. The contribution in this area by our strong network forms the backbone of our CSR activities, as it ensures its smooth functioning. Ours is perhaps the only organisation that involves its own employees to the full extent in carrying out and supporting its CSR initiatives. The foundation has a huge network of manpower, spread across the states of Maharashtra, Kerala, Tamil Nadu, Orissa, Jharkhand, Assam and Rajasthan.

What kind of initiatives does Finolex as a corporate entity take to protect the environment? Is it true that you convert waste from the office campus into re-cycled notepads for your boardrooms?

Sustainability is an integral part of who we are as a company and how we do business. It's not just the products we create, but our alignment with generally-accepted principles on environment, social responsibility, and governance. Finolex pays utmost attention to energy and resource conservation. Be it energy saving or optimisation, we keep working towards the overall goal of sustainability. Our approach has been recognised in the past, both at the State and National levels, through various awards.



Director of Finolex Industries Limited, Ritu Prakash Chhabria is also the managing trustee of the Mukul Madhav Foundation (MMF) and looks after its everyday operations.

Ritu holds a double major in Economics and Marketing from Richmond College, London, and a degree in Public Relations. She also has keen interests in arts and culture. She talks to Hurun Report on MMF's relentless pursuit and expansive contribution in improving access to healthcare and education for the disadvantaged.

What led you to join the cause of supporting and helping leprosy patients and those diagnosed with cerebral palsy?

Leprosy patients face bleak prospects and neglect in our society. Though the report from the World Health Organisation (WHO) states that there is a decline in the number of leprosy cases, we believe this is not true. MMF has been supporting leprosy patients by providing them with grocery, desk and chairs, books and health camps. The patients are also provided with bandage supplies.

The foundation has been closely involved in creating a support system that can allow them to lead normal lives and be included in mainstream society.

In case of cerebral palsy (CP), we began with donating special chairs designed for such patients. Eventually, we were able to identify 986 children with the condition between Ratnagiri and Satara, and decided to broaden our scope of support.

How is the CP project shaping up on the ground?

With certain hospitals coming together to support CP patients, awareness about the cause reached many individuals, who went on to act as major catalysts in bringing about a real change.

Internationally, the CP Project has gained recognition by the Royal College of Paediatrics after a team of specialists conducted a week-long camp and trained local caregivers and doctors in Satara on new methods in the field of CP.

Some of the regular initiatives undertaken by MMF now include:

- Assessment camps that are organised and conducted for those suffering from CP.
- Teams of doctors from Pune are taken to rural Satara and Ratnagiri regularly to conduct health camps for children with CP.
- Finolex rehabilitation centres have been set up to provide physiotherapy, occupational therapy and speech therapy.

Furthermore, those in need and those diagnosed with a surgical problem are brought to Sancheti Hospital in Pune, and assisted with surgery or Botox and provisions for prosthetics.

How do you bring on board state-of-the-art teaching methods and teachers at the Mukul Madhav School?

This has been a great challenge in the village of Golap in the district of Ratnagiri. However, the struggle has taught us a great deal. Most importantly, it has taught us not to give up. We have managed to bring in faculty from Panchgani, Nagpur, Mumbai and Pune. Regular training is provided to these teachers to familiarise them in new methods of teaching. In fact, with the support of Max Muller Bhavan, we've also included German in the school's curriculum.

The foundation also feeds about 100 destitute people on the streets every day. When did you begin this initiative?

This project is over a decade old now. Currently, we deliver food at the Pune train station, bus depots and directly to the city's street dwellers. The foundation believes in celebrating birthdays of friends and donors by adding five more packets to the food distributed daily with a sweet rather than spending on expensive gifts.



Tell us about the foundation's work in Satara and its role in adopting Public Health Centres (PHC) in India.

We began working in Satara at the beginning of 2015, the same time the CP Project began. While carrying out therapy for children with CP, we partnered with various institutes to understand the main cause of this disorder. We then collaborated with Symbiosis Nursing College and developed a module to train workers in the field of high-risk pregnancies.

The foundation liaised with the local authorities after taking relevant permissions and began teaching the module in eight PHCs. A total of 562 ASHA (Accredited Social Health Activists) and Auxiliary Nurse Midwife (ANM) nurses received training.

Following its success, the District Health Officer of Satara approached us with a request to replicate the training in other PHCs. Since then, 1,060 ASHAs and ANM nurses from 26 PHCs have been trained.

What is your view on the best way for every Indian citizen to practice social responsibility as part of their daily lives?

The mantra should be consistency and not spurt action. Inculcating civic sense is also very important. There should be a mandate for each person and the society to be responsible citizens and another to monitor the same.

How can one associate with the Mukul Madhav Foundation and pledge their time or monetary efforts?

One can join the foundation as a volunteer for new projects or as part of the working team to assist and help in their areas of expertise. Monetary help is appreciated by the foundation for various projects that need funds to run throughout the year.



Murali K. Divi – Integrating industrial growth and community development

Dr. Murali K. Divi is the Founder, Chairman and Managing Director of Divi's Laboratories Ltd.

Since 1995, the year when the Divi's manufacturing facilities were established, they have also been working towards the development and improvisation of the society. In his interview with Hurun Report, Dr. Divi talks about the various philanthropic activities of Divi's, the inspiration behind philanthropy and its impact on society at large.

What is the source of your inspiration for philanthropy for the family and yourself? How different or similar are your personal and corporate philanthropic goals?

I am very fortunate in having good role models very early in my life. My grandfather, Mr. Divi Ramayya had established an alms-house that provided food and shelter to people commuting to and through the village in Manthena, Krishna District in Andhra Pradesh, which we have now converted into a Primary Health Care Centre/Hospital. My father, Mr. Divi Satynarayana believed that education leads to enrichment of society. Being the Secretary of Zilla Parishad, he initiated the establishment of schools in many villages across the Krishna District.

Taking inspiration from their ideologies and values, I started working for community development very early in my life. My primary focus was on 3 E's i.e. Education, Employability & Environment.

When we started our manufacturing operations in the year 1995, I realised that industrial growth and community development go hand in hand. Hence we started getting involved with the development of local communities around our manufacturing sites. Much before CSR norms were introduced by the Central Government, we had already been actively identifying and contributing to the needs of the areas around us. Every year we emphasise on one new initiative while continuing to focus on the existing CSR activities.

Do you have any parameters to measure the impact of the philanthropy or CSR you're doing as a family?

There are four primary focus areas.

The first is Child Empowerment. Few of the empowerment initiatives include quality education and eradicating malnutrition. Through our endeavours in the past 5 years, we have seen a significant increase in pass percentages from 32% to 100% in schools at Manthena Village. We partnered with Akshayapatra Foundation in establishing a Modern Hygienic kitchen with the capacity to cook and provide 30,000 mid-day meals per day to children in government schools. We also provide a nutrition supplement (Horlicks Sachets) to 18,000 children per day. This motivates them to attend school regularly.

The second area of focus is providing clean drinking water. There were 200 thousand people affected by dental, skeletal and non-skeletal fluorosis according to the District Flouride monitoring centre. To provide access to clean drinking water we set up 65 Reverse Osmosis plants in 47 villages reaching 175000 people every day. There are now no new cases being reported in the past few years.

The third area of focus is empowering children with special needs and visual impairment. We have established a centre for child autism care with more than 13 different therapies under one roof. We also provide education for 80 visually impaired children in Vishakhapatnam. 45 students from our school are now pursuing higher education.

Our fourth area of focus is Oncology. We partner with Ramesh Nimmagadda Cancer Foundation which started with an aim of demographics based data analysis so that we don't rely on research done on western population to analyse and treat patients in India. The platform collects and analyses real world data in Oncology. At present, the software is installed in 15 different oncology centres across India. Out of this in 4 hospitals, so far 900000 patient demographic data and 320 thousand site of primary data has been collected. Based on this data three research papers are currently being published.

We understand that preserving the environment is completely integrated into the various facets of the business at Divi's. Could you elaborate on the steps taken by the Company to integrate the same?

I strongly believe that human well-being and environmental well-being complement each other. Hence, we conduct our business operations in a sustainable and responsible manner.

Our main focus on sustainability in business operations include reducing carbon emissions, water & energy conservation and waste management. We monitor our water consumption from time to time and have set up a zero liquid discharge facility to reuse waste water. We are also investing in setting up one of the world's largest above the ground effluent treatment plants. We have also reduced 51000 MT of carbon emissions from GHG/Tonne of manufacturing quantity.

Our initiatives outside of the organisation towards preserving the environment are also evident. Over the last 20 years, we have planted 700 thousand trees across a variety of 73 species. We have a unique tradition of engaging our stakeholders in planting a sapling during their visits to our facility which we have been following over the last 2 decades. We are now working towards enhancing the coverage through intensive forestry using MIYAWAKI technology in 60 villages/communities around our manufacturing sites.

How do you support local communities through your CSR activities? Could you share the communities you have been able to impact in the past years?

Our CSR activities include several initiatives involving local communities around our manufacturing sites such as education, preventive healthcare, empowerment of women, support to differently abled, livelihood/skill enhancement, providing safe drinking water, environmental sustainability and Swatch Bharath.

Since 1995, we have been actively supporting Ankireddygudem village in various social initiatives. Through our efforts the village was awarded the Sakshar Bharat National Literacy Award, presented by the President of India in 2015.

Through our continued efforts in various villages across Andhra Pradesh, we have been awarded the Smart Village title for Chippada and Manthena Villages for our contribution towards their development.

We also conduct regular health camps in the villages. Last year, we provided free treatment to children born with Cleft Lip and Palate Deformities. The treatment was facilitated by us through an expert team of doctors from Canada. 123 Children under the age of 15 years were provided free treatment during the year.

In your vision to promote women empowerment, do you involve on-boarding women from local communities in your organisation? If so, in what capacities do you hire them?

I believe that equal opportunity should be given to everyone. Since 1995, we have been empowering several self-help women co-operatives in several villages. We have provided them with necessary training and equipment for book binding.

We have constructed a skill development centre for women at Chippada village that offers four varied training programmes. 330 women to this date have completed their training from this centre. We also employ women from the neighbouring villages in our gardening and forestry work.

How have you been able to promote education in the local communities around you?

I can't emphasise enough on how important education is to developing our future societies. We support 196 schools and 20,000 children for availing quality education by distributing school essentials, setting up digital classrooms, labs, libraries etc, providing health camps, appointment of teachers and providing scholarships for higher education.

Could you tell us about your Sujalam project and how many you have been able to impact through the same?

I observed that clean drinking water is not accessible to many villages around Vishakhapatnam and Nalgonda districts. I felt that access to clean drinking water should be provided to every villager for a healthy living. To address this challenge, we initiated 'SUJALAM', a protected drinking water scheme. Through this scheme, we installed RO plants in villages and initiated smart card system with water cans for any time water (ATW) to each household and handed over to the local community for administration.

So far, our SUJALAM Scheme has benefitted 1,75,000 villagers of 47 villages through 65 RO Plants. We also constructed 7 water tanks that provide water to 15 villages and 13,000 people around our Vishakhapatnam unit.



Are you personally involved in any specific cause of Philanthropy? If yes, why is that cause close to your heart?

Yes, I am personally involved from Planning to Execution of Philanthropic activities since I returned from USA. My philanthropy is still evolving, and I've not found the perfect model as such, but the process is rewarding and satisfactory. I always aim at people's participation in every village for its comprehensive development. The most exciting part for me is spending time with the projects and hoping that if we continue to be successful, in immediate to long term, we might be able to alter lives.

Both in business and in the charitable activities, I'm cautious about taking up development projects. I would prefer to invest in smaller villages, preferably with a smart idea or skill, sufficiently limited costs for an investment to make exceptional returns to stakeholders of that village/community, and with sensible execution. We can proudly say that more than 19,000 students benefit every year from our education initiatives.

Good greenery has been developed in our manufacturing facilities and surrounding villages. I feel that clean environment is nature's gift and we should protect our environment by planting trees and developing forests in our surrounding areas. Now we are committed to developing greenery in the Blocks/mandals surrounding our manufacturing facilities.

Whatever we do with sincerity and commitment, it is so rewarding to pass on our ideas of philanthropy to our family and next generations, knowing that they also want our initiatives to carry on into perpetuity.



Rajvi Mariwala – Voicing the silence surrounding mental health concerns

Rajvi Mariwala is Director of Mariwala Health Initiative, an organisation that reaches out to marginalized communities providing access to mental health services. Rajvi is also a board member of Parcham, an NGO that works with adolescent girls through sports in Thane and has previously worked at Mercy Corps International. She is also a practising Canine Behaviourist.

Being a next-gen philanthropist, what is your idea and intention of philanthropy?

I see philanthropy as an exercise in redistribution of wealth and working towards social justice. Explicitly, I want to be careful about doing philanthropy in a way that uses problematic frameworks or reinforces the same power dynamics that enable accumulation of privilege. To do this, one must examine who is gatekeeping the philanthropic wealth – is the team representative of the communities we wish to serve? Are we funding only organisations who we find through our own social networks? I think it is important to centre our own accountability and to fund in a way that we don't end up perpetuating the current systems and frameworks that have led to inequality. So, for me, values of transparency, inclusivity, accessibility and conscious plans to avoid replicating structural power dynamics should lead philanthropic endeavours.

How did the Mariwala Health Initiative (MHI) decide to take the route of caring for mental health? Is there a story behind this path that you have chosen?

Mental health has always been a personal interest area. I've had the privilege of being able to access mental health resources when needed, including its discourse in terms of language and scholarship. It was then, the first sector I considered when exploring redistribution of wealth options. From the very outset, mental health was, for me, a feminist issue, given that it is an area riddled with stigma, invisibility, marginalization, discrimination, as well as lack of access to knowledge and treatment. No less striking is the silence surrounding mental health concerns, despite these being part of almost everyone's lived reality. Silence that becomes, in this as in many other contexts, violence. Mental health is also an intersectional as well as intersectoral issue – it affects childhoods, livelihoods, family life, human rights – it has potential for big impact.

What is the vision of the Mariwala Health Initiative? Has the same taken any diversions over the last few years of existence?

At MHI we believe in a psychosocial approach to mental health – that mental health is a spectrum, and that we must situate experiences of people at the core of any capacity building work, or intervention. We fund initiatives that are user-centred, shifting mental health dialogue from the old welfare-based model to a human rights-based one.

In our view, a paradigm shift in the conversation is called for: from a biomedical model ruled by doctors and experts to a perspective-oriented and intersectional method that centres people who use mental health services. Our goal is to work with our partners to create, build and nurture a mental health ecosystem with multiple stakeholders – individuals, communities, organizations, and – not least – policy makers and government.

Thus, the initiatives we tend to support are those with a strong focus on community-based grass root interventions, where services and support are provided not just by experts, but also by trained individuals from within the community. In addition to foregrounding community voices and participation, this approach also acknowledges how systemic barriers and marginalization specific to a particular context affect an individual's well-being.



Being a passionate animal lover, what are your involvements in animal protection and welfare?

I tend to view this as a whole – animal rights, environmental conservation and forest conversation suffer from the lack of a truly intersectional approach. Forest dwellers have been consistently displaced from their land in independent India. We can only do conservation and animal advocacy in partnership with communities that have been living with and sustaining the ecosystem they live in. My interest in animal advocacy stems from my overall identification as a feminist. This is not limited to dogs but also to heavily commercialised interests like animal performance centres such as Sea World, large scale industrialised fishing done unethically, or for that matter, domestic violence in a household that may also affect a pet. I do work that I am passionate about. It is important to take a pragmatic approach and I bank on my skills as a canine behaviourist to do animal welfare work. I also work pro bono on dogs who live on the street with their carers and feeders as there are quite often human-animal conflicts. I am part of a wonderful WhatsApp group in my locality that vaccinates, sterilises, feeds and medicates all the animals who live in the area. I do love fostering animals and have fostered over 30 cats but also kites, eagles, herons and a monkey. Of course, all my own pets (7 cats and 2 dogs) are adopted.

What do you have to say to our next-gen readers regarding innovative philanthropy?

I do feel next-generation philanthropists have a legacy to live up to. Generations before us, particularly during the Indian freedom struggle – funded dissent, funded revolt and the fight for independent India. I find the commitment to civil rights, justice and human rights missing from the current philanthropic agenda. I hope to keep on pushing the envelope where rights and social justice are concerned.



Top 10 Philanthropists of 2019



SHIV NADAR

HCL | New Delhi | Donation: 826 Cr. | Cause: Education

With a contribution to INR 826 crore, Shiv Nadar, the Chairman of HCL tops the EdelGive Hurun India Philanthropy List 2019. Nadar engages in philanthropy through the HCL Foundation (CSR arm of HCL) and the Shiv Nadar Foundation. Founded in 2011, HCL Foundation is involved in promoting sports, arts & heritage and environmental conservation. The Shiv Nadar Foundation implements philanthropy through institutions such as the Shiv Nadar University, SHIKSHA Initiative, SSN Institutions, and Vidyagyan. In June 2019, Nadar contributed INR 15 crore to Elango Corporation Higher Secondary School, where he studied as a child, for renovation purposes. Nadar's wife, Kiran Nadar is also involved in the foundation and chairs the Kiran Nadar Museum of Art.



AZIM PREMJI

Wipro | Bengaluru | Donation: 453 Cr. | Cause: Education

Wipro chairman, Azim Premji has been ranked 2nd in the EdelGive Hurun India Philanthropy List 2019. Having started with an initial endowment of Wipro shares worth US\$125mn in 2001, Premji Foundation is now backed by an endowment valued at US\$21bn - making it among the five largest endowments across the world. In 2019, Azim Premji transferred economic ownership of 34% of his shares in Wipro worth US\$7.5bn to Azim Premji Philanthropic Initiatives and Azim Premji Trust.



MUKESH AMBANI

Reliance Industries | Mumbai | Donation: 402 Cr. | Cause: Education

With a contribution of INR 402 crore, Mukesh Ambani, the Chairman of Reliance Industries occupies the third spot in EdelGive Hurun India Philanthropy List 2019. Ambani's Reliance Foundation, chaired by his wife Nita Ambani, has worked towards improving education standards in India while also being actively involved in rural and urban development, healthcare and disaster assistance. Following the Pulwama attack on February 2019, the foundation offered to take up the education and employment of the children of the slain military personnel.



NANDAN & ROHINI NILEKANI

Infosys | Bengaluru | Donation: 204/142 Cr. | Cause: Sustainable Development

Philanthropic couple Nandan Nilekani and Rohini Nilekani enter 4th and 6th rank in EdelGive Hurun India Philanthropy List 2019 with a donation INR 204 crore and INR 142 crore respectively. Some of their flagship philanthropic initiatives include EkStep - an open learning platform, Arghyam - a water management and sanitation initiative, and Pratham Books - a children's book publisher.



AJAY PIRAMAL

Piramal Group | Mumbai | Donation: 200 Cr. | Cause: Social Development

With INR 200 crore donation, Ajay Piramal & family have made it to the fifth rank in the EdelGive Hurun India Philanthropy List 2019. Piramal Foundation has partnered with the government and non-government organizations to scale up its projects. Piramal Foundation partnered with NITI Aayog to transform 25 aspirational districts across 7 states in India. Piramal Swasthya is operational across 20 states in India through 35 innovative public health care delivery programs and has served more than 10.7 crore beneficiaries so far.



RAHUL BAJAJ

Bajaj Auto | Pune | Donation: 131 Cr. | Cause: Livelihood Enhancement

With a donation of INR 131 crore, Rahul Bajaj ranks 7th in EdelGive Hurun India Philanthropy List 2019. Bajaj family has a long tradition of generous philanthropy over 100 years. The family foundation of the Bajaj group, Jamnalal Bajaj Foundation, works to bring about change in areas of healthcare and education, rural & urban development and to promote sports, Indian heritage and arts.



CYRUS S POONAWALLA

Serum Institute of India | Pune | Donation: 117 Cr. | Cause: Sanitation

With the donation of INR 117 crore, Serum Institute of India Chairman Cyrus S Poonawalla seizes the 8th rank in EdelGive Hurun India Philanthropy List 2019. The Viloo Poonawalla Charitable Foundation takes part in education, healthcare, providing drinking water, sanitation, and environmental protection and conservation. On an annual basis, Poonawalla spent INR 25 crore in the Clean City Initiative collecting waste using 450 people and 250 machines and trucks spanning 450 km of roads in the city.



ANIL AGARWAL

Vedanta | London | Donation: 113 Cr. | Cause: Education

The 9th position in EdelGive Hurun India Philanthropy List 2019 is occupied by the founder and chairman of Vedanta, Anil Agarwal who donated INR 113 crore. Agarwal contributes to charitable activities through Anil Agarwal Foundation as well as the Vedanta Foundation. The foundations work towards education and computer literacy, vocational training, women & child empowerment and community welfare.



GAUTAM ADANI

Adani Group | Ahmedabad | Donation: 84 Cr. | Cause: Education

With a contribution of INR 84 crore Gautam Adani, Chairman of Adani Group shares 10th spot with Godrej family. Adani Foundation works in four key areas such as Education, Community Health, Sustainable Livelihood and Community Infrastructure Development, in alignment with the Sustainable Development Goals. During 2018-19, Adani Foundation worked across 2,250 villages across 18 states of India benefitting 3.2 million individuals.



GODREJ FAMILY

Godrej | Mumbai | Donation: 84 Cr. | Cause: Livelihood Enhancement

With a donation of INR 83 crore, Godrej family, ranks 10th in EdelGive Hurun India Philanthropy List 2019. The group was created in the pre-Independence era and was influenced by the Gandhian philosophy of inclusive growth. They have been active in philanthropy over the last 100 years and have even funded India's independence movement. Nearly 23% of the promoter holding of the Godrej Group is held in the Godrej trust that invests in environment, healthcare, and education.

Women in the list

6 Women find their place in EdelGive Hurun India Philanthropy List 2019. The top woman philanthropist in the list is Rohini Nilekani of Infosys with a donation of INR 142 crore, followed by Kiran Mazumdar Shaw of Biocon who donated INR 72 crore and Leena Gandhi Tewari of USV who donated INR 34 crore.



ROHINI NILEKANI

Company: Infosys
Location: Bengaluru
Donation: 142 Cr.
Cause: Education



KIRAN MAZUMDAR SHAW

Company: Biocon
Location: Bengaluru
Donation: 72 Cr.
Cause: Livelihood Enhancement



LEENA GANDHI TEWARI

Company: USV
Location: Mumbai
Donation: 34 Cr.
Cause: Education



ANU AGA

Company: Thermax
Location: Pune
Donation: 21 Cr.
Cause: Education



MANJU D GUPTA

Company: Lupin
Location: Mumbai
Donation: 18 Cr.
Cause: Education



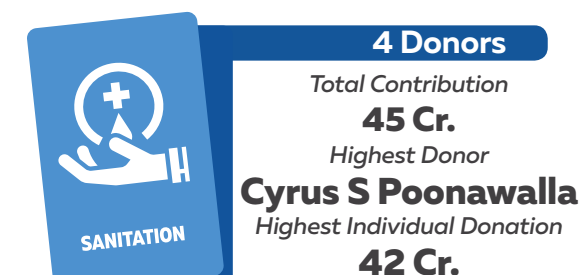
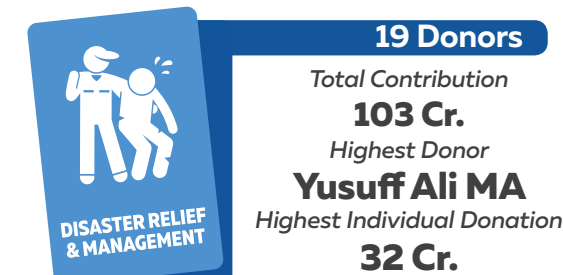
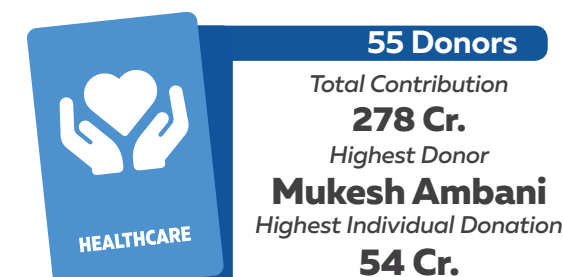
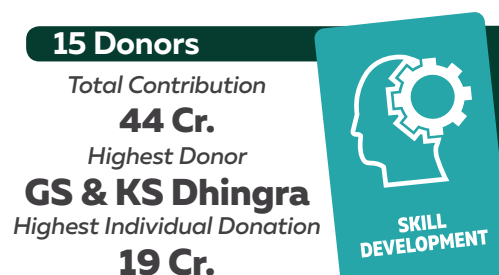
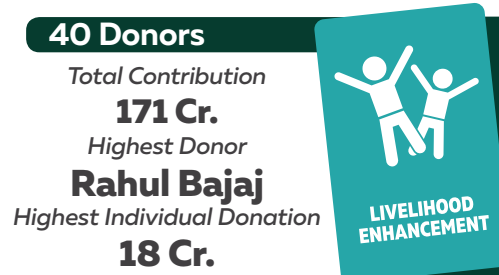
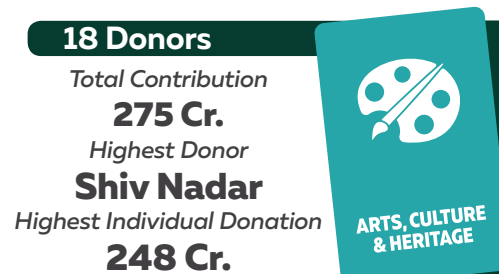
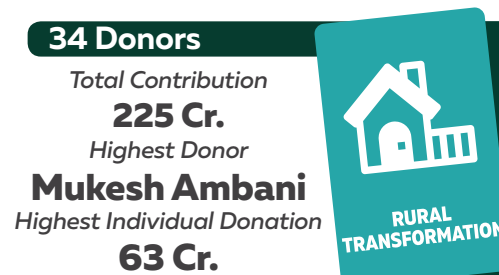
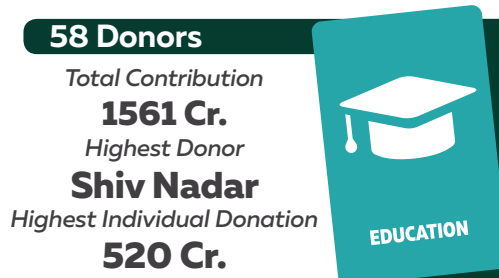
RENU MUNJAL

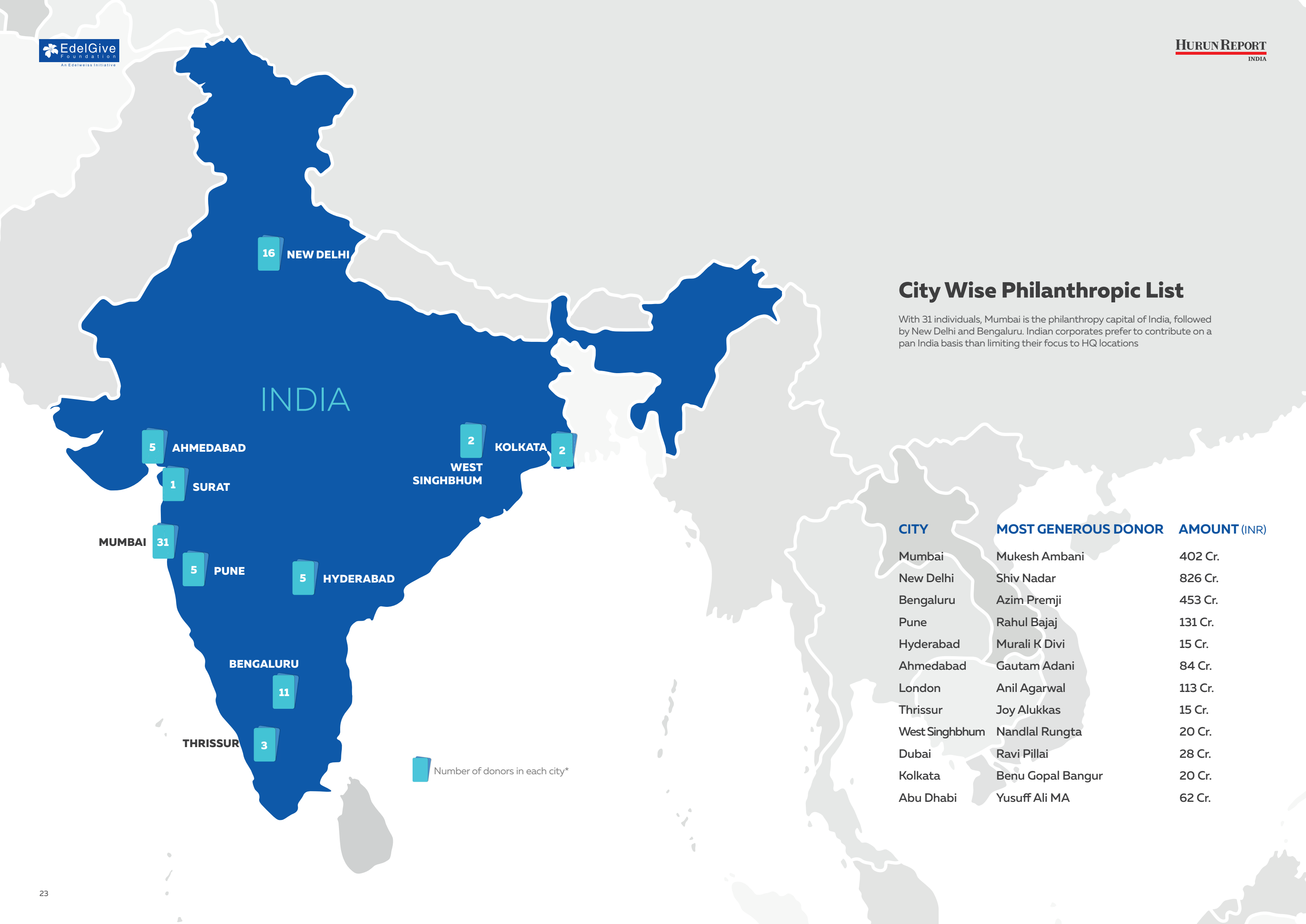
Company: Hero Motocorp
Location: New Delhi
Donation: 10 Cr.
Cause: Livelihood Enhancement

Most Preferred Philanthropic Cause - 2019

With 35.6% of donations, Education remains the most favored philanthropic cause followed by Healthcare (6.6%) and Arts, Culture & Heritage (6.3%).

Favoured philanthropic causes - 2019





City Wise Philanthropic List

With 31 individuals, Mumbai is the philanthropy capital of India, followed by New Delhi and Bengaluru. Indian corporates prefer to contribute on a pan India basis than limiting their focus to HQ locations

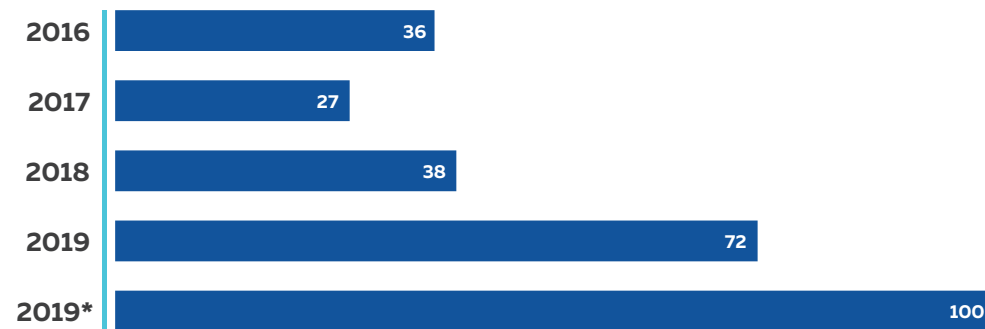
CITY	MOST GENEROUS DONOR	AMOUNT (INR)
Mumbai	Mukesh Ambani	402 Cr.
New Delhi	Shiv Nadar	826 Cr.
Bengaluru	Azim Premji	453 Cr.
Pune	Rahul Bajaj	131 Cr.
Hyderabad	Murali K Divi	15 Cr.
Ahmedabad	Gautam Adani	84 Cr.
London	Anil Agarwal	113 Cr.
Thrissur	Joy Alukkas	15 Cr.
West Singhbhum	Nandlal Rungta	20 Cr.
Dubai	Ravi Pillai	28 Cr.
Kolkata	Benu Gopal Bangur	20 Cr.
Abu Dhabi	Yusuff Ali MA	62 Cr.



Growth

Since the inception of Hurun India Philanthropy List in 2013, the no. of entrants in EdelGive Hurun Philanthropy List has grown 3 times during the same period. Interestingly, Hurun India Rich List has also registered a similar growth.

GROWTH OF THE NUMBER OF INDIVIDUALS IN EDELGIVE HURUN INDIA PHILANTHROPY LIST



* Cut-off INR 5 crore

TABLE ANALYSES THE CUT-OFF REQUIRED FOR TOP 10 AND 25

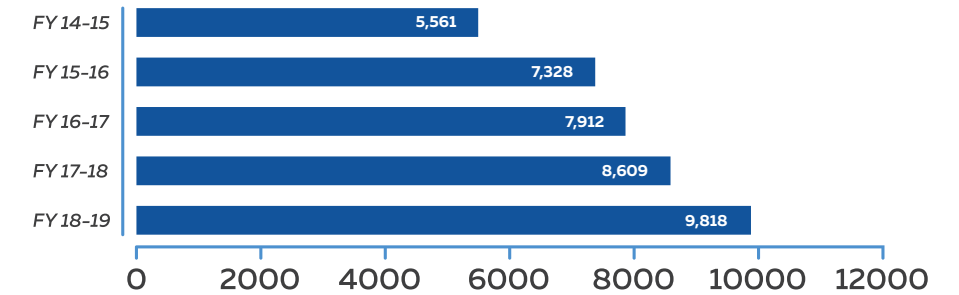
Personal philanthropy is booming in India. Cut off to enter Top 10 has increased by 130% since 2018 and the top 25 has increased by almost 173% since 2016.

	2019 Contribution (INR crore)	2018 Contribution (INR crore)	2017 Contribution (INR crore)	2016 Contribution (INR crore)
Top 10	83	36	53	96
Top 25	30	13	12	11

CSR spending of BSE 200 companies is growing at CAGR of 15% during the last five years

Government, Civil Society, and the Corporate are the three distinct pillars sustaining the nation- building process. Corporate Social Responsibility is moving away from cheque book charity contributions to a more long-term strategic engagement for the company. The cumulative CSR spend of BSE 200 companies has grown INR 5,561 crore FY15 to INR 9,819 crore in FY19.

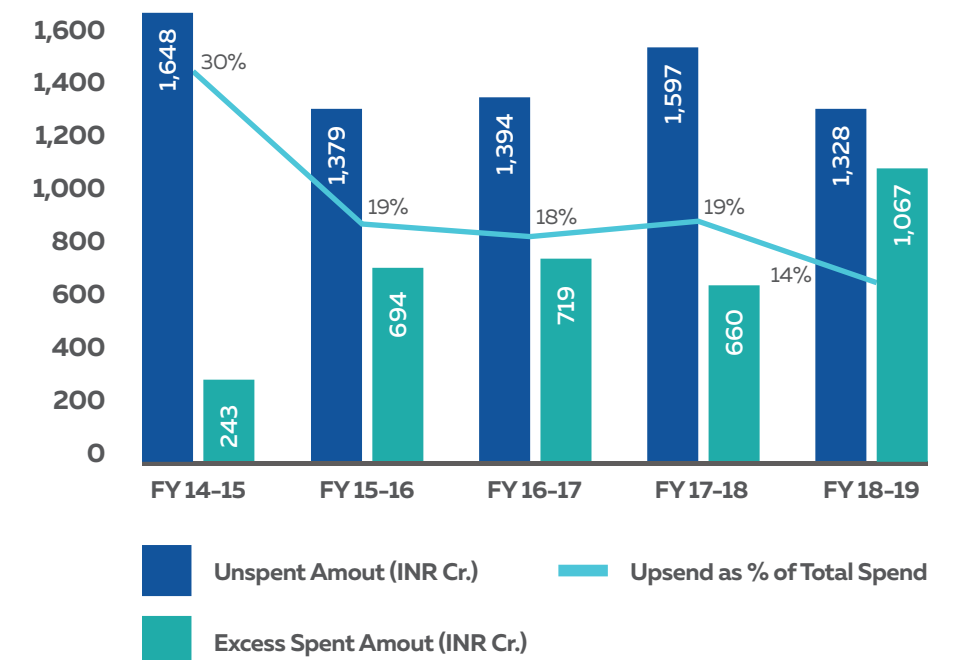
CSR SPENDING OF BSE 200 COMPANIES



Unspent CSR

The proportion of unspent capital has been on the decline since FY 15. The shortfall in spending was 14% of the total spend or INR 1,328 crore in FY 19. The gap stood at 30% in FY15.

UNSPENT CSR BSE 200 COMPANIES



Sectors contributing most towards corporate CSR

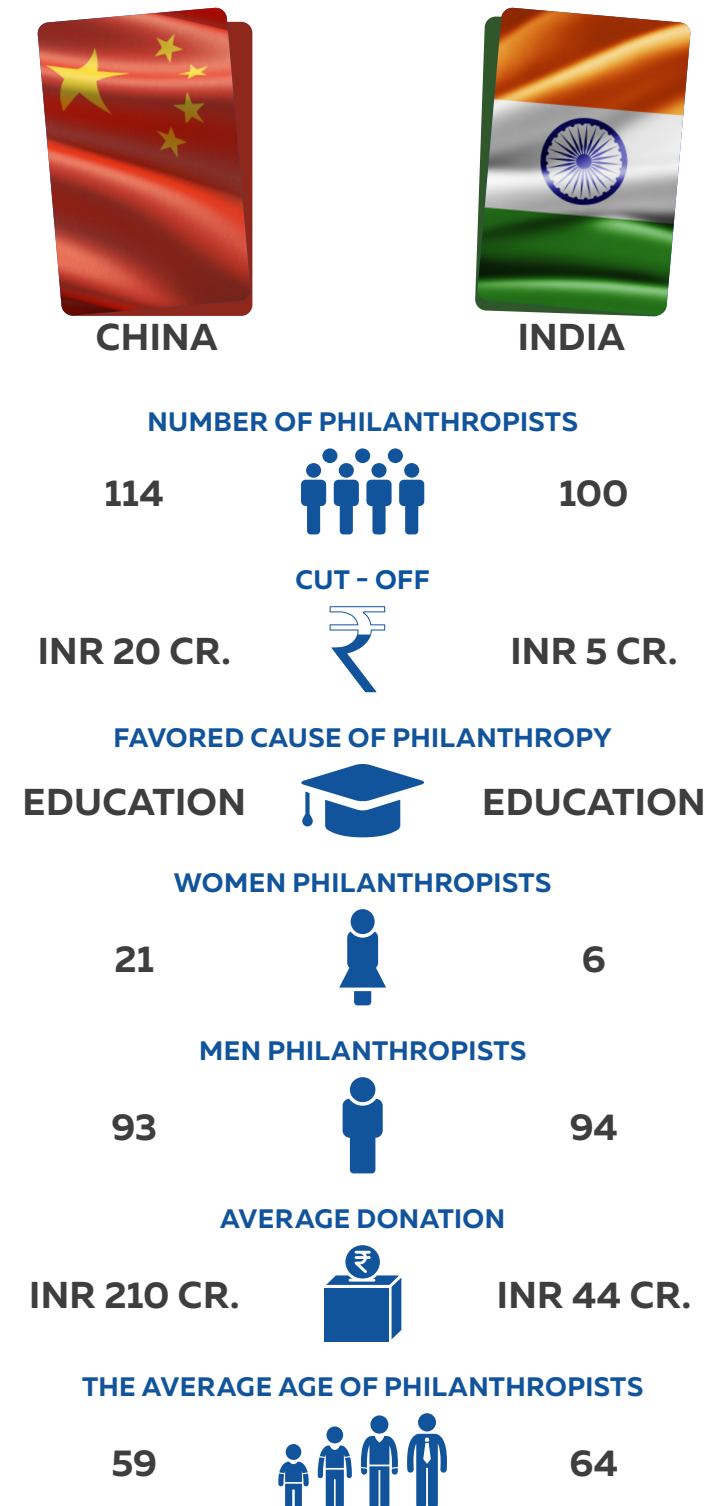
With INR 3,158 crore CSR Spend Energy leads followed by Financial with INR 1,852 crore Technology with INR 1,235 crore. Also, CSR spending by Indian companies skewed towards education and healthcare.

BSE 200 COMPANIES INDUSTRY BREAKDOWN



Comparison of Hurun China and Hurun India Philanthropy Lists

The key philanthropists in China are Lu Weiding from Wanxiang and Chen Yidan from Tencent who contributed \$720m and \$500m respectively towards social welfare and education. Xu Jiyanin contributed \$230m for poverty alleviation and education has secured the third position in the Hurun China Philanthropy List 2019. Despite the difference in the number of philanthropists, the primary cause of philanthropy of China and India remains the same.





Philanthropy in India

A Brief History

India has a rich culture of service to others. Social service organisations have been active in India as early as the medieval era. They were committed to the education, health, and cultural promotion of the country. These organisations multiplied during the British rule, with the vision of improving social welfare across the country. With the rise of nationalist consciousness in the 19th century, self-help emerged as the primary focus of socio-political movements. This was a period of emergence of a number of organisations, including the Friend-in-Need Society (1858), Prathana Samaj (1864), Arya Samaj (1875), the National Council for Women in India (1875), and the Indian National Conference (1887). To confirm the legal status of the growing number of non-government organisations, the Government of India passed the Societies Registration Act (SRA) in 1860. There was also an upsurge of Christian missionaries active in India working towards reducing poverty and constructing hospitals, schools, roads, and other infrastructure.

With the return of Mahatma Gandhi to India in 1916, and the widespread Swadeshi movement within the country, the focus of development activities shifted to economic self-sufficiency. His Swadeshi movement, which advocated economic self-sufficiency through small-scale local production, swept through the country.

After independence, the Government of India was focused on social welfare and development and realised the large role that civil society can play towards these efforts. The Central Social Welfare Board was established in 1953 to promote social welfare activities and support people's participation programmes through NGOs. This recognition led to a growing body of professional NGOs.

In the mid 1960's International NGOs increased their focus on India, specifically to provide drought relief support. Moreover, foreign funds also began flowing to domestic NGOs in India. During the 1970s, Foreign-trained Indians entered civil society in greater numbers, leading to a professionalisation of the sector. Both welfare and empowerment oriented organisations emerged during this period. NGOs were recognised as partners to the state machinery working through grassroots interventions, advocacy and mobilisation of marginalised communities.

By the 1990's, the process of structural adjustments had begun. Bilateral and international donors were channelling funds directly through the government, NGO networks, and large corporate NGOs. This pushed peoples' organisations into the background. This dependency continued for several years.

The Current Scenario

In the last decade however, the social sector has seen a significant change. Today, the government has regularised the civil society to a large extent. This comes amidst a government crackdown on non-governmental organisations (NGOs) for violation of the Foreign Contribution Regulation Act (FCRA) of 2010. According to data from the Ministry of Home Affairs, more than 13,000 NGO licences have been cancelled under the FCRA in the past three years, including approximately 4,800 in 2017 alone. NGOs need to comply with strict government regulations on foreign and domestic funds.

In addition, the government has also mandated private companies to contribute towards CSR with the addition of Section 135 of the Companies Act 2014. Under the act, all companies with a net worth of INR 500 crore, or revenue of INR 1,000 crore, or net profit of INR 5 crore during the immediately preceding fiscal, are instructed to spend 2% of their average net profit in the last three years on activities related to social development. As recent as July 2019, the companies act has been amended and under the new laws, any unspent amount will have to be deposited into an escrow account within 30 days of the end of that fiscal. This amount will have to be spent within three years from the date of its transfer, failing which, it will be put into any government social fund. The government also plans to include fines ranging from INR 50,000 to INR 25 lakh for non-compliance of companies.

In addition to private contributions, the Government of India has also constituted the NITI Aayog, a think-tank that will facilitate public welfare programmes across states and the central government in India. The constitution of large social programmes such as Swachh Bharat Abhiyaan and Ayushman Bharat, further showcase the commitment of the government to streamline processes for social development and build models, which integrate, government, industry and civil society participation.

The Global Dialogue

Globally as well, there have been collective dialogues on the need to address issues of social inequality. The Sustainable Development Goals (SDGs) 2030 are global goals, locally owned by 193 countries across the world, including India. Anchored by the United Nations, the SDGs offer a globally accepted language and uniform metrics for all countries against which to measure and compare progress. The shared agenda also allows national and subnational stakeholders to work towards the same goals, regardless of their point of entry or operational scale.

Indian Economy and Philanthropy

Economists are touting India to be one of the fastest growing major economies in the world, and one of the top three economic powers of the world over the next 10-15 years. According to a study by ASSOCHAM and Thought Arbitrage Research Institute, the labour force of the country will touch 160 -170 million by 2020, based on the rate of population growth, increased labour force participation, and increase in higher education enrolment.

With the improvement in the economic scenario, there have been various investments in different sectors of the economy. As per the India Brand Equity Foundation (IBEF), M&A activity in India reached record INR 90 lakh crore (\$129.4 billion) in FY18 while private equity (PE) and venture capital (VC) investments reached INR 14,000 crore (\$20.5 billion). From the highlights of the economic survey 2018-19, released by the Government of India, it was observed that private investment has become a key driver for demand, capacity, labour productivity, new technology and job creation.

This also coincides with increased rate of investments in the social sector. As discussed in the CRISIL CSR Yearbook 2019, the cumulative spending in CSR in India has topped INR 530 billion last fiscal, including INR 340 billion by listed companies and nearly INR 190 billion by the unlisted ones. That amounts to two-thirds of the fiscal 2018 Union Budget allocation for education, and a little more than that for health and family welfare – also the two key Corporate Social Responsibility (CSR) spending heads.

As Indian private wealth grows, there is greater expectation that Indian philanthropy should address Indian development needs. If private philanthropy was to make any dent, it would need significant but intelligent financial and intellectual investment over a prolonged period of time; patience, collaboration and risk-taking.





Challenges In Philanthropy

Closed-System of Philanthropy

Philanthropy, in India and globally, has been criticised for being a closed system. There is a feeling that like doctors, philanthropists and NGO leaders, and indeed everyone in the philanthropy eco-system are infallible saviours. There is a reluctance to admit error, share failures and open up work to public scrutiny. This lack of transparency has been a widely criticised in the sector. Questions have been raised on not only CSR activities of corporates but also the validity and impact of smaller grassroots level organisations. Strict compliance and reporting within the sector is a step in the right direction, however there needs to be more focus on peer learning and knowledge sharing.

Mistrust and Misunderstanding between Funders and NGOs

This closed system also fosters lack of trust between funders and NGOs. Most NGOs complain that funders are apathetic to grassroots challenges, and do not consider funding organisation growth costs; but at the same time, demand detailed audits and monitoring reports, want great leadership and want organisations to scale. Without investing in capacity building of the NGOs, expecting this level of efficiency is unfair. NGOs also complain of a certain amount of 'branding' that funders, especially corporates, require while agreeing to support programmes. This leads to select programmes like education or health receiving more funding support than advocacy and rights-based work, which are also extremely important. At the other end, funders believe that there is a lack of accountability and transparency within the sector. There is a feeling that NGOs cannot or do not want to scale, do not measure their work adequately or effectively and are poor at fundraising. Often funders claim a mismatch with their own, slightly more aggressive theory of change. There is significant dialogue, knowledge sharing and capacity building required at both ends to bridge this gap.

Disparity in Financial Giving

As per the India Philanthropy Report (2019) published by Bain & Company, private funds raised for the social sector in India amounted to around INR 70,000 crores (\$10,520 million) for the year 2018. 19% (INR 13,000 crores) of this amount comes from foreign funding, while the remainder is sourced from domestic corporations and individual philanthropists. There are over 3 million registered NGOs in India, however, the number of traceable and functional organisations is much smaller. As reported by NGO Darpan, there are nearly 0.1 million functionally active NGOs. We picked 10 large organisations of India, each reputed for their ability to scale and work with millions, and found that these organisations received around INR 1000 crores as donations per year. Within these NGOs as well, there was a large disparity of funding within organisations. Disregarding this parity, the findings from the reports corroborated what we experientially witnessed. The annual donations received by small organisations is less than 1% of annual donations of their large contemporaries. Thus, for every INR 100 that a large organisation receives in grants, a small organisation receives less than INR 1. We find the current funding for the social sector dysfunctional which in turn creates a huge disadvantage for smaller and under resourced organisations, who have high-impact and targeted on-ground interventions, but do not have the means to scale and grow. This has further been reiterated in the Giving in India (2009) report which brings to focus the existence of a broken funding market in the country.

Limited Knowledge Sharing

There are some exceptional programmes and interventions that are showing exponential impact within the sector. These innovative approaches have tremendous scope to replicate and scale. However, most often the sector suffers from a severe lack in knowledge sharing and institutionalising of processes. The need for knowledge sharing – of best practices (both intra-country and global), mistakes, experiences, case studies, research, and impact studies – is inevitable. We have witnessed examples of NGOs who have conducted similar and related interventions, but remained uninformed of their peers work. By spreading this awareness, we can have a lot more alignment and collective efforts towards a common social outcome. There is also no institutional base for philanthropy. Academic input into the sector is limited to a few large public and private universities across India. Dearth of research on the sector as a whole and inadequate and conflicting data have also led to gaps in the understanding of the sector.

Lack of Dialogue on Solutions

Most importantly, though, there is a lack of dialogue on solutions. What solutions can the sector adopt to ensure that there is more alignment? What are we doing right? Where are we faltering? How can we learn from each other and work together? These are all important questions we need to ask each other as we look to grow the sector to a larger scale. Acceptance of knowing what is working and what is not, is the first step towards looking for adequate solutions. This conversation on solutions will be essential to developing new and innovative approaches. Needless to say, this will have to be a conversation which is inclusive and has society at large, at its core.

Key Trends Of The Sector

Collaborative Philanthropy

There seems to be a common misconception in India that funders and non-profits have to exist in parallel worlds; tackling the same problems but separated from each other by an imaginary wall. This myth is slowly breaking as we recognise the scale of problems we face in India. These problems demand a fresh, new way of problem-solving and the need to innovate with geography and time. The magnitude and diversity of India's developmental concerns cannot be resolved through piece-meal, silo-ed initiatives. There is thus, a growing dialogue and debate on 'collective impact'. The interplay of relationships among government, communities, businesses, civil society, the media, technology, the environment, and the legal system is slowly emerging as a 'best practice' within the sector.

However, collaborations require effort. Are we ensuring that each partner is on the same page, understands their roles and is performing them within the common vision of the coalition? Aligning objectives by providing the right incentives - not just monetary, but also non-monetary, encourages faster growth opportunities. Investing time in this design while keeping common pre-agreed outcomes front and center is an essential pre-requisite to success.

Monitoring, Evaluation and Feedback

Effective monitoring and evaluation is one of the largest components towards ensuring philanthropy is targeted and creating impact. However, this process, in most instances, proves to be challenging to not only the NGOs implementing programmes on ground, but also the funders who are constantly looking to evaluate the impact of their investments. This process is even more complex as new technologies emerge. As part of this shift in thinking, some NGOs are turning to evaluation as a core learning practice, investing time and resources in ensuring the process is streamlined. There is also an emergence of large third-party evaluation firms in India. Third-party assessments are also becoming an important tool to ensure transparent evaluation of programme outcomes.

On the other hand, funders also need to be able to hear more stories and insights from the ground. In her excellent piece titled "Time for a Three-legged Measurement Stool", Fay Twerksy, Director of Effective Philanthropy at the William and Flora Hewlett Foundation, argues that funders need to go beyond traditional monitoring and evaluation to focus on feedback from their partners. Funders need to move away from a quantifiable evaluation, to one, which includes a two-way dialogue and can help the funder community in raising the bar of their programmes. Monitoring and evaluation can no longer just be a tool to judge the accountability of the programme. It has to go beyond that. This feedback has been described by Fay as a process, which involves 'systematically soliciting, listening to, and responding to the experiences of non-profit participants and customers about their perceptions of a service or product.' She reiterates that by listening to customers' experiences, preferences and ideas, one can gain unique insights that will help improve the quality and effectiveness of social programmes. The corporate world does this in the form of NPS surveys, but for the social sector, this also helps "to source innovation, to surface hidden problems, or simply to amplify marginalised voices in our typical systems of service delivery".

Investing in Capacity Building

An organisation's ability to create sustainable impact depends on how well it builds institutional capacities. A.T.E Chandra Foundation has developed a three-step process to help build the internal capabilities of organisations. The first step is identify the areas that need to be addressed. Before this step, however, it is important to have a well-articulated vision and mission, and pathway to reach desired goals. This awareness helps organisations understand how to achieve this, both programmatically as well as organisationally (non-programmatically). The second step is to prioritise mission-critical gaps rather than attempt to address all components simultaneously. A good way to do this is to look for areas in which a small investment can make a substantive difference to your organisations and focus on those investments first. The third step is to align internal stakeholders on the need to build these capacities. This includes boards, funders, volunteers and partner organisations. These steps will lead to wider acceptance of capacity building as a valid route to external funding.





The Way Forward

Domestic philanthropy in India is expanding rapidly, driven by the growth in individual and corporate giving. Between 2011 and 2016, social sector funding in India grew at an annual rate of 9%, from INR 145,960 crores to INR 218,968 crores. This upward trend is largely driven by the growth in domestic individual philanthropy, which is the second largest source of social sector funding in India after government spending. The CSR mandate of the Companies Act, 2013 has also helped in the rise of corporate giving. Increasingly, philanthropists are focusing on addressing specific social change issues as part of their giving strategies. Their approach to giving has transformed from conventional to strategic. Defining goals, setting pathways for change and creating effecting mechanisms to measure progress, have emerged as top priorities for philanthropists.

This type of 'bold philanthropy' has been gathering momentum in India. The Bridgespan Group has explored this concept in its report—Bold Philanthropy: Insights from Eight Social Change Initiatives. The report examined nearly 100 philanthropic initiatives in India, and chose eight that were determined to be bold on the basis of several parameters: giving size, clear social change goals which deliver population-level change, white space of unmet needs, and a clearly defined pathway toward addressing a seemingly intractable social problem. Whilst bold philanthropy clearly involves risks; by making small and cautious efforts, one can drive population-level change.

Additionally, as per the Everyday Giving in India Report 2019, the country has the greatest number of people volunteering and donating money in the world, ahead of both the USA and China. At INR 34,242 crore in 2017, everyday giving in India is at least twice the size of everyday giving in China, and over 30% more than Indian ultra/high net worth individual (U/HNWI) giving. Everyday givers are ordinary citizens who contribute their money, time, skills, voice, and goods to four primary destinations: local community, religion, disaster relief, and non-profits.

Informal giving to community and religion accounts for 90% (INR 30,700 crores) of everyday giving. This occurs predominantly in cash and is largely untraceable. Religious giving (INR 8,800 crores) goes to religious or spiritual institutions, from which around 13% filters down from these institutions to charitable causes and non-profits.

Formal giving on the other hand, accounts for a mere 10% of everyday giving, split primarily between charitable giving to non-profits, and giving towards disaster-relief. Philanthropist Rohini Nilekani is of the opinion that 'while informal giving must continue, formal channels present new possibilities, such as consolidating funds for medium-term projects rather than just immediate relief.' She reiterates in the report that formal giving can be structured beyond identity and religion-based giving, and can allow people to feel like they are active participants of civic transformation.

Lack of reliable information on where and how to give, un compelling narratives and low engagement, regulatory bottlenecks like FCRA, and perceptions of low credibility and transparency in the non-profit sector; have emerged challenges to everyday givers to give directly to the non-profit sector. Additionally, Indian non-profits are not actively tapping into retail giving, and only look to everyday giving only when other funding streams seem inaccessible. Experts say that there are only around 30-40 non-profits in India that have actively taken up retail fundraising, with an informed approach, and customised systems and processes to 'ask' givers to give. The opportunity to grow everyday giving among non-profits is significant. With more everyday givers donating to non-profits the scope for growth of sector will enlarge.

Philanthropy is a journey. People have to experience various aspects of the sector in order to reach their own full potential. Thoughtful philanthropy entails exposure, education and, finally funding. And a philanthropist must go through all these stages to ensure a meaningful contribution to whatever cause they choose.



Formation of EdelGive Foundation

EdelGive Foundation is a grant-making organisation, helping build and expand philanthropy in India by funding and supporting the growth of high-calibre, small to mid-sized NGOs committed to empowering vulnerable children, women and communities. Our unique philanthropic model places us at the centre of grant-making, by providing initial grants and by managing funding from other institutional and corporate partners, through a zero cost platform. Our grants are used towards both financial and non-financial needs of the organisations we support. Apart from adding capacity and scale, grants are used towards building the operating capabilities of this special cohort of NGOs.

In the last decade, EdelGive Foundation has influenced over INR 2.3bn in philanthropy and supported (financial and non-financial) over 150 organisations, in 14 states in India, in the areas of Education, Livelihood and Women Empowerment. Through its employee engagement programme, EdelGive Foundation has provided over 32,500 hours in pro bono support from Edelweiss employees.



14

States in India



150

NGO Partners



INR 2.3 bn

Influenced through commitments to NGOs



90

Capacity building skilled volunteering projects



Over 70%

Employee engagement across Edelweiss



22

Dedicated members team

A. Creating a Credible Partnership Base:

EdelGive Foundation works closely with the funding community, advising them in developing their philanthropic vision and connecting them to outstanding NGOs. As reference partners, we connect relevant NGOs to donors. As aggregators, we execute collaborative projects where several donors come together and support large projects for collective impact. Through our zero profit Philanthropic Advisory Platform, we engage with corporates to help define their strategy of giving.



Customised Philanthropic Solutions

Companies | Family Offices | HNIs



Cost-free advisory and management platform

Consulting services | Co-funding | Pooled funding | Employee Volunteering & Engagement



Credible pool of NGOs

150 NGOs | 14 states | 2 million people reached in FY18-19

B. Aligning with Credible Causes and NGOs

EdelGive Foundation works to build sustainability and facilitate change at the individual and community level through 45 small and mid-sized NGOs pan India. Its work encompasses the following three areas – Education, Livelihoods, and Women Empowerment.



Education

- Ensuring quality education for the most disadvantaged children
- Building support systems to prevent drop-outs
- Facilitating policy for educational equity
- Creating a child friendly environment
- Quality learning opportunities for the girl child



13 organisations improved learning outcomes for over 1 Cr. children, by providing training to over 27,000 teachers in 7,000 schools, across 18 districts in 7 states of India



Livelihoods

- Enhancing employability and skills
- Providing vocational guidance
- Raising awareness for government entitlements through rights and advocacy
- Promoting sustainable agricultural practices in rural areas to raise income
- Improving the availability of water for livelihood



15 organisations in 10 states supported by us, reached 158,000 people directly through livelihood generation programmes



Women Empowerment

- Women safety and protection from violence and discrimination
- Promotion of social and economic leadership among women
- Financial literacy and women's entrepreneurship
- Socio-legal support



16 organisations worked with 300,000 women and girls directly across 10 states towards socio-economic empowerment

C. Optimising Workforce Participation in the Social Sector

EdelGive Foundation offers non-financial support to partner and non-partner NGOs, by providing capacity building based on the NGO's stated needs viz. strategy development, HR, finance and technology. EdelGive Foundation draws on the Edelweiss employee volunteer pool and external (volunteer) agencies to cater to NGO needs. To date, Edelweiss employees have provided pro-bono support of 32,500 hours of skilled volunteering.



Employee Engagement

72% Employees engaged in volunteering through financial and non-financial giving

INR4.7 million Financial giving through employees / influenced into EdelGive

32,500 Employee man hours contributed



Skilled Volunteering

20 Projects ongoing/closed

19 NGOs provided with skilled volunteering

51 Skilled volunteers contributing to capacity building projects



Capacity Building

EdelGive Foundation provides both financial and non-financial support to its NGOs. Non-financial support is in the form of capacity building based on the NGO's needs. EdelGive Foundation's capacity building is agnostic to its grant-making process.

3 Capacity Building Cohorts conducted in partnership with Social Lens

Exposure visits facilitated among NGOs to promote cross-learning

Consultancy and intensive capacity building with NGOs towards development of business plans, technology solutions

Edelweiss employees used their expertise to mentor and guide NGO leaders

24 GSIF fellows working with 16 NGOs helped further our goals

D. Building Collaborations



The Collaborators for Transforming education

The Collaborators is a five-year long Public Private Partnership between EdelGive Foundation (anchor funder), a consortium of donors and implementing organisations with the Government of Maharashtra, started in 2016 to implement the Pragat Shaikshanik Maharashtra (PSM); a Government-prioritised movement for educational transformation in the State.

The intervention focuses on three specific objectives, using the constructivism approach:

- ◊ Enhancement in learning outcomes of children (Class I to VII) resulting in transformation of schools to Pragat School (with a focus on Language and Maths subjects)
- ◊ Support to the education system by conducting capacity building of educational functionaries at multiple levels
- ◊ Improved community engagement



The Influencers

EdelGive Foundation anchors the Influencers – an attempt at a collective representation of the work in women empowerment stemming from a desire to bring critical stakeholders together – women and men, conventional players and new entrants interested in philanthropy for impact.

The Influencers are a significant and influential group of women and men who are iconic leaders and opinion makers across sectors like business, entertainment, sports, academia and philanthropy; with an intent and ability to lend their voice to the concerns of and challenges to women empowerment.

EdelGive Foundation has designed this initiative as a platform to action this intent to understand the women space. It is an opportunity to gain insights into problems that plague women and girls in India and support solutions that address such disablers to gender justice.

Through their identity, networks and resources, the group will enable millions of nameless, faceless women marginalised by caste, culture, geography, economic status and other differentiators to participate actively in social, political, cultural and spheres of society.



The Coalition for Women Empowerment (CWE)

Conceived by EdelGive Foundation, driven by its conviction in the systems thinking approach, the Coalition brings together funding organisations and grassroots NGOs as stakeholders united by a common mission. They will converge their energies towards interventions aimed at addressing deprivation and discrimination faced by women in India (irrespective of class, caste, region or other differentiators).

On the premise that holistic women empowerment is a function of social and economic empowerment, five key priority areas have been crystallised based on the learnings gained from the grassroots work being led by the NGO partners in the Coalition namely:

- ◊ Freedom of women from violence and discrimination
- ◊ Access to legal justice
- ◊ Developing women's grassroots leadership
- ◊ Enabling rights and entitlements for women
- ◊ Bringing economic independence to women

Genpact Social Impact Fellowship (GSIF)

EdelGive Foundation has partnered with Genpact since 2016 to implement GSIF. Under this unique programme, six sigma experts from Genpact along with social sector experts introduce process re-engineering within non-profit organisations. Fellows and mentors work on the ground to solve specific challenges and increase effectiveness. In just three years, it has grown to 24 fellows working with 16 organisations across the country and has impacted over 3.6 million lives.

EdelGive Foundation is the implementation partner of GSIF, and helps set the context for development sector for six-sigma expertise, with the objective to support organisations in multiplying their operational capacity.



E. Knowledge Hub

At The Same Table™ (ATST)

Hosted by EdelGive Foundation, ATST is an equal platform for free and frank discussion on issues and ideas that collectively concern the funding community.

- ◊ 300+ participants
- ◊ Collaboration with Forbes Marshall, CIE-IIM-A and Bridgespan

EDGE 2019: The Power of One

Each year EdelGive Foundation hosts its Annual Conference as a collaborative platform for the funding fraternity to engage with exception grassroots leaders. Built on the theme 'The Power of One', EDGE this year was a day of thought, reflection and learning. It was a celebration of the first push of the needle, the first seed of an idea. The day was structured into five broad areas of discussion, Entrepreneurship, Vision, Audacity in Belief, Representing the Unrepresented and Emotions Driving Change. Each packed with inspirational stories of individuals, organisations and movements.

In addition, EDGE talks showcased the journey of three grassroots leaders EdelGive Foundation works with, who spoke about the genesis of the organisations they created and continue to lead.

Edelgive Hurun India Philanthropy List 2019

Rank 2019	Name	Contribution	Primary Cause	Company	City
1	Shiv Nadar	826 Cr.	Education	HCL	New Delhi
2	Azim Premji	453 Cr.	Education	Wipro	Bengaluru
3	Mukesh Ambani	402 Cr.	Education	Reliance Industries	Mumbai
4	Nandan Nilekani	204 Cr.	Sustainable Development	Infosys	Bengaluru
5	Ajay Piramal	200 Cr.	Education	Piramal Enterprise	Mumbai
6	Rohini Nilekani	142 Cr.	Sustainable Development	Infosys	Bengaluru
7	Rahul Bajaj	131 Cr.	Environment & Sustainability	Bajaj Auto	Pune
8	Cyrus S Poonawalla	117 Cr.	Sanitation	Serum Institute of India	Pune
9	Anil Agarwal	113 Cr.	Education	Vedanta	London
10	Gautam Adani	84 Cr.	Education	Adani Group	Ahmedabad
10	Godrej Family	84 Cr.	Livelihood Enhancement	Godrej	Mumbai
12	Kumar Mangalam Birla	79 Cr.	Education	Aditya Birla	Mumbai
13	Ranjan Pai	74 Cr.	Education	Manipal Education & Medical	Bengaluru
14	Kiran Mazumdar Shaw	72 Cr.	Education	Biocon	Bengaluru
15	Yusuff Ali MA	62 Cr.	Disaster Relief & Management	Lulu	Abu Dhabi
16	SP Hinduja & Brothers	52 Cr.	Education	Hinduja	London
17	Dharam Pal Gulati	50 Cr.	Healthcare	MDH	New Delhi
18	Cyrus Pallonji Mistry	41 Cr.	Livelihood Enhancement	Tata Sons	Mumbai
18	Shapoor Pallonji Mistry	41 Cr.	Livelihood Enhancement	Tata Sons	Monaco
18	Dilip & Anand Surana	41 Cr.	Healthcare	Micro Labs	Bengaluru
21	Sameer Jain & Vineet Jain	39 Cr.	Skill Development	Bennett Coleman	New Delhi
22	Sunil Mittal	35 Cr.	Education	Bharti Airtel	New Delhi
23	Leena Gandhi Tewari	34 Cr.	Education	USV	Mumbai
24	Ravi Jaipuria	33 Cr.	Skill Development	RJ Corp	New Delhi
25	Shamsheer Vayalil	30 Cr.	Disaster Relief & Management	VPS Healthcare	Abu Dhabi

Rank 2019	Name	Contribution	Primary Cause	Company	City
26	Samir Mehta & Sudhir Mehta	29 Cr.	Healthcare	Torrent Pharmaceuticals	Ahmedabad
26	PNC Menon	29 Cr.	Rural Development	PNC Investments	Bengaluru
28	Ravi Pillai	28 Cr.	Rural Development	RP	Dubai
28	S Gopalakrishnan	28 Cr.	Rural Development	Infosys	Bengaluru
30	Feroz Allana	26 Cr.	Education	IFFCO	Sharjah
31	Vikram Lal	22 Cr.	Rural Development	Eicher Motors	New Delhi
31	KK Bangur	22 Cr.	Healthcare	Graphite India	Singapore
31	Kalanithi Maran	22 Cr.	Education	Sun TV Network	Chennai
34	Anu Aga	21 Cr.	Education	Thermax	Pune
34	Harsh Mariwala	21 Cr.	Education	Marico	Mumbai
34	MG George Muthoot	21 Cr.	Healthcare	Muthoot Finance	New Delhi
34	Sajjan Jindal & Sangita Jindal	21 Cr.	Livelihood Enhancement	JSW Steel	Mumbai
38	Pankaj Patel	20 Cr.	Healthcare	Cadila Healthcare	Ahmedabad
38	Benu Gopal Bangur	20 Cr.	Rural Development	Shree Cements	Kolkata
38	Nandlal Rungta	20 Cr.	Rural Development	Rungta Mines	West Singhbhum
38	Acharya Balkrishna	20 Cr.	Education	Patanjali Ayurved	Haridwar
38	Mukund Rungta	20 Cr.	Rural Development	Rungta Mines	West Singhbhum
43	Gurbachan Singh Dhingra & Kuldip Singh Dhingra	19 Cr.	Skill Development	Berger Paints	New Delhi
44	PV Ramprasad Reddy	18 Cr.	Rural Development	Aurobindo Pharma	New Jersey
44	Anand Burman	18 Cr.	Livelihood Enhancement	Dabur India	New Delhi
44	Manju D Gupta	18 Cr.	Rural Development	Lupin	Mumbai
47	Rajendra Agarwal	15 Cr.	Social Development	Macleods Pharmaceuticals	Mumbai
47	Niranjan Hiranandani	15 Cr.	Education	Nidar Group	Mumbai
47	Murali K Divi & Family	15 Cr.	Rural Development	Divi's Laboratories	Hyderabad
47	Glenn Saldanha	15 Cr.	Livelihood Enhancement	Glenmark Pharmaceuticals	Mumbai

Edelgive Hurun India Philanthropy List 2019

Rank 2019	Name	Contribution	Primary Cause	Company	City
51	Sameer Gehlaut	14 Cr.	Healthcare	Indiabulls Housing Finance	Mumbai
51	Nusli Wadia	14 Cr.	Healthcare	Britannia Industries	Mumbai
51	Karsanbhai Patel	14 Cr.	Healthcare	Nirma	Ahmedabad
54	Radhakishan Damani	13 Cr.	Education	Avenue Supermarts	Mumbai
55	Sanjiv Goenka	12 Cr.	Education	CESC	Kolkata
55	Prakash & Ritu Chhabria	12 Cr.	Healthcare	Finolex Cables	Pune
55	NR Narayana Murthy	12 Cr.	Social Development	Infosys	Bengaluru
55	LN Mittal	12 Cr.	Education	HPCL Mittal Energy	London
59	Pawan Kant Munjal	11 Cr.	Livelihood Enhancement	Hero Motocorp	New Delhi
59	Ashwin Dani	11 Cr.	Livelihood Enhancement	Asian Paints	Mumbai
59	Joy Alukkas	11 Cr.	Healthcare	Joy Alukkas	Thrissur
59	Rajan Raheja	11 Cr.	Healthcare	Exide Industries	Mumbai
59	Uday Kotak	11 Cr.	Education	Kotak Mahindra Bank	Mumbai
59	Savji Dholakia	11 Cr.	Livelihood Enhancement	Hari Krishna Exports	Surat
59	Harshvardhan Goenka	11 Cr.	Livelihood Enhancement	RPG Enterprises	Mumbai
66	Chirayu R Amin	10 Cr.	Social Development	Alembic Pharmaceuticals	Mumbai
66	Rahul Bhatia	10 Cr.	Education	Interglobe Aviation	New Delhi
66	Suman Kant Munjal	10 Cr.	Livelihood Enhancement	Hero Motocorp	New Delhi
66	Renu Munjal	10 Cr.	Livelihood Enhancement	Hero Motocorp	New Delhi
66	Rajiv Poddar	10 Cr.	Healthcare	Balkrishna Industries	Mumbai
66	Rana Kapoor	10 Cr.	Education	Yes bank	Mumbai
66	Rakesh Gangwal	10 Cr.	Education	Interglobe Aviation	McLean
73	B Parthasaradhi Reddy	9 Cr.	Sanitation	Hetero Drugs	Hyderabad
73	Onkar Kanwar	9 Cr.	Healthcare	Apollo Tyres	New Delhi
75	Abhay Vakil	8 Cr.	Livelihood Enhancement	Asian Paints	Mumbai

Rank 2019	Name	Contribution	Primary Cause	Company	City
75	Ashwin Choksi	8 Cr.	Education	Asian Paints	Mumbai
75	Subhash Chandra & Family	8 Cr.	Education	Zee	Mumbai
75	SP Oswal	8 Cr.	Education	Vardhaman Textiles	Ludhiana
75	Vallabhbhai Patel	8 Cr.	Education	Kiran Gems	Mumbai
80	C Visweswara Rao	7 Cr.	Rural Development	Navayuga Engineering	Hyderabad
80	Abhaykumar Firodia	7 Cr.	Healthcare	Force Motors	Pune
80	Yusuf Hamied	7 Cr.	Healthcare	Cipla	London
80	K Dinesh	7 Cr.	Social Development	Infosys	Bengaluru
80	Anil Rai Gupta	7 Cr.	Education	Havells India	New Delhi
85	VP Nandakumar	6 Cr.	Education	Manappuram Finance	Thrissur
85	Bhadresh Shah	6 Cr.	Arts, Culture & Heritage	AIA Engineering	Ahmedabad
85	Rashesh Chandrakant Shah	6 Cr.	Woman Empowerment	Edelweiss Financial Services	Mumbai
85	Raja Bagmane	6 Cr.	Healthcare	Bagmane Developers	Bengaluru
85	K Satish Reddy	6 Cr.	Livelihood Enhancement	Dr. Reddy's Laboratories	Hyderabad
85	Ratan Jindal	6 Cr.	Livelihood Enhancement	JSW Steel	Dubai
85	B Vamsi Krishna	6 Cr.	Sanitation	Hetero Drugs	Hyderabad
85	Anand Mahindra	6 Cr.	Education	Mahindra & Mahindra	Mumbai
85	TS Kalyanaraman	6 Cr.	Rural Development	Kalyan Jewellers	Thrissur
94	Arun Bharat Ram	5 Cr.	Education	SRF	New Delhi
94	Anurag Jain	5 Cr.	Rural Development	Endurance Technologies	Aurangabad
94	B Prabhakaran	5 Cr.	Education	Thriveni Earthmovers	Salem
94	Shishir Bajaj	5 Cr.	Education	Bajaj Resources	Mumbai
94	Rajju Shroff	5 Cr.	Education	United Phosphorus	Mumbai
94	Rameshchandra T Jain	5 Cr.	Education	Bhilosa Industries	Mumbai
94	Murali Dhar Gyanchandani & Bimal Kumar Gyanchandani	5 Cr.	Healthcare	RSPL	Kanpur

About EdelGive Foundation

EdelGive Foundation is a grant-making organisation, helping build and expand philanthropy in India by funding and supporting the growth of high-calibre, small to mid-sized NGOs committed to empowering vulnerable children, women and communities. Our unique philanthropic model places us at the centre of grant-making, by providing initial grants and by managing funding from other institutional and corporate partners, through a zero cost platform. Our grants are used towards both financial and non-financial needs of the organisations we support. Apart from adding capacity and scale, grants are used towards building the operating capabilities of this special cohort of NGOs.

www.edelgive.org

About Hurun Report

Hurun Report is a leading luxury publishing and events group established in London in 1998 with a strong presence in China and India. It is widely recognized world-over for its comprehensive evaluation of the wealthiest individuals across the globe. Hurun Report is the largest compiler of the rich list globally.

Hurun Report Inc. has four divisions: Hurun Report Media, a stable of digital media and four magazines; Hurun Research Institute; Hurun Conferences, an active events division targeting entrepreneurs and high net worth individuals; and Hurun Investments, a US\$20m early stage venture capital fund with investments into tech, media, retail and education.

About Hurun Report India

“Passionate About Indian Entrepreneurship”

Hurun Report India commenced operations in 2012 and has been bringing to light stories of successful and emerging Indian entrepreneurs ever since, felicitating them at a bouquet of Hurun events hosted pan-India.

Hurun Report India commenced operations in 2012 and has been bringing to light stories of successful and emerging Indian entrepreneurs ever since, felicitating them at a bouquet of Hurun events hosted Pan-India. Hurun Report in India was co-founded by Anas Rahman Junaid, a graduate of the University of Oxford, who returned to India to contribute to Indian entrepreneurship ecosystem.

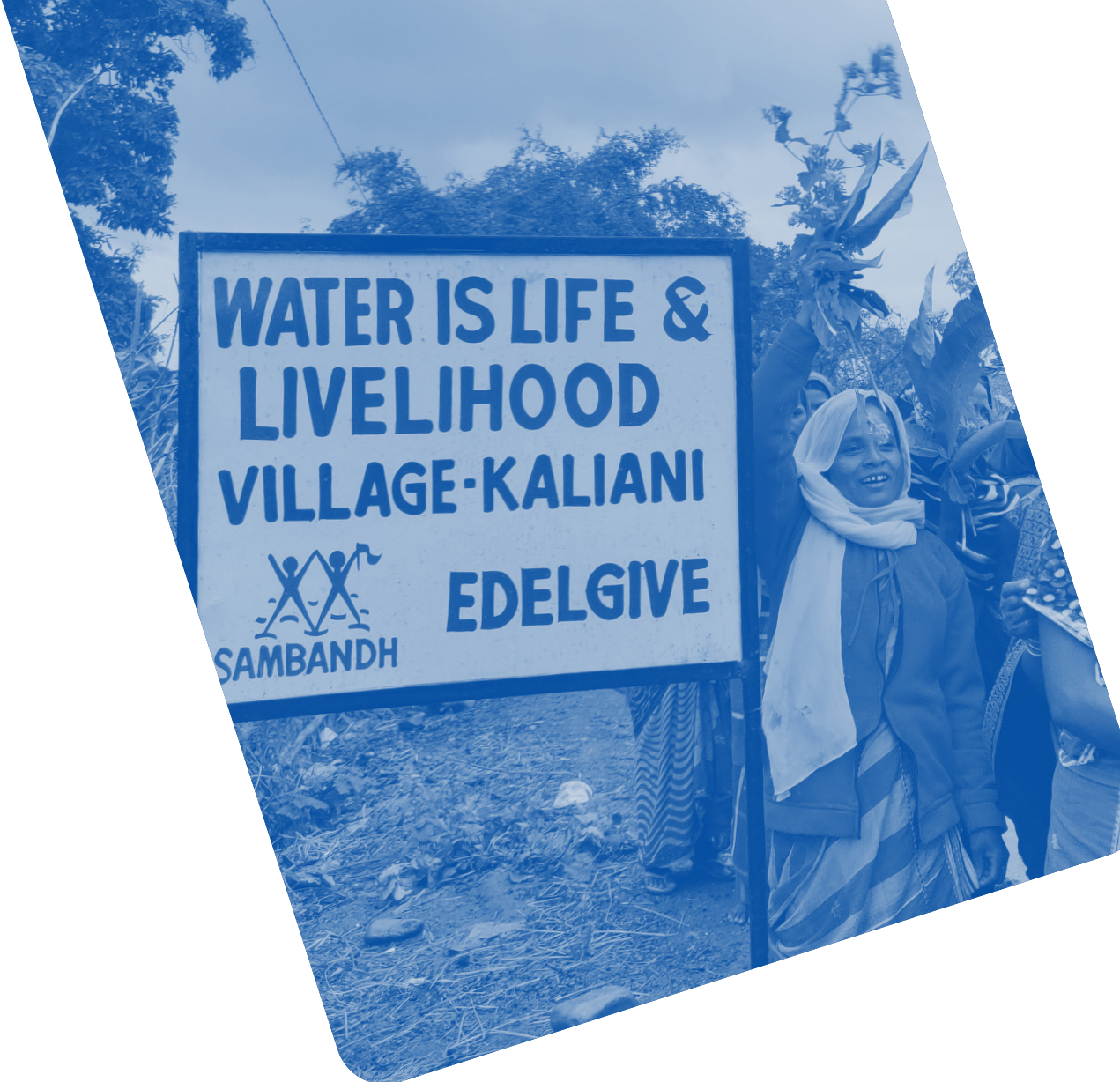
Hurun Report India serves as India’s definitive voice celebrating wealth creation, innovation, and growth. Last year, Hurun further expanded its repertoire by releasing the Hurun Global Rich List 2019, a ranking of the 2,470 US dollar billionaires, so-called ‘Nine-Zero Club’, currently in the world and the seventh India Rich List which ranks the 953 richest individuals in India, allowing for comparisons between some of the most dynamic economies in the world. The purpose of this list is to try and tell the story of modern India through the eyes of an entrepreneur. The Hurun India Philanthropy List ranks the most generous individuals in India and is now in its 5th anniversary. Indians give much more generously than many have previously understood.

In 2018, Hurun Report launched the Hurun India Women Rich List, aimed at celebrating the success stories of some of the most amazing women wealth creators and inheritors.

In 2019, Hurun India Art List was launched, aimed at tracking some of the most successful artists who are alive today by way of cumulative auction prices. This we believe is a watershed moment in the art history of India, where we expect more entrepreneurs to start collecting.

In 2019, Hurun Luxury Consumer Survey was debuted to understand and speak about spending habits of ultra-high net worth individuals.

For the full details, please refer www.hurunindia.net



Methodology

To put together a comprehensive list of the most generous philanthropists of India is an almost impossible task. However, we believe at Hurun Report that, the EdelGive Hurun India Philanthropy List is the most serious and authoritative effort to date, identifying the individuals and highlighting the causes they contribute to. To make this list, the Hurun Report surveyed 1,000 of India’s most successful entrepreneurs, including those from the Hurun India Rich List 2019, meticulously cross-referencing the results with media reports and charitable foundations. In the course of the research, Hurun Report attended non-profit related seminars, as well as meeting with scholars, experts, philanthropists and senior members of charitable foundations.

Hurun Report includes cash and cash equivalents pledged with legally binding commitments for the twelve- month period from 1 April 2018 to 31 March 2019.

Hurun Report included contributions made by companies in which an individual had a significant share by applying the percentage the individual has of the company on the contributions. So, for example, Biocon for the period made contributions of INR 8 crore, and Kiran Mazumdar-Shaw holds 60.68% of the shares of the company, so Hurun Report recorded Shaw’s contributions as INR 4.92 crore. In 2015, Azim Premji had transferred a significant part of his shareholding amounting to 39% of the shares of Wipro to trust and foundation, which has been taken into account that year. Since this is a one-time philanthropic contribution, it has not been included this year. The list includes the only individual born and bred in India regardless of the passport they currently hold. Values are rounded, and past figures are subject to exchange rate fluctuations.

References & Disclaimer

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