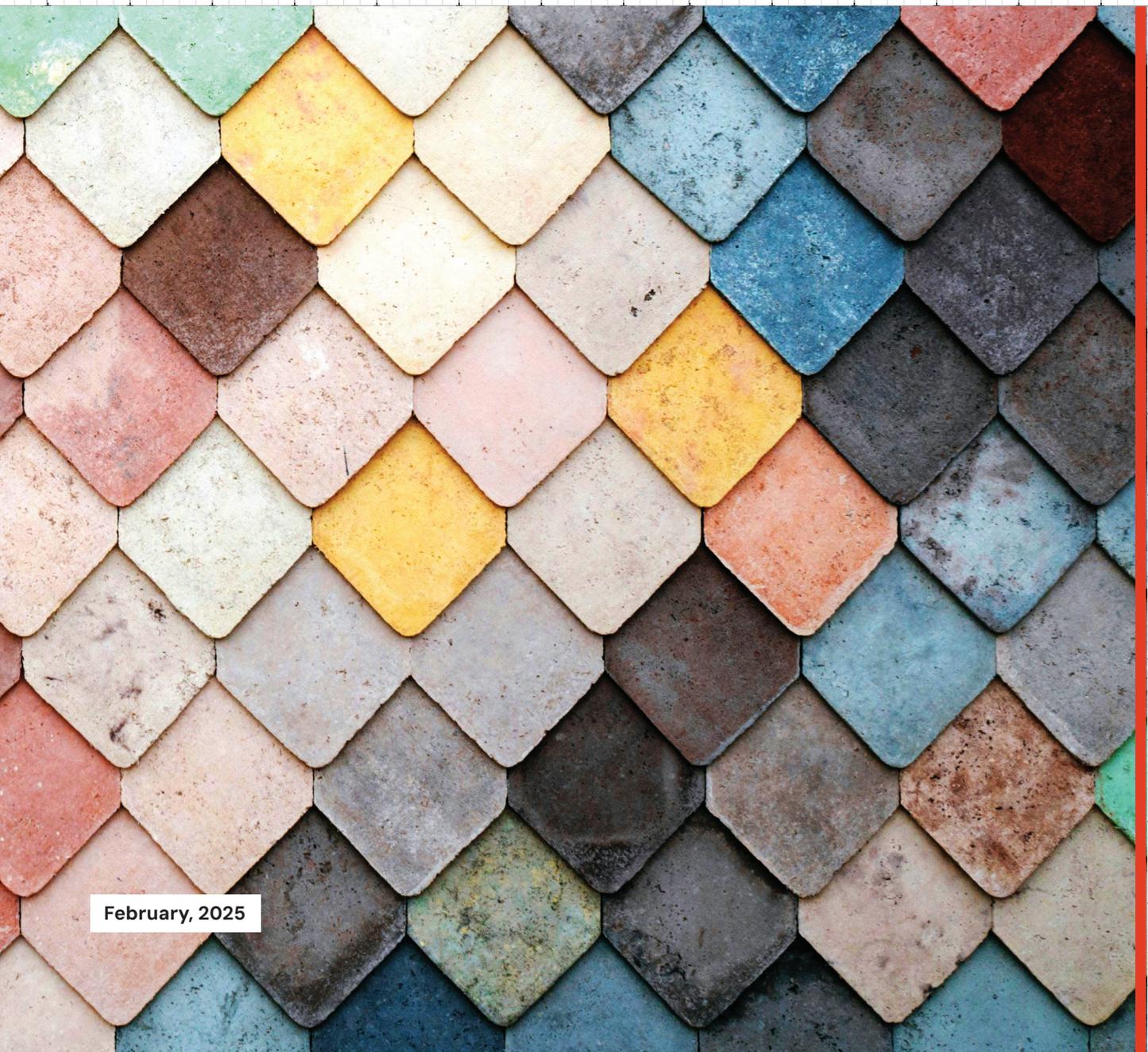




Building Blocks:

A Primer on India's Philanthropy Support Ecosystem



February, 2025



P150 is a collaborative of global philanthropy advisors working together to move more money, more impactfully, towards efforts that can change the world.

www.p150.org



Dasra, meaning 'enlightened giving' in Sanskrit, is a pioneering strategic philanthropic organization that aims for a transformed India where a billion thrive with dignity and equity. It is a leading non-profit systems orchestrator working with diverse stakeholders across the social impact ecosystem.

www.dasra.org

Please note: For this whitepaper, the giving cohorts are aligned with the India Philanthropy Report Series.

- 1. Family Philanthropy includes, UHNI: Ultra-high-net-worth individual (net worth > INR 1,000 crore); HNI: High-net-worth individual (net worth of INR 200–1,000 crore); and Affluent: Net worth of INR 7–200 crore
- 2. Retail Givers includes small gifts/ donations from individuals
- 3. Corporate Social Responsibility (CSR) includes 2% of net profits mandated for companies above a threshold by Indian law



Table of Contents.

Section 1: Background on India's Philanthropic Landscape	4
• Key Drivers of Philanthropic Growth	7
Section 2: The Support Ecosystem for Philanthropy	12
• Mapping the Ecosystem	12
• The Present State	18
• Decoding Philanthropy Support in India Functions & Personas	19
Section 3: Challenges in the Philanthropy Support Ecosystem	22
• Ecosystem-Level Challenges	23
• Demand-Side Challenges	24
• Supply-Side Challenges	25
Case Studies from Two Cities	
• Mumbai – India's Philanthropic and Financial Capital	26
• Bengaluru – A Rising Philanthropy and Entrepreneurship Hub	27
Section 4: Way Forward	28
Annexure 1: Methodology	32
Annexure 2: Acknowledgements	33
Annexure 3: Examples	34
Annexure 4: References	35



List of Figures

Figure 1: The Rising Tide for Philanthropy in India	5
Figure 2: Map of the Philanthropy Support Ecosystem	13
Figure 3: Client Segmentation By Philanthropy First Organizations	18
Figure 4: Personas of Stakeholders in the Philanthropy Support Ecosystem	20



Background on India's Philanthropic Landscape

1. The evolving philanthropic landscape in India

India's philanthropic sector has always been rooted in its cultural ethos of *daan* (charitable giving), which has played a critical role in addressing societal challenges. Over the past decade, this landscape has undergone a remarkable evolution, shifting from traditional acts of charity to a more strategic, structured approach. As the country experiences rapid economic growth and wealth accumulation, philanthropy is increasingly seen as a key driver of long-term impact, particularly among affluent, high-net-worth individuals (HNIs), and ultra-high-net-worth individuals (UHNIs).

This shift is not just a byproduct of wealth creation but also a reflection of evolving attitudes toward giving. Younger generations are bringing a fresh perspective, prioritizing newer focus areas, data-driven decision-making, and interventions aimed at systems change rather than isolated acts of kindness. With this, India is entering a new era of philanthropy characterized by a deeper understanding of social challenges and an emphasis on scaling impact in a sustainable manner.

Figure 1 The Rising Tide for Philanthropy in India

1.



Rising Philanthropy



Between 2018 and 2023: philanthropic contributions grew at a CAGR of 10%, reaching an impressive INR 1.2 lakh crore (USD 15 billion) in FY 2023



Family philanthropy, which comprises of giving from UHNIs, HNIs, and the affluent, has been the leading contributor, growing at 15%

2.



Growing Wealth



India's stock market has witnessed an unprecedented surge, the number of individual investors has tripled in recent years, surpassing 95 million



Promoter stake sales in the Indian equity market are rising – in the first half of 2024, promoters of 37 NSE 500 companies sold stakes worth INR 874 billion (USD 10.5 billion)

In terms of thematic focus, education and healthcare have remained priorities. However, funders are increasingly turning their attention to emerging areas like climate action and gender equity, reflecting a growing interest in cross-sectoral issues. On the regulatory front, innovations such as the proposed Social Stock Exchange will likely strengthen trust and transparency, enabling nonprofits and social enterprises to access diversified funding.



2. Growing domestic philanthropy

The past decade has seen private philanthropy emerge as a significant force for social change in India. Between 2018 and 2023, contributions grew at a compound annual rate of 10%, reaching an impressive INR 1.2 lakh crore (USD 15 billion) in FY 2023.¹ Family philanthropy, which comprises of giving from UHNIs, HNIs, and the affluent, has been the leading contributor, growing at 15% annually, driven by concurrent donors and generational shifts within wealthy families.²

Retail giving has also gained momentum, growing 12% annually, driven by the rise of digital platforms that democratize giving.³ These platforms enable small-ticket donors to contribute effectively, expanding philanthropy's reach and amplifying grassroots impact. Corporate Social Responsibility (CSR) has also been critical in diversifying domestic resources, through government mandate.

3. A look at the future

India's philanthropic sector is poised for exponential growth over the next five years. With economic reforms fueling wealth creation and the maturation of the philanthropic infrastructure, the potential for increased giving is immense. Research suggests that UHNIs could multiply their contributions by 8-13 times if their giving aligns with global benchmarks.⁴

In terms of thematic focus, education and healthcare will remain priorities. However, funders are increasingly turning their attention to emerging areas like climate action and gender equity, reflecting a growing interest in cross-sectoral issues. On the regulatory front, innovations such as the proposed Social Stock Exchange will likely strengthen trust and transparency, enabling nonprofits and social enterprises to access diversified funding.

4. Learning from global comparisons

India's philanthropic journey, though unique in its cultural underpinnings, can draw valuable lessons from the more mature ecosystem in the United States. With annual contributions exceeding USD 557 billion, the US has built a robust support infrastructure, including family offices and donor-advised funds, that facilitates large-scale, strategic giving.⁵

In contrast, India's philanthropic ecosystem is still evolving but growing rapidly. While tax incentives drive much of the giving in the U.S., Indian philanthropy remains anchored in cultural traditions and a sense of community responsibility. However, the emergence of structured giving models and a maturing philanthropy ecosystem is narrowing this gap, enabling Indian philanthropists to approach giving with a strategic mindset.

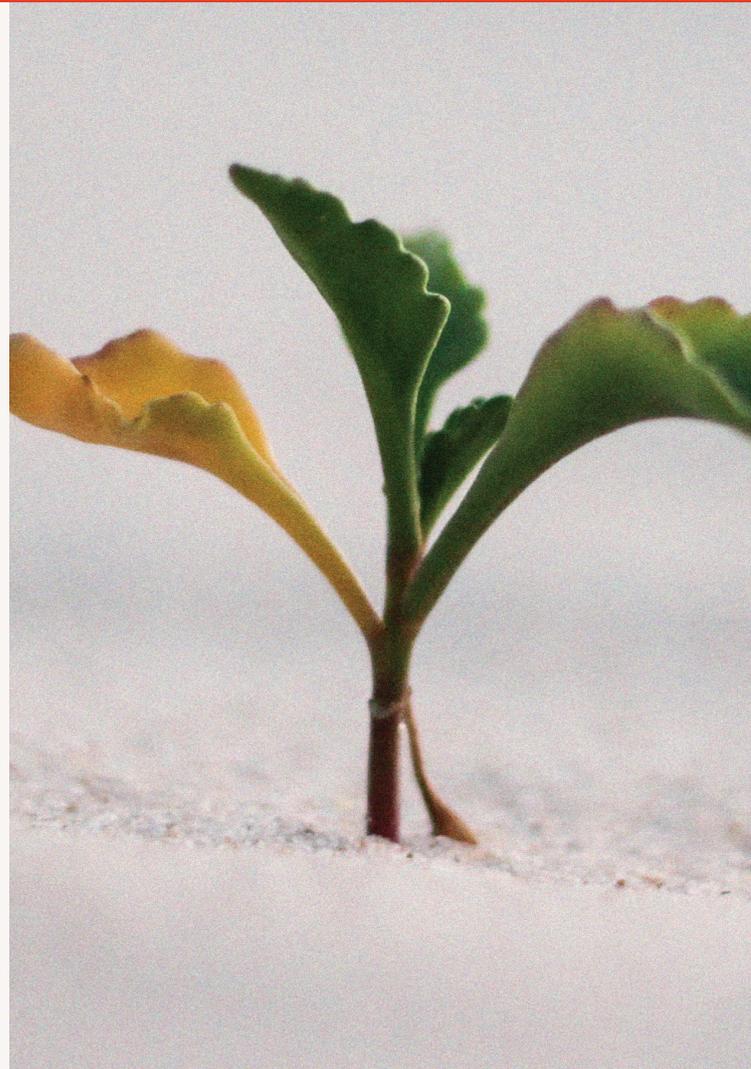
Key Drivers of Philanthropic Growth

- **A.**
Economic and structural factors driving wealth expansion
- **B.**
Emerging patterns and motivations shaping philanthropic engagement
- **C.**
Supply-side changes influencing the broader philanthropic narrative

India has witnessed a substantial rise in wealth accumulation, particularly among HNIs and UHNIs. With sustained economic growth, a thriving entrepreneurial ecosystem, and significant generational wealth transfers, philanthropic investments are poised to expand in parallel.

India is also experiencing shifts in global funding flows, influenced by evolving geopolitical and economic dynamics. The slow growth trajectory in foreign funding indicates that future inflows may be affected by a global pivot toward low-income countries and vulnerable regions.⁶ Therefore, there is a growing need for domestic philanthropy to accelerate, with Indian wealth holders stepping up to bridge the gap.

Understanding the drivers of wealth creation and the changing philanthropic landscape is key to contextualizing the present and future of giving in India. Positioned at the intersection of economic growth and shifting philanthropic motivations, India's giving landscape is set to transform. This evolution can be examined through three critical lenses: (A) economic and structural factors driving wealth expansion; (B) emerging patterns and motivations shaping philanthropic engagement; and (C) supply-side changes influencing the broader philanthropic narrative.



A.

Economic and structural factors driving wealth expansion

Wealth expansion in India is fueled by macroeconomic, structural, and financial factors. These critical pivots are shaping intergenerational wealth transfers and influencing global and domestic investment behaviors, and reshaping business strategies – ultimately impacting philanthropy and social investments.



Investor Market Boom and Rising Wealth

India's stock market has witnessed an unprecedented surge, creating immense wealth and fostering a new generation of affluent investors. The number of individual investors has tripled in recent years, surpassing 95 million, reflecting growing financial participation and shifting wealth distribution. Strong corporate earnings and investor optimism have fueled this bullish market, transforming household savings and investment patterns.⁷

These trends on the sustained momentum of the Indian stock market hinge on continued economic reforms, stable macroeconomic conditions, and a robust regulatory framework. As India's economy continues its upward trajectory, the stock market can play an increasingly pivotal role in driving wealth creation. This wealth creation will shape the nation's financial, and philanthropic landscape.



Liquidity Events and Promoter Stake Sales

A growing trend of promoter-led companies selling stakes is unlocking substantial liquidity, influencing both philanthropic contributions and venture capital flows. Promoter stake sales in the Indian equity market have reached multi-year highs. In the first half of 2024, promoters of 37 NSE 500 companies sold stakes worth INR 874 billion (USD 10.5 billion).⁸ This is driven by strategic objectives such as business expansion,

debt reduction, regulatory compliance, and personal wealth restructuring.

The sale of promoter stakes increases liquidity, providing greater disposable income that can be allocated toward philanthropy and social impact investments. As promoters reassess their wealth distribution strategies, a portion of these proceeds is often directed toward philanthropy and social impact investments.



Regulatory and Institutional Enablers

Emerging frameworks and policies that are enhancing transparency, efficiency, and scalability in giving.

- **Social Stock Exchange (SSE):** The SSE is designed to streamline philanthropic efforts by providing a structured platform for social enterprises and nonprofits to raise capital in transparent and accountable ways. It introduces standard frameworks for funding, impact measurement, and reporting.⁹
- **Public-Private Partnerships (PPPs):** PPP models are becoming instrumental in

addressing complex social challenges. These collaborations combine government resources and regulatory support with private sector efficiency, innovation, and funding to drive large change.¹⁰

- **Promoter-Led CSR:** The traditional boundaries between CSR and philanthropy are increasingly blurring. Many companies are going beyond mandated CSR, embedding corporate giving into their core business strategies. Visionary promoters are aligning their giving with business objectives, creating integrated solutions that generate both social

B.

Emerging patterns and motivations shaping philanthropic engagement

Philanthropic approaches have evolved, driven by shifting motivations, evolving narratives, and the increasing integration of technology and data in philanthropic decision-making.



Generational Shifts in Giving

Now-Gen givers, who are professionals and entrepreneurs with first-generation wealth, and Inter-Gen givers, which includes the current generation of traditional family philanthropists, are transforming giving by looking beyond historical funding preferences and beginning to focus on underrepresented causes such as climate change; gender, equity, diversity, and inclusion (GEDI); and strengthening philanthropic infrastructure. Most Inter-Gen and Now-Gen givers are open to adopting catalytic ways of giving with a willingness to cross-learn and share insights, provide unrestricted funding, and opt for collaborative funding models.¹¹



Cultural and Diaspora Ties

Philanthropy in India is deeply rooted in cultural values, and community-driven support systems influencing donation patterns across generations. Family values and religious traditions continue to shape giving behavior across different income groups. Simultaneously, the Indian diaspora, with its increasing wealth and global influence, is playing an instrumental role in philanthropy, channeling resources back to India through structured funds, impact investments, and collaborative initiatives aimed at addressing social and economic challenges in their homeland.¹²



Impact of Entrepreneurs and Innovators

India's thriving entrepreneurial ecosystem is fostering a new kind of philanthropy—fast-paced, outcome-driven, and innovation-led. Many of India's successful entrepreneurs view giving as an extension of their business strategy, leveraging their networks, expertise, and capital to drive scalable solutions in education, healthcare, and sustainability. Their contributions go beyond financial support, aiming for systemic and long-term impact.



Changing Narratives

There is an increasing recognition that economic inequality is not only a social issue but also a fundamental barrier to sustainable economic growth. As a result, philanthropy is shifting from traditional grantmaking toward proactive, solution-driven approaches. Philanthropists are aligning their efforts with broader frameworks such as Environmental, Social, and Governance (ESG) principles and Diversity, Equity, and Inclusion (DEI) commitments – mirroring the way businesses are integrating these considerations into their corporate strategies. As global crises such as climate change, geopolitical instability, and public health challenges intensify, philanthropy is emerging as a critical force in fostering systemic change, resilience, and more equitable societies.

C.

Supply-side changes influencing the broader philanthropic narrative

There has been a steady increase in the supply of services and products within the philanthropy value chain. Over the last two decades, and especially since the COVID-19 pandemic, India has seen growth in the philanthropy infrastructure and stakeholder involvement.



Surge in Philanthropy First Organizations

Since the 2010s, after the launch of the Sustainable Development Goals and uptake of the CSR law, India has witnessed a growth in the entry of key global players and domestic intermediaries. For example, Bridgespan India entered India in 2015, bringing global expertise and vocabulary on systems change, field building, and accelerating systems change to the country. Likewise, domestic intermediary organizations like Sattva and Dasra have scaled operations and reach in the last decade, creating a pan-India presence while working across stakeholder groups. Intermediaries are streamlining and professionalizing the narrative around philanthropy.



Growth in Collaboratives

The number of collaboratives established in India surged by about three times between 2020 and 2024.¹³ Several collaboratives are focussing on field strengthening as their primary goal. This fact, along with the substantial rise in the number of collaboratives, including networks, platforms, and pooled funds, signals a maturing ecosystem. Intermediaries serve as strategic guideposts within collaboratives to ensure a structured and neutral environment. Collaboratives offer an opportunity for stewardship by domestic funders and civil society organizations. The uptake of collaboratives shows a growing conviction in the power of many.



Infrastructure Building

To build a robust philanthropic ecosystem, institutional and foreign funders are investing in infrastructure development. A robust philanthropic infrastructure facilitates the distribution of grant funding and strengthens the ecosystem for long-term investments and resourcing.

This encompasses a range of crucial activities: establishing collaborative giving platforms to multiply impact, driving narrative shifts to inform decision-making, enhancing sector capacity to improve on-the-ground practices, and bolstering centers of excellence for the public good. These investments are transforming the perception of philanthropy, broadening its scope from simple charity to a strategic force for change.

The positive developments within India's burgeoning philanthropic ecosystem signal a promising new era for social impact. Faced with unprecedented inequalities and complex challenges despite its high growth, India needs a robust and effective philanthropic sector with domestic prowess. This necessitates a concerted effort from all stakeholders within the ecosystem.

“Honest dialogue is a major gap in this space. The sector must break out of silos, where firms guard their relationships, and instead cultivate a culture of openness. Leaders need to come together, not in high-stakes boardrooms, but in informal settings, to have candid conversations, free from the pressure of securing clients, and focused on building trust. This isn’t about competition; it’s about strengthening the ecosystem. When advisors and firms collaborate rather than undercut each other, the impact of philanthropy can grow exponentially.”

– Prabhir Correa, Waterfield Advisors





The Support Ecosystem for Philanthropy

To leverage the growing domestic momentum for philanthropy, there must be a strong backbone. The philanthropy support ecosystem means a network of interconnected individuals and organizations playing a vital role in shaping the philanthropic environment and informing key decisions. The philanthropy support ecosystem collectively contributes to the effectiveness and impact of philanthropic endeavors.

Essentially, philanthropy support involves providing intellectual and strategic input to funders. Through the research process, we observed a hesitancy among stakeholders to fully embrace the term “advisory” within the current philanthropic landscape. While many engaged in advisory-like functions in their work, stakeholders resonated with being involved across three core functions: advice, influence, and execution (described in later sections). However, stakeholders often perceived their roles as broader than this definition suggests. To better capture the breadth of their work, we adopted the term “philanthropy support ecosystem” to

encompass the diverse range of stakeholders interacting with funders and affluent, HNI, and UHNI families, recognizing that their contributions often extend to philanthropy beyond traditional boundaries of advisory services.

Mapping the Ecosystem

To gain a comprehensive understanding of the philanthropic support ecosystem for funders in India, we conducted a thorough mapping exercise. This involved examining the ecosystem through two primary lenses: those focused on wealth management with an interest in philanthropy and those fundamentally focused on philanthropic engagement. Some stakeholders spanned both categories. The mapping refers to individuals and organizations working across the different typologies (see Figure 2). Examples across these distinct categories are noted in Annexure 3.

Figure 2 Map of the Philanthropy Support Ecosystem

Philanthropy Engagement
Wealth Management



The categories of stakeholders enumerated below provide services related to grant-making, wealth/asset management, knowledge-building, and learning. On the philanthropy engagement side, there is an emphasis on creating social impact and supporting giving journeys. On the wealth management side, stakeholders are focused on consulting and support services to manage investment portfolios, tax planning, and also help with succession planning. Wealth management has a robust range of products and services, for uptake. On the philanthropy engagement side, the products and services are customized to match ground-level needs with funder interests. Both sets of stakeholders support funders and wealthy individuals in shaping their family ethos and personal aspirations. We have grouped these stakeholders into six categories based on their roles.



1.
Philanthropy-First
Organizations



4.
Ecosystem
Enablers



2.
Funding
Institutions



5.
Wealth First
Institutions



3.
Service
Providers



6.
Peer
Influencers

“The role of financial advisors (Chartered Accountants/Wealth Managers) in influencing philanthropic decisions needs greater recognition. With deep relationships built over decades, they often fill the gap for trusted professional advice, which isn’t yet fully addressed by specialist philanthropy support firms.”

- Sumit Tayal, GIVE

1.

Philanthropy-First Organizations



These organizations are set up to primarily facilitate and advance philanthropic giving and may provide a wide range of support services to bolster social impact.



Domestic Systems Change Partners

These organizations focus on driving systemic change within the context of India by supporting funders with their philanthropic initiatives. A few examples of the range of efforts by these organizations include building structures that foster collaboration with governments, the private sector, and civil society, customizing support for grant management, and creating knowledge or resources for informed decision making. These organizations typically cultivate local solutions in a sustainable way that represents communities and nonprofit organizations.



Key Global Players

These comprise large-scale, multi-country organizations focussed on strengthening philanthropy and nonprofits for social and environmental impact. Steadfast with a mission-driven approach, they play a critical role in ecosystem development, institutional capacity building, and strategic support. Due to their diverse experience, these organizations bring strong resources, expertise, and tools to the local contexts.

2.

Funding Institutions¹⁴



These organizations are set up to primarily facilitate and advance philanthropic giving and may provide a wide range of support services to bolster social impact.



Grant-Making Foundations

These organizations are typically set up by funders and focus on making grants to nonprofits. The Foundations may employ professional staff who are focussed on advising, managing, and influencing the grant portfolio for the funders.



Own & Operate Initiatives

Focussing on the implementation of social impact initiatives, such organizations are founded by funding entities with the ambition of supporting both operational and capital expenses. These initiatives usually employ professional staff and field practitioners who help with end-to-end delivery of the program and organizational mandates.



Faith-based or Community Institutions

In the Indian context, several communities, by linguistic, spiritual, or religious affiliations, form faith-based or community institutions with a philanthropic focus. These entities may support non-religious and community-agnostic socially oriented efforts of nonprofits related to fundamental human needs such as healthcare, nutrition, child welfare, or education.

3.

Service Providers

These stakeholders offer specialized services and advice to funders across different aspects of their giving approach.



Boutique Support

Drawing on rich experience from the philanthropy and nonprofit field, these stakeholders provide tailored support services on strategy, operations, impact measurement, and leadership to funding entities. These organizations may operate at a smaller scale in comparison to the philanthropy-first organizations and can be engaged by other intermediaries for their expertise.



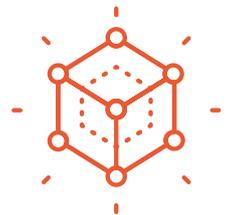
Specialists in Knowledge, MEL, Technology, and Communications

Several adjacent core capabilities such as knowledge, monitoring, evaluation, & learning, technology, and communications support philanthropic approaches. These organizations may be involved across the philanthropic grant cycle for executing and providing strategic inputs to operationalize the mission.

4.

Ecosystem Enablers

The philanthropy ecosystem refers to the interconnected network of stakeholders, resources, partnerships, and systems that support and influence the funding operations and missions. Ecosystem Enablers strengthen the philanthropic sector through the curation of opportunities for cross-learning and collaboration.



Conveners, Collaboratives, Platforms

These entities bring together stakeholders in the philanthropic sector through tech-based platforms, on-ground collaborative structures, and convening opportunities to foster dialogue and action toward common outcomes. These entities may involve pooled funding mechanisms, common outreach platforms, etc., to further their approach.



Formal and Informal Philanthropy Networks

Formal and informal philanthropy networks provide opportunities for funders to connect, learn from each other, and collaborate on grant-making. Networks are typically agile with communication channels and may be sector-agnostic in their approaches to philanthropy and resource mobilization.



Impact Investment Agencies

As blended and innovative finance instruments are making an entry into the market, few stakeholders are facilitating investments that aim to generate both financial returns and positive social or environmental impact. These agencies are enabling the philanthropic ecosystem with diversified capital.

5.

Wealth First Institutions



The categories of stakeholders in Wealth Management offer services related to wealth creation, preservation, and transfer. Considering the focus of this whitepaper, we have grouped these stakeholders as Wealth-First Institutions. Their roles concerning philanthropy are emphasized below.



Full-Service Consulting Firms

Full-service consulting firms, while typically advising clients on business growth, diversification, and operational efficiency, are also engaged by philanthropists to refine their giving strategies. This is particularly true when planning flagship initiatives, such as collaborative efforts or the establishment of a foundation implementing strategies.



Tax, Estate, and Wealth Advisors

These agencies typically support clients in wealth structuring, succession planning and providing comprehensive financial planning, investment management, and portfolio diversification services to grow and protect client wealth. However, at times, these agencies or advisors may offer support in thinking about giving as a part of their overarching journey.



Family Offices¹⁵

In the case of UHNIs and HNIs, family offices are set up as a centralized hub, coordinating various aspects of financial and personal affairs, supporting family members with investments, estate planning, and philanthropic activities. These entities can play a crucial role in defining the scope for multi-generational philanthropic engagement.



Banking and Financial Institutions

Offering a wide range of wealth management services – these entities are especially focussed on investment planning, regulatory compliances, portfolio management, and lending solutions. These institutions can service a wider client base structurally. Some of these institutions may have a dedicated focus on catering to customized philanthropic aspirations, including setting up and managing charitable trusts and other fiduciary structures.

6.

Peer Influencers



Such stakeholders can demonstrate an interest in both wealth management and philanthropy engagement-related matters. They can be broadly categorized as:



Trusted Friends, Family Members, and Colleagues

This group includes close friends, family members, and colleagues who are regularly consulted on significant personal and professional decisions. Their influence stems from their close relationships and trusted counsel.



Personal or Professional Networks

Individuals may be influenced by their personal or professional networks, which can expose them to ideas about public service and philanthropy. These networks provide access to individuals and perspectives that can shape philanthropic thinking.

This mapping exercise provides a valuable framework for understanding the diverse players in the philanthropy support ecosystem, working with affluent, HNI, and UHNI individuals. It clarifies the distinct priorities and service offerings of stakeholders, prioritizing wealth management and philanthropy engagement, serving as a navigational tool to identify potential partners or collaborators.

The Present State

India's philanthropic sector stands at a pivotal moment. The convergence of wealth creation, regulatory advancements, and shifting generational values is driving its expansion. However, unlocking its full potential requires a robust philanthropy support ecosystem to equip donors with the knowledge and tools for impactful giving. Historically, Indian donors have relied on peer influencers for support, highlighting the need for structured expertise to navigate the increasingly complex issues and address these through strategic giving approaches. The landscape for philanthropy support is moderately developed, with significant headroom for maturation.

Funders are recognizing the need for specialized knowledge and professional support services. This shift is driven by multiple factors, including the rising complexity of social challenges, regulatory shifts (e.g., incorporation of CSR as a mandate), and an increased emphasis on transparency and measurable impact. The transition from informal advice to structured professional services reflects an evolution in funder expectations, emphasizing:

- **Tailored Philanthropic Strategies:** With wealth transitioning across generations, many families seek structured approaches to ensure long-term impact. Advisors help donors refine their giving strategies by aligning philanthropic goals with personal values, identifying high-impact interventions, and ensuring capital is deployed strategically and sustainably.

- **Domestically Led Partnerships:** While India's philanthropic discourse has often been shaped by models from the Global North, there is a growing aspiration among institutional givers to build homegrown collaboratives and narratives. Organizations like the Rohini Nilekani Philanthropies and Tata Trusts are at the forefront of fostering domestic philanthropy infrastructure, ensuring that giving remains contextually relevant and locally led.

- **Data-Driven Decision Making:** Technology and research are increasingly being leveraged to track philanthropic impact, ensure accountability, and inform funding decisions. Donors now expect access to data-backed insights on program effectiveness, fund utilization, and social return on investment, reinforcing the need for professional support services.

- **Supply Side Ecosystem:** Our analysis of 35 philanthropy-first organizations mapped their key client segments across the ecosystem. We observed increasing client diversification across these organizations, with many expanding their services to a broad range of stakeholders. However, the supply side ecosystem still lacks the diversity of products needed to engage diverse funder groups effectively. Few ecosystem-enabling platforms currently offer a limited range of products, such as pooled funds, giving vehicles, convening opportunities, and cross-learning sessions. Expanding the portfolio of offerings within the philanthropy support ecosystem presents a significant opportunity for strengthening India's giving landscape.

Figure 3 Client segmentation by Philanthropy First organizations (n=35)



Source: Dasra analysis based on publicly available secondary data

Decoding Philanthropy Support in India | Functions & Personas

Stakeholders identified in the mapping may offer a combination of these functions to their clients, tailoring their services based on their role and position in the ecosystem.



Influence

This function focuses on shaping philanthropic thinking by providing insights and recommendations that encourage a strategic and impactful approach to giving but stops short of direct involvement in implementation. It must be seen as providing strategic counsel and a direction. Typically, this function would be applicable most at the beginning of the philanthropic journey.



Advice

This function provides comprehensive support throughout the philanthropic journey. It encompasses developing a philanthropic vision, conducting due diligence on potential partners, facilitating learning, and assisting with grant-making decisions. While it involves a deeper engagement and hands-on guidance, it remains advisory, ensuring that funders make informed and strategic choices without directly executing initiatives.



Execute

This function focuses on translating philanthropic vision into action by managing and implementing strategies and grants. It includes providing strategic input, overseeing grant-making processes, and continuously learning and adapting based on results. As a hands-on role in the ecosystem, it entails direct responsibility for execution, ensuring initiatives are effectively delivered and aligned with the intended impact. It is applicable throughout philanthropic journeys.

To illustrate how these functions manifest in the Indian context, we have developed representative personas of stakeholders within the philanthropy support ecosystem. Personas serve as a valuable research tool, offering archetypes that reflect target audiences. It can help underscore the roles, enablers, and barriers across different stakeholder groups. They can help gain deeper insights into local nuances within the philanthropy support ecosystem, helping contextualize the practical dynamics at play. The personas outlined below are indicative and serve as a frame of reference for understanding the varied aspects within advisory.

“The demand for philanthropy advisory is strong and will continue to grow, but the ecosystem remains underdeveloped. On the supply side, most wealth firms fall short of offering genuine philanthropic advice—they lack the right talent and remain focused on product pushing. On the demand side, while many wealth owners are eager to give, they don’t always recognize the need for structured advisory support. The challenge now is to build a robust ecosystem that cultivates expertise and establishes accessible frameworks, making philanthropy more strategic, effective and impactful.”

– Atul Singh, LGT Wealth India

Figure 4 Personas of stakeholders in the philanthropy support ecosystem

	The Trusted Chartered Accountant	Manager in a Systems Change Partner Organization	Wealth Manager to an HNI Family
 <p>Overarching Background</p>	<p>Association with Funders: 10+ years</p> <p>Skills: Financial management, tax optimization, estate planning with 15+ years experience</p>	<p>Association with Funders: 2-5 years</p> <p>Skills: Consulting for social impact or business/administration with 10+ years experience</p>	<p>Association with Funders: 2-5 years</p> <p>Skills: Financial planning, managing investments, data analysis with 10+ years experience</p>
 <p>Linkages to the Philanthropy Support Ecosystem</p>	<p>Coordinates: Peer Influencer</p> <p>Induction: Exposure through community networks or personal interest</p> <p>Functions: Influence</p>	<p>Coordinates: Philanthropy First Organization</p> <p>Induction: Exposure through career tenure</p> <p>Functions: Advice, Influence, Execute</p>	<p>Coordinates: Wealth First Organization</p> <p>Induction: Exposure through professional networks or by organization structure</p> <p>Functions: Influence</p>
 <p>Philanthropy Support Enablers</p>	<p>Ability to accurately assess philanthropic liquidity and capacity</p> <p>Insider view of the family's financial dynamics and trust</p>	<p>In-depth insight into nonprofit challenges and efforts</p> <p>Professional experience in guiding philanthropic initiatives</p>	<p>Access to and have trusted relationships with affluent, HNI,</p> <p>UHNI families</p> <p>Professional expertise in financial planning</p>
 <p>Philanthropy Support Barriers</p>	<p>Limited understanding about effective philanthropy</p> <p>Focus on wealth and tax management</p>	<p>Absence of rigorous research, tools, and frameworks to guide funders</p> <p>Limited exposure to diverse funder archetypes</p>	<p>Lack of adequate tools and philanthropic products to effectively guide clients</p> <p>Low incentives to pivot on philanthropy</p>

	Heads of Family Foundations	Individual Consultant in a Boutique Advisory Firm	Close Friend of a UHNI Family
 <p>Overarching Background</p>	<p>Association with Funders: 5–6 years</p> <p>Skills: Expertise in social sciences or business disciplines with 15+ years experience</p>	<p>Association with Funders: 1–5 years</p> <p>Skills: Expertise in social sciences or business disciplines with 15+ years experience</p>	<p>Association with Funders: 10+ years</p> <p>Skills: Seasoned business owner or professional with 20+ years of experience</p>
 <p>Linkages to the Philanthropy Support Ecosystem</p>	<p>Coordinates: Funding Institution</p> <p>Induction: Exposure through career tenure</p> <p>Functions: Influence, Execute</p>	<p>Coordinates: Service Provider</p> <p>Induction: Exposure through career tenure</p> <p>Functions: Advice</p>	<p>Coordinates: Peer Influencer</p> <p>Induction: Exposure through community networks or personal interest</p> <p>Functions: Influence, Advice</p>
 <p>Philanthropy Support Enablers</p>	<p>Resources and capabilities to translate philanthropic vision into impactful strategies</p> <p>Insider perspective on family's philanthropy vision</p>	<p>Domain expertise to provide strategic guidance</p> <p>High value addition from experience and exposure to the sector</p>	<p>Intuitive passion towards philanthropy and unequivocal trust from the family</p> <p>Ability to make referrals to nonprofits based on networks</p>
 <p>Philanthropy Support Barriers</p>	<p>Limited span of influence for providing comprehensive advice and guidance</p> <p>Philanthropic approach may be driven by personal interests</p>	<p>Limited access to networks and infrastructure for outreach to funders</p> <p>Time taken to establish credibility</p>	<p>Limited understanding of philanthropic good practices</p> <p>Untapped sectoral opportunities within close-knit networks</p>

A deeper understanding of India's philanthropic ecosystem is crucial for fostering more effective and impactful giving. While the wealth management sector has numerous trusted advisors with formal recognition, philanthropy engagement firms must play a more active role in sustaining the momentum of philanthropic endeavors. Crucially, greater collaboration among all ecosystem stakeholders is needed, transcending the traditional boundaries between philanthropic engagement and wealth management. This integrated 360-degree approach can enhance prosperity not only for individual donors but also for the communities in India. Continued research exploring the interplay between the core functions within the ecosystem and the evolving needs of the philanthropic sector will be essential for maximizing the positive impact of giving in India.



Challenges in the Philanthropy Support Ecosystem

The philanthropy support ecosystem in India is at a critical juncture, marked by growing philanthropic capital yet hindered by structural inefficiencies, fragmented services, and limited professionalization. While philanthropic giving has surged in recent years, the support ecosystem remains relatively underdeveloped, lacking cohesion and widespread uptake by funders. The support ecosystem is witnessing challenges across three key dimensions: ecosystem-level barriers, which stem from the nascency of the sector and lack of standards; demand-side hurdles, linked to funders' uptake of professional advisory; and supply-side constraints, correlated to the availability and quality of services. Addressing these barriers is crucial to unlocking more strategic, high impact giving and positioning philanthropy support as an essential pillar in the country's social impact landscape.

Ecosystem-Level Challenges

Ecosystem-level challenges refer to the structural and systemic barriers that hinder the development and efficiency of the philanthropy support sector as a whole.

1.

Fragmented and nascent sector

Despite the rapid expansion of philanthropic activity in India, the support ecosystem remains highly fragmented, with no unified industry-wide guiding principles or frameworks. This lack of structure results in inconsistencies in service offerings, varied levels of expertise among stakeholders engaged in philanthropy support, and an absence of clear pathways for professionalizing the sector. The ecosystem has limited formal networks or platforms for cross-learning and knowledge exchange.

2.

Lack of standardization and shared language

The absence of a standardized lexicon and universally accepted good practices lead to variations in the interpretation of philanthropy support services. As a result, funders, advisors, and stakeholders often operate with differing expectations regarding support outcomes, which affects efficiency and trust. The lack of standardization also makes it difficult for funders to compare services, leading to uncertainty about the value proposition of professional support.

3.

Ambiguous impact measurement

Unlike corporate investments, which are driven by tangible financial returns, philanthropic giving is guided by social impact, which is difficult to quantify. It takes time for funders to understand the subjective interpretations of success, and it hampers the ability of advisors to demonstrate their value effectively in a shorter turnaround time. Without robust measurement tools, funders struggle to differentiate between high-impact and ineffective philanthropic interventions, creating trust deficits in engaging support services.

4.

Blurred roles and overlapping functions

The roles of philanthropy first organizations frequently intersect with adjacent fields such as consulting and wealth management firms. This can create confusion about the specific expertise that philanthropy advisors bring, often resulting in overlapping functions and inefficient service delivery. In many cases, HNIs and family offices rely on wealth managers or investment advisors for social impact guidance, despite their limited engagement with social impact.

5.

Limited collaboration and knowledge-sharing

The support sector operates in silos, with minimal cross-learning or collaborative initiatives between support firms. The competitive environment is a barrier to open dialogue, preventing the co-creation of collaborative approaches and shared good practices. Unlike developed countries where there are networks and knowledge-sharing platforms to refine philanthropic strategies, India's ecosystem lacks structured mechanisms for peer learning.

6.

Lack of a centralized support portal

One of the critical gaps in the philanthropy support ecosystem is the absence of a common platform where funders can explore various support options in one place. Unlike other sectors that benefit from centralized knowledge hubs or directories, Indian philanthropy support services remain fragmented, making it difficult for funders to identify, compare, and access the right support. A shared repository of available services, expertise areas, and impact case studies could bridge this gap and enhance the visibility and accessibility of support services.

Demand-Side Challenges

Demand-side challenges refer to the barriers that limit the adoption and utilization of philanthropy support services by funders.

- 1. Hesitation to pay for support services**

Many philanthropists perceive support fees as an overhead cost rather than a strategic investment. This reluctance stems from the prevailing notion that philanthropy should be directed entirely towards “beneficiaries” rather than spent on professional guidance. Additionally, the absence of clear return-on-investment metrics for support services makes it challenging to justify these costs to decision-makers within corporate and family philanthropy structures.
- 2. Reliance on informal advice and networks**

Many HNIs, family foundations, and corporate donors continue to rely on personal networks, peers, or informal advisors rather than engaging structured philanthropy support services. This preference is driven by long-standing relationships, limited awareness of professional support firms, and concerns about external advisors’ ability to align with the funders’ values. As a result, philanthropy support remains an underutilized resource, limiting opportunities for more strategic, evidence-based giving.
- 3. Slow transition from charitable giving to strategic philanthropy**

The traditional “chequebook philanthropy” model, where funders provide one-time grants or donations without long-term strategic goals, remains dominant. While there is growing interest in structured, outcome-driven giving, many philanthropists still lack the necessary exposure and understanding of programmatic funding approaches. This slow transition reduces the perceived necessity for professional advisors who specialize in strategic philanthropy and ecosystem-level change.
- 4. Limited awareness of support value**

Unlike financial advisors, whose expertise is widely recognized, philanthropy advisors struggle with visibility and a clearly defined value proposition. Many funders are simply unaware of how professional advisors can enhance their giving strategies. This gap in awareness suppresses demand for support services, limiting funders’ access to expert guidance that could optimize their giving.

“The sector’s willingness and capacity to pay for philanthropy advisory services is still evolving. Philanthropists recognizing the added value of advisors is critical to attract and retain top advisory talent, who can enable both new and experienced givers to grow into their next orbit of social impact.”

– Pritha Venkatachalam, Bridgespan

Supply-Side Challenges

Supply-side challenges refer to the limitations within the philanthropy support sector that affect the availability, quality, and scalability of services.

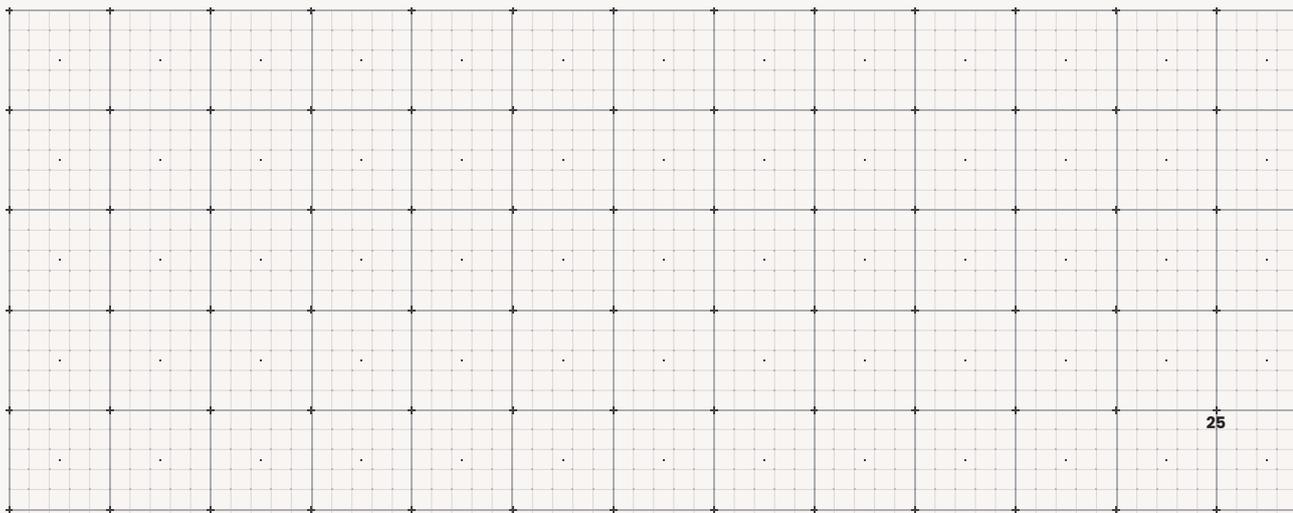
- 1. Inconsistent quality of support services**

Due to the absence of established benchmarks, the quality of philanthropy support services varies significantly across providers. Some firms offer deep sectoral expertise while others provide ecosystem-level guidance, making it difficult for funders to assess and compare services. This inconsistency leads to skepticism about the effectiveness of advisors and contributes to the underutilization of professional support.
- 2. Resource constraints and talent gaps**

The social impact sector struggles with attracting and retaining top talent, particularly in specialized support roles. Competitive salaries in corporate sectors draw professionals away from philanthropy support, making it difficult for support firms to build strong, experienced teams. Additionally, the sector lacks structured training programs that could create a pipeline of skilled advisors equipped with the necessary expertise in philanthropy strategy, impact measurement, and social sector insights.
- 3. Small and underdeveloped support teams**

Many support firms in India are reliant on grants themselves and therefore operate with lean teams, limiting their ability to provide comprehensive support to philanthropists. This resource constraint hampers scalability and engagement with larger, more complex initiatives. As a result, high-net-worth donors often turn to international firms or wealth managers for sophisticated support services. Larger philanthropic entities frequently build in-house support teams for strategy, impact assessment, and ecosystem engagement, while others rely on international firms, further constraining the growth of local philanthropy advisors.
- 4. Tension between competition and collaboration**

While sector-wide collaboration is essential for strengthening the support ecosystem, competition among firms often discourages knowledge-sharing. Additionally, the overlapping roles of philanthropy advisors, wealth managers, and CSR consultants create tensions regarding domain expertise. This dynamic results in fragmented service delivery and product development, where funders receive conflicting advice from multiple intermediaries instead of a coordinated, streamlined strategy.



Case Studies from Two Cities

The research included two workshops with select stakeholders from the philanthropy support ecosystem, which were held in Mumbai and Bengaluru. The following section provides a background on each city and highlights key takeaways from the workshops.

→ Mumbai – India’s Philanthropic and Financial Capital

Mumbai, the financial capital of India, ranks high on both wealth creation and philanthropic giving. At a per capita income of ~INR 4 lakh annually (2.4x of the national per capita income)¹⁶, the city reported 386 billionaires, surpassing Beijing to be crowned as the billionaire capital of Asia.¹⁷ But the Maximum City has not just been maximizing profits, it has been maximizing impact as well. Of the top 100 philanthropists in the country, more than half (=56) resided in Mumbai in 2024, donating majorly for education and healthcare, according to the 2024 EdelGive Hurun Philanthropy List. Together, they contributed INR 1,914 crore philanthropic capital (mandated CSR + personal), a whopping 71% increase from 2019.

While the number of philanthropists and the total quantum of philanthropy giving has expanded in Mumbai, per capita giving has declined over the last five years – from INR 36 crores/ capita in 2019 to INR 34 crores/ capita in 2024. Thus, there remains a vast untapped giving potential. Moreover, the concentrated nature of giving in Mumbai vis-à-vis Bengaluru also underscores the need for deeper engagement across the entire ecosystem. The top three philanthropists – Mukesh Ambani & family, the Bajaj family and Kumar Mangalam Birla and family, alone accounted for 57% of the total contributions by the city.

State of the Philanthropy Support Ecosystem

The vibrant ecosystem of giving has also been supported by an equally dynamic philanthropy support ecosystem. Headquartered in Mumbai are nation-building and legacy institutions like the Tata Trusts and the Aditya Birla Group. In addition, several burgeoning philanthropies with a strong emphasis on infrastructure building, such as the ATE Chandra Foundation and the EdelGive Foundation, are contributing with their unique value proposition to the Indian context. With the city being home to top-tier management consulting and wealth management firms, as well as other key intermediaries, the problem is of plenty rather than around paucity.

Challenges & Opportunities in Philanthropy Support (Insights from the Workshop)

The breadth of the services offered by the diverse set of players in the sector has resulted in the absence of a common language around the sector, in turn, resulting in the absence of a shared understanding about the articulation of impact. This has implications on the quality of service offerings, which are likely to vary, case-by-case, across clients, and giving causes. The wide variation in the experiences thus impacts the credibility of the support services as well as the overall appetite for the same. “In most support businesses, differentiation lies in how you present, not what you present. But in the social sector, how do we even define impact? More fundamentally, how do we agree on the core problems that need solving? Without a shared language and or common framework, service offerings are likely to vary substantially, making the case for increased support uptake even more challenging”, noted one participant.

Another key challenge faced by the support ecosystem is the diversity of the clientele, necessitating the customizing of the support fee and service. While the wealth support ecosystem has customized its solutions based on the income and risk appetite of its clients, the philanthropy support ecosystem does not have sufficiently tailored solutions for different sets of individuals. Many of the current solutions cater to CSR, HNIs, and UHNIs, not necessarily to the new generation of professional givers and other emerging clientele, who are eager to start their giving journey with as low as INR 1– 5 crore.

“Wealth management caters to all price points. However, that is not the case with social sector support. If someone wants to give away just INR 1 crore, it’s unclear which firm to reach out to. What’s missing is retail-focused support — one that democratizes philanthropy and makes small-scale giving more accessible,” noted another participant. To sustain its philanthropic legacy, Mumbai’s support ecosystem must diversify support services and expand its reach to new generations of funders while offering philanthropic products across varied ticket sizes.



Bengaluru – A Rising Philanthropy and Entrepreneurship Hub

Bengaluru, India's Silicon Valley, is emerging as a philanthropic force alongside its leadership in tech and entrepreneurship. The 2024 Hurun India Rich List identified 52 founders from 29 unicorns among the country's wealthiest, fueling a surge in giving. According to the 2024 EdelGive Hurun Philanthropy List, 18 donors from the city contributed ₹1,679 crore to education, healthcare, environment, and ecosystem building—making Bengaluru India's third-largest philanthropic contributor.

The city's changemakers—Nandan and Rohini Nilekani, Susmita & Subroto Bagchi, Azim Premji & family, Nithin & Nikhil Kamath, Kiran Mazumdar-Shaw, and K Dinesh & family—are driving this momentum. In 2019, six Bengaluru-based donors ranked among the top 20 in the Hurun Philanthropy List; by 2024, that number had risen to nine, underscoring philanthropy's growing footprint.

State of the Philanthropy Support Ecosystem

Bengaluru's philanthropy prioritizes systemic change over one-time donations, with collaborative models like ACT Grants and YIPP facilitating pooled funding and multi-stakeholder engagement. However, despite growing philanthropic capital, the support ecosystem remains fragmented.

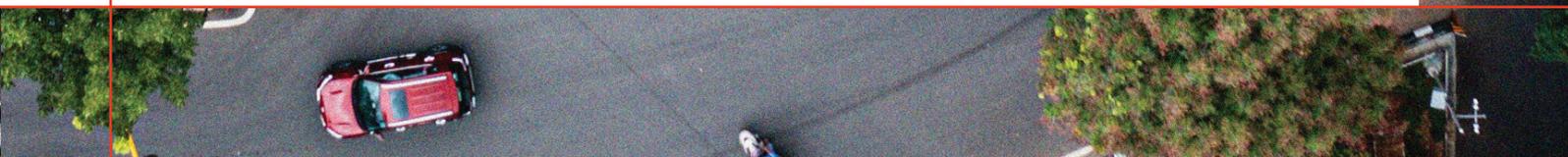
Family foundations such as Rohini Nilekani Philanthropies, Rainmatter Foundation, and Ashraya Hastha Trust lead long-term initiatives, while support firms like WestBridge Capital and emerging players such as Antara Support and Kohmorehbee Consulting are shaping tailored support services. Networks like Synergos and SVP foster collaboration, while intermediaries such as Sattva and Give support knowledge-sharing and capacity-building efforts. Yet, many funders still rely on informal networks rather than structured support. Strengthening this ecosystem is crucial for sustained impact.

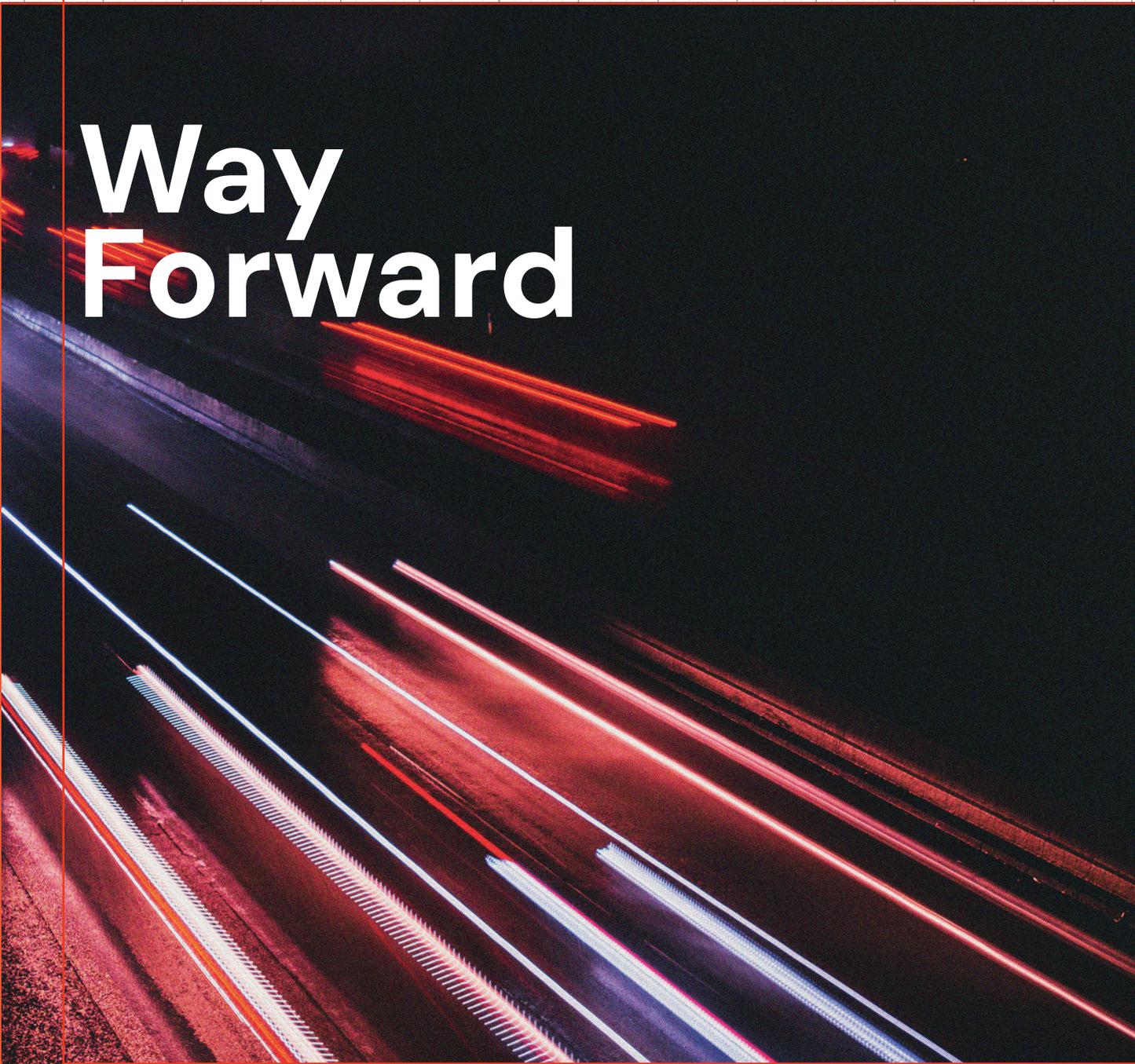
Challenges & Opportunities in Philanthropy Support (Insights from the Workshop)

Despite its expanding giving landscape, Bengaluru remains an execution-driven ecosystem, with professionals often brought in for implementation rather than strategic planning. "Execution is what they really want, even if strategy is the first step," noted one participant. Many funders also prioritize partnerships over support, making it challenging for advisors to establish their value. "Instead of structured support, funders are looking for co-investors for the funds they've already started," shared another participant. A preference for informal networks further limits the sector's maturity. As one participant put it, "I wouldn't go to a philanthropy advisor when I can just call my CA or peers."

To strengthen philanthropy support in Bengaluru, cross-sector collaboration and greater awareness of structured support services are vital. A participant emphasized the need for diverse expertise to enhance learning, stating, "We need more than just family philanthropy advisors—it has to be diverse." However, convening stakeholders alone isn't enough. "What's the bigger purpose of strengthening this ecosystem?" another participant asked, underscoring the need for clear, shared goals. The sector must go beyond expanding the donor base to deepening engagement. "Families want to go deeper into what they already do; this is where advisors' expertise would be most useful," added another participant.

For Bengaluru's philanthropy sector to reach its full potential, support services must evolve alongside its expanding wealth, driving mindset shifts and unlocking the city's full potential.





Way Forward

Overcoming the barriers mentioned earlier requires a multi-pronged approach, which includes establishing frameworks, creating standards and shared language, and fostering collaboration among philanthropy support stakeholders. Strengthening the ecosystem will not only enhance the efficiency and effectiveness of philanthropic giving but also position India's social impact landscape for long-term, transformative change. With a more structured, knowledge-driven, and collaborative support framework, India can maximize the impact of its growing philanthropic ambitions, ensuring that resources are deployed more

strategically to address the country's most pressing social challenges.

Driving meaningful, step-change impact in philanthropy necessitates a robust philanthropy support ecosystem. Advisory plays an important role in guiding funders toward impactful giving strategies, but its effectiveness hinges on collaboration, knowledge-sharing, and structural improvements. To improve support services, deepen funder engagement, and ensure philanthropy aligns with needs on the ground, the research process helped identify actionable next steps for key actors in the ecosystem.

1.

Philanthropy-First Organizations



Facilitate cross-sectoral learning and knowledge-sharing among advisors and key account managers in the organization through structured sessions, collaborative research opportunities, and shared resource platforms that promote good practices and sector-wide alignment.



Anchor support services with rigorous, evidence-based insights to build both credibility and effectiveness. This could include leveraging data-driven approaches and field research to inform strategic decision-making, thereby increasing funder confidence and optimizing resource allocation for greater societal outcomes.

2.

Service Providers



Actively collaborate with philanthropy-first organizations to deepen the effectiveness of support services, particularly in sector-specific, technology-driven, or MEL & data contexts. This includes co-developing frameworks for donor education, integrating social impact metrics into support models, and fostering synergies between financial, legal, and impact support services to offer funders more comprehensive support.



Strengthen outreach efforts by implementing targeted engagement strategies to ensure that funders have greater visibility and access. This could involve developing a centralized repository of service providers to improve accessibility, hosting public forums and knowledge-sharing events, and encouraging the entry of new support firms with specialized expertise to enhance the depth and diversity of support available.

3.

Ecosystem Enablers



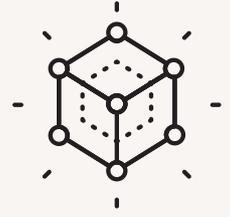
Build robust, iterative feedback mechanisms that facilitate direct engagement between philanthropy advisors, grassroots organizations, and communities. This ensures that funder strategies are informed by context-specific needs and evolving sectoral challenges, leading to more responsive philanthropic interventions.



Engage a broader and more diverse pool of funders, including emerging wealth creators, next-generation philanthropists, and corporate entities, by designing targeted philanthropic instruments. Strengthening meaningful engagement opportunities, such as experiential learning programs and impact fellowships, can further encourage sustained participation in the philanthropy ecosystem.

4.

Funding Institutions



Foster deeper collaboration and cross-learning both within the philanthropy ecosystem and across adjacent sectors, such as social entrepreneurship, public policy, and global development, to improve strategic alignment and resource efficiency. This could be operationalized through joint funding initiatives, cross-learning platforms, and sector-wide convenings that facilitate the exchange of expertise and solutions across stakeholders in the support ecosystem.



Leverage in-house professionals not only for program execution but also as strategic assets who can offer philanthropy support. By mobilizing internal teams' capabilities, ranging from sectoral understanding to learning and impact assessment, funding institutions can strengthen their role as thought leaders and champions of evidence-driven philanthropy.

5.

Wealth-First Institutions



Develop a more intentional and structured approach for integrating philanthropy into wealth management strategies. This includes embedding social impact considerations into investment portfolios, structuring donor-advised funds for long-term impact, and offering collaboration with tailored philanthropic support services that align with the financial goals and values of wealth holders.



Encourage clients to view philanthropy as an integral component of legacy planning, emphasizing the role of inter-generational giving and structured succession planning. Facilitating deeper collaboration between wealth managers and philanthropy experts through joint support models and co-curated giving strategies can help wealth-first institutions better serve clients who seek to align their financial legacies with meaningful social change.

6.

Peer Influencers

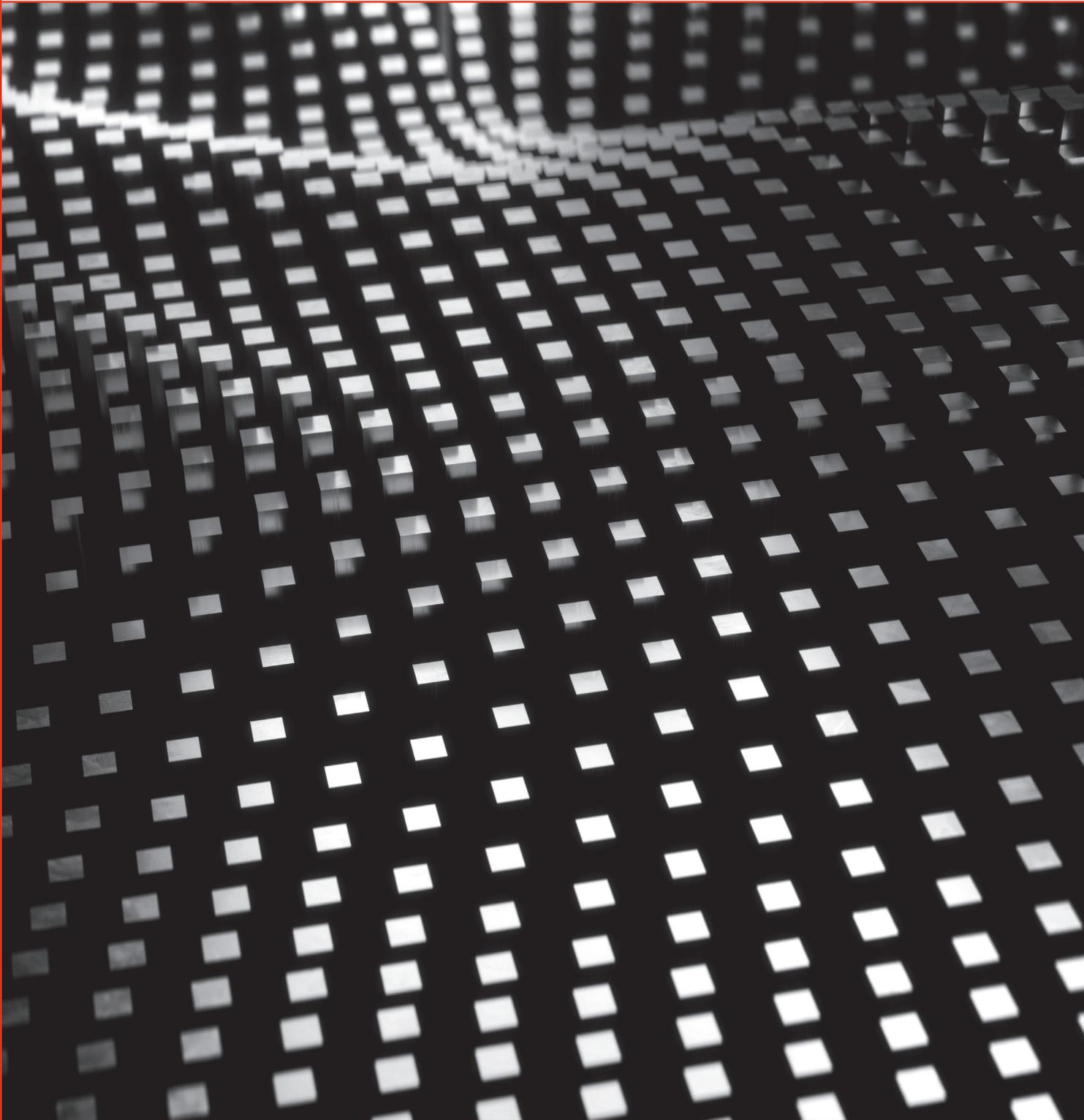


Funders should look to strike a balance between structured support mechanisms and informal peer networks to enhance the effectiveness of their philanthropy. While formalized learning opportunities such as curated mentorship programs and expert-led knowledge sessions offer technical expertise, peer networks provide a unique space for funders to exchange insights, learn from shared experiences, and navigate the complexities of philanthropic decision-making with trusted peers.



Position philanthropy as a core pillar of broader discussions on business strategy, wealth management, and leadership development. Encouraging potential funders to proactively seek professional advice for their philanthropic decision-making processes or invest in their philanthropic education through executive programs, field visits, and curated knowledge resources can strengthen the capacity of funders to drive meaningful and well-informed giving strategies.

A well-functioning philanthropy support ecosystem does not emerge in isolation. It is built through intentional collaboration, strategic investments, and sustained commitment from all stakeholders. Philanthropy support stakeholders must continuously refine their expertise, funders have to seek deeper engagement, and institutions need to create enabling environments for knowledge-sharing and collaboration. The future of philanthropy support in India lies in bridging silos, expanding accessibility, and ensuring that support services are always attuned to the evolving needs of communities.



Annexure 1: Methodology

Approach and Limitations:

We employed a mixed-methods approach to gather rich insights into the philanthropic support ecosystem. We conducted in-depth interviews with five key informants, representing experts and actors within the philanthropy support ecosystem. These conversations explored mapping the stakeholders in the ecosystem, as well as understanding the challenges and barriers faced by advisors.

Additionally, we facilitated two interactive workshops, each with ~10 participants, bringing together a diverse range of perspectives from wealth advisory firms, philanthropy first organizations, service providers, and funding institutions. The workshops provided a platform for collaborative discussion and exploration of barriers in the ecosystem, along with co-solutioning for the key inflection points.

Complementing these primary research efforts, we also conducted extensive desk research, reviewing existing reports, publications, and online resources to contextualize our findings and identify broader trends within the sector. This desk research included an analysis of the India Philanthropy Report series, background papers on the subject by global actors, and grey literature from the sector and media.

This research study serves as a primer, offering an initial exploration of the philanthropic support ecosystem in India. While we have aimed to capture a broad overview of the landscape, the limited data and publicly available information on philanthropic giving in India present inherent challenges in capturing an overarching view. Furthermore, we faced limitations in connecting with the wider range of peer influencers and informal counsels to wealthy

families. This study should, therefore, be considered an indicative and non-exhaustive mapping, rather than a comprehensive analysis.

We acknowledge that further research is needed to delve deeper into the philanthropy support ecosystem and advisory structures in India. We hope this initial effort will serve as a foundation for future research and encourage further exploration of this subject.

Explanations on the Uses of Terms 'Advisory' and 'Philanthropy Support':

As discussed above, the paper intentionally uses the term 'philanthropy support', wherein advisory is a constituent element. While we started the research process using the term 'advisory,' during the workshops – stakeholders preferred using a broader term. This nuanced nomenclature reflects the participatory approach undertaken in creating the whitepaper. As the ecosystem evolves in the Indian context – the terminology and concepts will likely change.

Annexure 2: Acknowledgements

We extend our sincere gratitude to all the individuals who participated in the workshops, contributing their valuable perspectives and insights. Their engagement and thoughtful discussions played a crucial role in shaping our understanding of the key themes explored.

Additionally, we would also like to express our deep appreciation to the sector experts who generously shared their experience, expertise, and nuanced perspectives during our insights-validation process. Their guidance and thoughtful input helped refine our analysis and strengthen the depth of our findings.

We acknowledge the following individuals and sector experts for their contributions:

S.No.	Name	Affiliation
1	Aarti Mohan	Sattva Consulting
2	Ada Grewal	WestBridge Capital
3	Akshay Gambhir	Bridgespan
4	Amita Chaurasia	Motilal Oswal Financial Services Ltd.
5	Aparna Uppaluri	Antara Support
6	Atul Singh	LGT Wealth India
7	Disket Angmo	Mann Talks
8	Gautami Gavankar	Kotak Mahindra Trusteeship Services
9	Gayatri Lobo	ATE Chandra Foundation
10	Gunjan Thaney	LivingMyPromise
11	Harsha Ram	Ashraya Hastha Trust
12	Katarina Czarniak	P150
13	Manisha Shah	Synergos
14	Mitali Chakraborty	P150
15	Moutushi Sengupta	Oneworld Colab Pte. Ltd.
16	Murugan Vasudevan	Veddis Foundation
17	Naghma Mulla	EdelGive Foundation
18	Natasha Joshi	Rohini Nilekani Philanthropies (RNP)
19	Poonam Mirchandani	LGT Wealth India
20	Prabhir Correa	Waterfield Advisors
21	Preethi Jain	Accelerate Indian Philanthropy (AIP)
22	Pritha Venkatachalam	Bridgespan
23	Rishabh Lalani	Kohmorehbee Consulting
24	Ronit Kanwar	Renaissance Philanthropy
25	Sherry Yezdani	SVP Mumbai
26	Smriti Jaiswal	Kotak Private
27	Sonya Fernandes	Ashraya Hastha Trust
28	Sumit Tayal	GIVE

Annexure 3: Examples

In the table below, we have listed key stakeholders from the Philanthropy Support Ecosystem mapping, with examples from the Indian context.

Philanthropy Support Ecosystem – Stakeholders	Examples (Non-exhaustive and Indicative)
1. Philanthropy First Organizations	
Domestic Systems Change Players	Dasra, Sattva, Samhita, Give, Convergence
Key Global Players	Bridgespan, Dalberg, AVPN
2. Service Providers	
Boutique Advisory	Antara Advisors, Kohmorehbee Consulting
Specialists in Knowledge, MEL, Tech, Comms	Samhodhi, Social Lens, Fourth Wheel, Siriti, Studio Subu
3. Ecosystem Enablers	
Conveners, Collaboratives, Platforms	India Climate Collaborative, Living My Promise, Act Grants
Formal and Informal Philanthropy Networks	SVP India, GivingPi, AIP, Rotary
Impact Investment Agencies	Koi Impact, Blended Finance Company
4. Funding Institutions	
Grant-Making Foundations	RNP, Azim Premji Foundation, Ashraya Hastha Trust, ATE Chandra Foundation
Own & Operate Initiatives	Reliance Foundation, Piramal Foundation
Faith-Based or Community Institutions	Isha Foundation, Ram Krishna Mission
5. Wealth First Institutions	
Full-Service Consulting Firms	Bain & Company, McKinsey, Deloitte, PWC, KPMG, EY, Kearney
Tax, Estate, Wealth Advisors	Priwexus, Avendus, LGT Wealth
Family Offices	Subjective
Banking and Financial Institutions	Kotak, ICICI, Motilal Oswal
6. Peer Influencers	
Trusted Friends, Family Members, Colleagues	Subjective
Personal or Professional Networks	YPO, CII, FICCI, Alumni Networks

Annexure 4: References

- 1 <https://www.dasra.org/pdf/resources/1712033199.pdf>
- 2 <https://www.dasra.org/pdf/resources/1712033199.pdf>
- 3 <https://www.dasra.org/pdf/resources/1712033199.pdf>
- 4 <https://www.financialexpress.com/business/industry-super-rich-stay-tight-fisted-on-charity-2996820/>
- 5 https://philanthropy.indianapolis.iu.edu/news-events/news/_news/2024/giving-usa-us-charitable-giving-totaled-557.16-billion-in-2023.html
- 6 <https://www.bain.com/insights/india-philanthropy-report-2024/>
- 7 <https://the-ken.com/story/i-own-three-cars-and-two-bikes-the-wealth-effect-of-indias-stock-market-boom/?searchTerm=wealth%20and%20giving>
- 8 http://www.primedatabasegroup.com/newsroom/KOTAK_STRATEGY_JUNE_30_2024.pdf
- 9 <https://oecd-development-matters.org/2023/05/31/what-is-indias-social-stock-exchange-and-how-can-it-benefit-the-country/>
- 10 <https://www.worldbank.org/en/region/mena/brief/how-can-public-private-partnerships-ppps-be-successful>
- 11 <https://www.bain.com/insights/india-philanthropy-report-2023/>
- 12 https://www.indiaspora.org/wp-content/uploads/2024/09/Indiaspora-Impact-Report_Full.pdf
- 13 <https://www.bridgespan.org/insights/the-growing-momentum-behind-philanthropic-collaboratives-in-india>
- 14 <https://cof.org/content/foundation-basics>
- 15 <https://www.dbs.com.sg/iwov-resources/media/pdf/pb/global-indian-family-offices-evolution-of-the-indian-diaspora.pdf>
- 16 https://mahades.maharashtra.gov.in/ESM1920/chapter/English/esm2324_e.pdf
- 17 <https://indianexpress.com/article/trending/top-10-listing/top-10-richest-cities-in-india-2024-9541232/>

