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Editorial

In the last two years, our world has learnt to live with a pandemic. We have settled into the 'new normal', so to speak. Much has been said about the pandemic's aftershocks widening existing inequities and gaps in resources. The unprecedented collective loss we have experienced as a global community would have been unfathomable under normal circumstances.

Without belittling our individual and collective experiences, I would love to look at one silver lining brought on by the pandemic. We as a generation have undergone a monumental shared experience that connects us all together. It has led to a global community with heightened empathy, after all, at the other end of collective loss is collective healing. On the other hand, the pandemic has pushed us toward innovation, especially innovation at the grassroots. We see it in an immense momentum being put into telehealth especially in reaching the 'unreached' rural populations across the globe, public school teachers in remote villages in India using everything at their disposal from WhatsApp to microphones to reach their students, mainstreaming of digital/QR code based payments in small '*kirana*' stores, the examples are endless.

Empathy and innovation together creates a world more inclined to 'help', to 'give' and 'support' each other like never before. Here at INDIAdonates, we believe in creating low-cost sustainable models of fundraising for development projects, so for us it has been magnificent to see such evolution in concepts of 'giving' around us and globally. We have all experienced the tremendous force of good that social media has been in collective mobilization of resources and information during the COVID second wave. We can pleasantly note, that the wave has continued. The state of Assam is currently experiencing what experts are calling the worst flood in over a century and once again we see the inclination and power of the people in rallying support. Even globally we have seen heartening examples of giving even when it has not been easy. Some would remember that in the ongoing Ukraine war, people all over the world came forward and innovated avenues for giving when it felt like there were none. I remember stories of the global community booking 'Airbnb's (homestays) in Ukraine without any intention of visiting, just to infuse money into the local economy of the affected cities and to provide shelter for those displaced. Individuals, communities, corporate entities alike, have become adept at adapting and practicing empathy that gives me hope for a future where much conversation is needed around sustainability, equity and climate justice.

INDIAdonates is committed to playing its part by supporting bottom-up innovative development projects serving the most vulnerable and in general working towards building an eco-system that would keep up with the changing context of giving. This edition delves deeper into the full potential of giving in India as it stands currently. The cover story focuses on the dynamic corporate giving landscape in India that stands at the precipice of a massive mindset shift and the opportunities it presents for the voluntary sector. When it comes to individual giving, we have presented a practical path for harnessing the power of individual giving toward the grassroots.

We present our thoughts and ideas to you, the INDIAdonates community, in the backdrop of a hopeful tomorrow that looks at overcoming difficulties through the power of collective good. Let us connect and share ideas!

Puja Biswas
Manager- Partnership and Communication

Corporate Social Responsibility in India : Emerging Opportunities

-Sandeep Sharma
Founder, INDIAdonates
-Puja Biswas
Manager- Partnership and Communication

Section 135 of the Companies Act 2013 mandates 2% of average net profit of three previous financial years as CSR for companies beyond a certain threshold

A prominent milestone in the sector of philanthropy in India is the Companies Act (Amendment), 2013. This one of its kind Act in the world essentially codifies the idea of Social Responsibility of Corporates by mandating corporates, that fulfil certain criteria, to spend 2% of their net profit for public good.

The philanthropy space in India, with its significant transformation in the last few decades, has been deeply influenced by the 'CSR Act' of 2013. Even though history of corporates fulfilling their social responsibilities by serving underprivileged communities have always run parallel to the development story in India, this was the first, and so far the only, time in the world that such a mandate was codified in the law of the land, opening up opportunities for organized fundraising from corporates for the voluntary sector. Along with a significance infusion of funds, CSR has shaped the landscape of philanthropy and voluntary sector also by introducing various sectoral expertise and operational acumen.

CSR through History

The concept of Corporate Social Responsibility (CSR) itself is not a novel one. Religious traditions and commandments have, for centuries, helped shape the relationship between the privileged and the vulnerable in India. The religious concepts around daan, seva, and zakat in order to help the poor had, in ancient and the middle ages, translated to wealthy merchants and traders giving money or providing help in kind for the betterment of the poor. With more formalization being introduced, the earliest industrialists of the 19th century initiated the practice of organized giving by structured institutions. During the freedom movement, corporate philanthropy evolved through corporate leaders' participation and contribution towards the fight for independence. The close relationships between Mahatma Gandhi and several prominent industrialists is well known. In fact, Mahatma Gandhi was a pioneer in proposing an understanding of business tycoons as fiduciaries for society's wealth.

As the role of the Indian state was shaping up post-independence in development efforts, the role of corporates within that was yet to be solidified. The liberalization of the economy brought in a new globalized economic environment, with rapid growth in wealth for the private sector and at the same time widened inequity. The rising gap between the wealthiest of the society and those at the bottom further contextualized the concepts and practical implications of Corporate responsibility to address social problems in India. This also ultimately led to government looking for ways to leverage wealth creation and economic growth in the country to directly empower the social sector to address inequity.

CSR in Legislation

Before 2013, CSR has existed as voluntary activities taken up by large corporates to engage with communities and to leave positive footprints in society. The 2013 law brought in structure, guidelines, accountability to the practice of CSR. CSR has since expanded to mean more than mere contribution of funds to undertaking development projects. The 2019 amendments to the CSR law had already shifted the legal understanding of CSR from an obligatory status to a mandatory status, solidifying it further. The 2021 amendment essentially mandated a more central role to the companies and their internal bodies in ensuring successful implementation of projects and not just overseeing CSR spending. It also mainstreamed accountability by bringing in the mandate for third-party evaluations of projects.

Further, in 2022, we saw more amendments introducing the bifurcation of 'Ongoing' and 'Other than Ongoing Project's, with provisions to CSR unspent budget being returned to the company directly. The 2022 amendments clearly propose newer discourses as to the role of CSR foundations, CSR committees, the board, and the company in general. There is legislative push toward more involved and accountable CSR operations within companies to ensure impact. Within such a context, the eco-system around corporate social responsibility needs to be equipped for newer and more expanded opportunities for collaborations to achieve development goals in general.

2013 Guidelines, and structure to the practice of CSR

2019 Shift from an obligatory status to a mandatory status

2021 Deeper accountability for the CSR committee in implementation of projects

2022 Bifurcation of 'ongoing' and 'other than ongoing' projects, mandate for unspent budget

To put it simply, the legislative direction since 2013, has been clear in proposing a scenario where CSR is understood as a core operation within the company and not merely a compliance issue. However, beyond legislative push, for corporate social responsibility to realize its full potential in enhancing the social sector in India, it is important to contextualize such relationship vis-à-vis business practices and value creation within a corporation.

CSR and Value Creation

Just as the concept of Corporate Social Responsibility has existed throughout history so has the discussions around the nature and extent of such responsibility. However, within the current context, there is a need to look at CSR beyond the 'responsibility' paradigm and try and understand what it brings to the table as a core business operation.

One of the reasons corporates have always engaged in CSR, beyond the responsibility felt by individual industrialists and philanthropists, is that ultimately CSR leads to securing or creating value and strategic benefits for the firm. Theorists Burke and Logsdon (1996) examined the road to using social responsibility programmes as strategic tools and identified five strategy dimensions to assess the value created for the firm by CSR programs: centrality (closeness to the firm's mission and objectives), specificity (ability to capture private benefit by the firm) proactivity (planning in anticipation of social changes) voluntarism (self-initiative) and visibility (making CSR projects highly visible and observable to the concerned stakeholders).

The value created by CSR has largely been theorized as risk reduction. (Orlitzky & Benjamin, 2001; Husted, 2005; Godfrey, Merrill & Hansen, 2009) Research along this line of thinking highlighted the importance of CSR is neutralizing social risks, arising from dissatisfied communities that are effected by corporates. Thus CSR was conceptualized as a form of social insurance and mostly manifested in community outreach and engagement by the corporate limited to the communities that they have direct linkages to in terms of securing labour or geographical vicinity. Later the argument had been expanded to conclude that by taking up popular and well known CSR activities, corporates ultimately create 'reputation insurance' and create good-will value. (Minor & Morgan, 2011). The bottom line is that through CSR, a corporation ultimately protects the shareholders' interest. On the other hand, with the advancement of the 'Stakeholders Theory', it became clearer that corporates need to look beyond the interest of their shareholders and consider other stakeholders like employees, communities, customers, suppliers, the government etc. (Freeman, 2001) Largely, stakeholders were understood as those who can potentially affect the success of an organization. Natural outcome of centralizing 'stakeholders' in the discourse around corporates was that it brought recognition to CSR as value creator for the firm and its stakeholders. Ultimately CSR provides the corporation the opportunity to achieve competitive advantage.

CSR

Social Risk Reduction for Company

Reputation Insurance for Brand Image

**Value Creation for all 'stakeholders' of the firm**

Current Context of CSR

At the other end of the discussion is that, if CSR is conceptualized as a strategic tool for value creation, it is but natural that where CSR funding is concerned, we see the conversation centered around 'investment in social good' as opposed to 'giving away' money. CSR partnerships, driven by the companies, have thus been about discourses of 'return' on CSR investment through immediate and quantifiable outcomes, both in terms of the development projects being taken up and also strategic outcomes for the companies in general.

Since the CSR mandate came into effect in 2014, in terms of sheer number, the sector of CSR giving has shown tremendous growth. From INR 10,066 Cr. in FY 2015 to an estimated INR 23,665 Cr. in FY 2021, the segment has shown a robust growth rate of 15% in the past seven years.
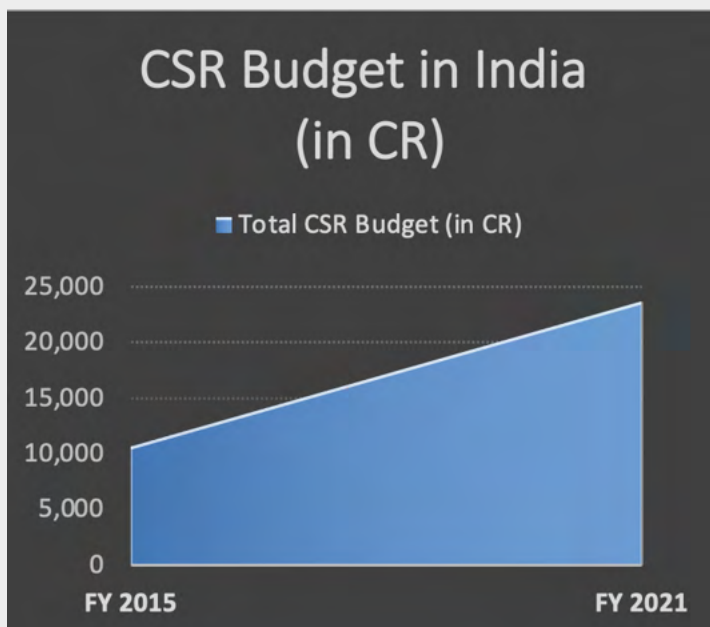
The growth rate is expected to increase to a 19% per year till 2026. (India Philanthropy Report, Bain & company, 2022)

19% ↑ Projected annual growth till 2026

This growth however has to be examined further. In terms of the total number of companies contributing toward CSR, approximately 3% of companies spent more than INR 10 Cr. in FY 2020, whereas more than 70% of companies contributed less than INR 50 lakhs. (India Philanthropy Report, Bain & company, 2022)

In the recent past we have seen a significant evolution in the practice of CSR. Corporates with a significant CSR budget, the 3% spending more than 10 Cr have displayed a larger shift. This works in tandem with the more centralized role of CSR prescribed through recent amendments. At least for larger conglomerates and Direct to Consumer businesses, the conversation has moved towards a larger 'sustainability' model. As discussed, 'visibility' is one of the strategic paradigms to assess CSR activities, thus a lot of corporates in India have expanded the understanding of CSR to include the global standards of ESG (Environmental, Social and Corporate Governance) in keeping with the current global trends. Thus traditional development projects in livelihood, education etc have had to undergo further scrutiny and witness lack of funding

On the other hand, for smaller and mid-sized CSR operations, the 70% with up to 50 lakhs CSR budget, these companies that have recently crossed the CSR threshold in the pandemic era. Naturally for them, CSR has been intrinsically linked with pandemic response. Before the pandemic, CSR has somewhat been widely distributed across sectors in which funds have been donated toward more than 20 causes. In FY 2021, however healthcare, boosted by funds allocated to the Prime Minister's National Relief Fund, emerged as the focus sector for CSR because of the various Covid-19 relief activities organisations undertook. As a result of this, other sectors, such as education and rural development, witnessed a major decline in their share of CSR funding.

The major issue, however, lies with geographical allocation of CSR in recent years, approximately 50% of CSR funds are concentrated to 10 more industrialized states, led by Maharashtra, Karnataka, and Gujarat, where most corporates are situated, limiting the distribution of funds to cities in other states and especially in rural areas. States with equal, if not greater needs, are thereby cut-off from CSR funding in social sector. The core issue lies not only with the language of the law that encourages prioritization of the corporates' local geography but also in trying to access strategic advantages of CSR by serving the communities most adjacent to the corporates operations. Because companies tend to contribute funds in the vicinity of their company location, geographical bias in advertently comes in.

CSR : Way forward

It can be said with certainty that, for CSR to maintain its growth trajectory, it is important that corporates recognize the strategic advantages presented by CSR and centralize those in their business operations. The legislative direction also seems to be rooting for mainstreaming CSR operations within the companies. However, we need to ask if the development sector in India is ready for providing a conducive eco-system for such a shift. There is an undeniable gap in CSR trends as they stand now, and how traditional development projects are developed at the grassroots level.

Within the development sector eco-system, corporates are encouraged and to a certain extent mandated to look at CSR beyond a compliance measure. This inevitably leads to corporates then looking for strategic advantages, as discussed in the previous section, out of CSR activities. But this also opens up the floor for a more donor driven CSR sector with a handful of NGOs working as 'social contractors' delivering quick and easily quantifiable short term outcomes dominating the sector, and funds not being routed to the ground level where the need is.

The development eco-system in general needs enablers capacitating grassroots NGOs further to access CSR funds and engage in long term and fruitful partnerships with corporates is the way forward in bridging this gap and ensuring equitable distribution of CSR funds in terms of geography. On the other hand, eco-system builders need to engage with Corporates to first create a more evolved and optimized CSR discourse that highlights its relevance within the company beyond compliance and then ground CSR 'investments' within a just, equitable and sustainable context that benefits the most vulnerable communities while ensuring value creation for the company as well. The CSR in India can access its full potential only with the right balance between 'Social responsibility' and business value.

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What we Did

Providing Access to a Better Future for Children with Deafblindness

Performing daily chores in urban households is one of the major avenues for women from resource poor families to make a living in our country. However, the informal and unorganised nature of the work often leaves these women underpaid and without the respect they deserve. On the other hand, there is an increasing need for reliable, efficient and professional housekeepers or caretakers in upper-middle class families. In rapidly developing cities like Ahmedabad and Jaipur there are constant requirements of trained housekeeping staff for private households. INDIAdonates' partner Saath Charitable Trust has been running the Urmila Home Manager program with the objective to bring financial stability to the marginalised women employed as domestic workers in Ahmedabad and Jaipur. Saath provides a structured 15 days training pertaining to Home management, Housekeeping and Geriatric Care covering domains like cooking, cleaning, baby-sitting, patient care, operating household appliances, safety steps during emergency etc. to vulnerable women from urban slums and rural areas around Ahmedabad and Jaipur. A major goal of the project is to empower the women from simply being 'Housemaids' to working professionals.

Read More about the campaign here

Secure the Future of Marginalized Women in Rajasthan

Traditional mindsets, death of their husbands, disabilities etc. often compel women living in Pisangan Block, Ajmer, to stay within the four walls of their homes, making them dependent on their male counterparts and often causing financial instability. Sole dependence on agriculture further exacerbates their problems.

To help these women secure a livelihood for themselves and their families, our partner RSKS will work with 40 women in 4 villages, and provide these women training on advanced garment making and also create connections for them to avail bank loans and start home-based work in mending and garment making. Post training these women will be provided with linkages to the local market where they will be able to sell their products. This alternative livelihood solution created by RSKS India will ensure that the women can take part in economic activities while working from home

Read More about the campaign here

Ensuring Access to Better Education in Government Schools in the Aftermath of COVID

Education in India has seen a complete overhaul over the last two years, with distance learning and digital education becoming the norm. However, much like in every other aspect, it is hard to deny how disproportionately the pandemic has affected the poor. The digital divide between the haves and the have nots only widened. In addition to this, the high dropout rates have left out scores of children from the education system as well as decreased learning levels. Our partner Bhavishya Bharat is working towards upholding the right to quality education for students of Government High School, Sri Ram Nagar, Hyderabad. The school caters to students living in the urban slums of Mothinagar, Hyderabad. An assessment of the school has shown that students studying here have no means of accessing digital education which is significantly hampering their learning outcomes. To help these students improve their age and class appropriate learning, Bhavishya Bharat aims to transform their classrooms into digital classrooms, strengthen the parent-teacher interface, train students on basic use of computers and internet and provide training of teachers to adopt new methods of digital teaching.

Read More about the campaign here

Income Generation for Underprivileged Women Through Vocational Training

India has one of the lowest female labour force participation rates in the world. Women residing in Janata Vasahat (an urban slum community in Pune) are underprivileged as they are assumed to be responsible only for household work and taking care of family members. Conservative/orthodox beliefs are the main reasons why women are not able to seek any employment. Underprivileged women who wish to earn and contribute towards the family, lack skills and income generation opportunities to improve their standard of living. Our partner IDEA Foundation will intervene with 110 underprivileged women, especially widows and single mothers, between the age of 18 to 40 years. These women will undergo skill development courses like Fashion Designing, Home Chef & Catering. They will be imparted with income generation skills which will enhance their confidence level to be self-reliant. Post-training, the women will be provided with market linkages and referral services. Widows and single mothers will be able to earn and support themselves. Women from families will contribute financially to the overall economic growth of the families.

Read More about the campaign here

Partnerships and Collaboration

NGO Partnerships

This quarter we onboarded two partners

KOTTAYAM SOCIAL SERVICE SOCIETY

Thematic Area: Disability, Health, Income Generation
Area of Operation: Kerala
Email: kottayamsssociety@gmail.com
Website: www.ksss.in

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS (PETA) INDIA

Thematic Area: Animal Welfare
Area of Operation: Pan India
Email: trishnam@petaindia.org
Website: www.petaindia.com

Donors Speak

We spoke to our donors about what led them to give and this is what they had to say...

"Having come from a science background, I understand first hand the struggles, lack of vision can cause. It is what compelled me to do my bit towards restoring the vision of the elderly."

\- Dr. Kashish Gupta

"I believe in helping the needy and think that when I have enough, I should give and help others too. I have my heart and mind with charity. "

\- Navilpakam Raman

" I am led to give to charity because I think it is a delight to donate and help others. "

\- Arham Shaikh

Events Hub

Workshop on "Effective Fundraising for Sustainability"

WORKSHOP ON

EFFECTIVE FUNDRAISING FOR SUSTAINABILITY

Facilitated by

Uttama Pandit
Head, INDIAdonates

Puja Biswas
Manager- Partnership and Communication, INDIAdonates

DATE

29 June' 22
30 June' 22
01 July' 22

TIME

11:00 AM - 01:00 PM

DevPro-INDIAdonates conducted the third edition of its Capacity Building Workshop, "Effective Fundraising for Sustainability" from 29th June-1st July'22. The workshop was designed to assist partner NGOs create a diversified and customized fundraising strategy to build resilient and sustainable institutions. The comprehensive module focussed on different fundraising avenues, the current trends in fundraising as well as managing several types of donor leads, ultimately leading to a robust and optimized fundraising structure within any organization. The workshop was attended by 46 NGO partners.

Ideas of Change

Online Fundraising : Are Charities Ready for it?

-Uttama Pandit
Head of Operation, INDIAdonates

The transition to the 21st century was marked by the anvil of the technology boom, solidified by the power of the internet. The dot com explosion metamorphosed communication and made people closer than ever before. Statistics show that currently there are 5 billion people, a whopping 63% of the global population, that are accessing the internet. Closer to home, India boasts of an exponential growth in the internet penetration rate, from a mere 4% in 2007 to 47% in the year 2021. While statistics are a good inflection point of where we stand and where to go from here, the upward graph only narrates the story of India's growth trajectory and the influx of technology that has a big role to play in it. This exponential growth of technology reflects the steady transition towards a digital ecosystem and the 'online' way of life. And while everyone has adopted it, the larger question remains is how to leverage the power of the internet and its subsequent technologies for the benefit of grassroots organisations to meet their needs for access to financial resources?

The India Philanthropy Report 2022 by Bain & Company, stated that with the increasing adoption of technology and the evolution of new digital platforms, it is expected that individual giving to charitable causes in India, will increase in the coming years.

What drives the 'online giving' is still debatable and not conclusive, but the gathered learnings of India's leading online payment app as PayU reported a massive jump in digital payments for charitable causes during the pandemic years 2020 and 2021.

The pandemic to a certain extent, transitioned the online giving space and a behavioural change has been witnessed. The digital audience has been adopting more and more online means to connect to social causes and charities. They also prefer cashless giving and better payment methods. This trend will continue to flourish in the coming years and it is pertinent that Indian NGOs embrace this change and benefit the most out of it.

The online medium has tremendous potential and it offers an array of opportunities for NGOs regardless of the size and geographic presence. If Indian NGOs are able to leverage the possibilities, then online fundraising can become a significant channel for raising resources to support development programs and continue the impactful work they are doing on ground.

While there is an enormous potential in the online space, it is also equally important to acknowledge the dynamic nature of the digital ecosystem. The digital space is usually governed by certain trends and therefore it is important to elucidate on these trends for greater understanding and effective outcomes. This can be broadly classified into two categories: Current Trends and Future Trends

Current Trends: These practices have existed over a long time and have resulted in desired success.

1. Website: T*he digital address of your organisation!*

Research states that there are currently over 1.9 billion websites on the internet today. Within the multitudes of websites on the internet and to best position the organisation's website, it is essential to ensure its clarity of purpose and enhance visibility.

Over 1.9 billion websites on the internet

a. Clarity of purpose can be demonstrated through clear articulation of the organisation's vision, mission and objectives, the people driving the organisation and compulsory and necessary disclosure of financial and legal compliance matters.

b. Visibility of the website can be enhanced by using techniques such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Social Media, Newsletters, Email Marketing etc.

2. Paid Media : *Pay and get more!*

In addition to the organic ways of reaching out to the digital masses, paid media has a comparative advantage. However, it is also important to understand that the right targeting and audience mapping will only lead to effective results. Furthermore, digital giants such as Google also have some

existing programs such as Google for Not-for-Profit Grant which provides grants to charities to advertise on their platform. In recent times, the scope and success of Native Advertising[1] or advertisement done on third party platforms, has shown some promising returns for many commercial brands in India. This can also become one of the effective means for raising resources online for NGOs. But, the key to optimising these varied forms of paid media is to engage in experimentation, AB testing[2] and use appealing content (narrative, images, videos or graphics) for best funding outcomes.

### 3. Social Media- *For Social Good!*

Growing low cost internet services have boosted social media platforms and drawn a huge chunk of the online traffic. Channels like WhatsApp and Instagram alone pull 81% and 76% of the total population respectively. Leveraging this opportunity and moving forward in this direction, the next steps for NGOs would be to be present in all the leading social media channels and use the latest features that each platform offers. Going forward it will be important to understand the nature and functioning of these channels.Customising content accordingly will lead to better reach and engagement in the social media space.

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1. Native advertising is a paid/third-party advertising format that supports either brand or direct-response goals, and is where the content matches the form, feel, function, and quality of the content of the media on which it appears.
https://contentmarketinginstitute.com/2019/04/native-advertising-examples/

2. A/B testing (also known as split testing or bucket testing) is a method of comparing two versions of a variable against each other to determine which one performs better.

4. Email Marketing- *personalisation at scale!*
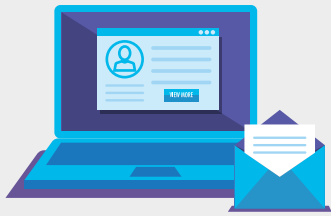
It is one of the oldest and as well as a cost-effective marketing tool . Apart from the other benefits such as maximum outreach, time efficiency and assured return on investment (ROI) , the personalised and targeted messaging are the most effective ways to reach and make an emotional connection with the digital audience. It has been observed that one of the reasons behind increase in online giving is largely driven by emotions and trust, therefore email marketing is the right medium to connect with the online mass at scale and retain the element of personalisation who are likely to become long term supporters of the organisation.

### 5. Text-to-Give- *Giving at your fingertips!*

Text-to-Give is a mobile friendly fundraising method which allows supporters to give via text messages. It is a convenient method for people to send their contributions via text as the process is fast and only takes a few minutes. However, this method also has its own shortcomings such as the setting of this process is expensive (software development, licensing and transaction fees etc) and limited engagement (no response from the potential donor). Thus, choosing such a platform would largely depend on the organisational funds as well the cause an organisation supports. Causes such as education , healthcare and emergencies have shown positive ROIs in the past and recent times.

6. Online Crowdfunding – *The more the better!*

Of the many challenges that small and mid-sized grassroot NGOs face in India, limited digital footprint is one. Additionally, the processes and systems required to set up online donation and payment gateway, within the website is cost intensive. This makes financial resource mobilization extremely difficult. Global and National Online crowdfunding platforms therefore, step in the gap and help these organizations overcome their struggles. These platforms allow the organization to set up campaigns and display their projects with utmost ease, thereby making the process effective and beneficial. The additional advantage is to get recognised within the network of these platforms which helps in building visibility and credibility of the organisation. However, much like every avenue and method of fundraising, it requires consolidated effort from every stakeholder; the platform and the NGO alike. A practical way to do so is by sharing the campaign within the NGOs existing networks; their local community, peers, friends and even through their social media.
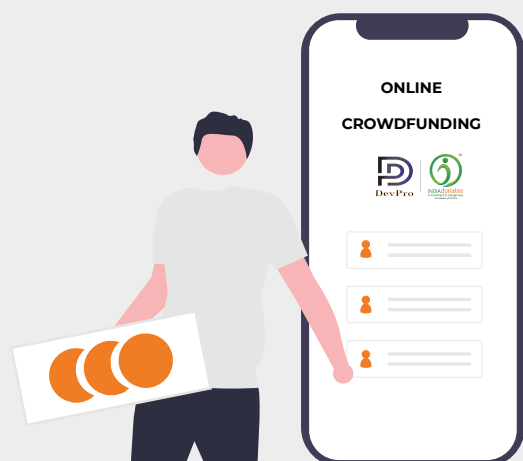
Future Trends : These channels have emerged in the recent times and exciting innovations that is changing the Fundraising scenario

1. Artificial Intelligence : *Know the future beforehand!*
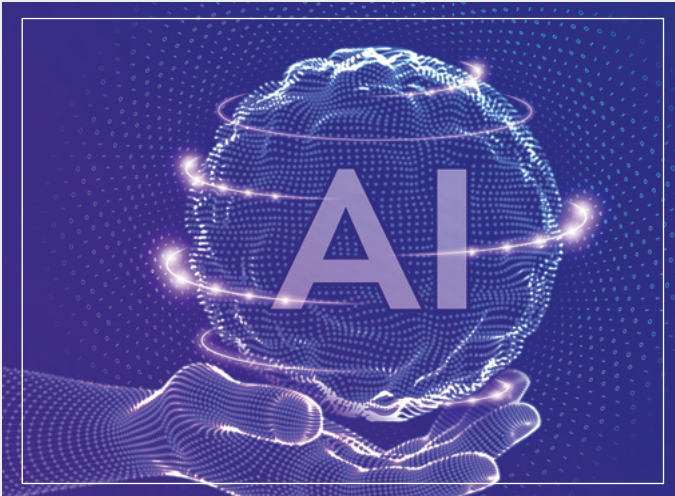
Artificial Intelligence is a broad term that captures data and constantly helps in advancing machines capabilities to perform tasks that would ordinarily require human intelligence. AI has helped in automating many processes that previously required human intervention. In India, over the last two years, AI's importance has grown manifold. Apart from the automation, its relevance became even more profound during the pandemic. Some of the gaps in the healthcare system that were revealed during the pandemic, were addressed by AI in varied ways such as it application in diagnosis, detection, health management, drug repurposing amongst others.

Using AI specially in the areas of Website Marketing, Communication and Fundraising will help in improving quality, and broaden its consequential impact. Relationship management softwares like Salesforce and website analysis tools like Google Analytics uses existing data and with the data-driven models. It helps in predicting audience and donor behaviour, and more accurately forecast for the year-end giving and other financial targets.

2. Virtual Reality- *sharing experiences!*

Virtual reality (VR) is a new technology that allows internet users to interact and experience in a virtual (created) environment without real physical presence. A good example of VR in action is how the tourism giant, Airbnb allows customers to experience their vacation home rentals and its nearby attractions before actually narrowing down on their final vacation spot. This near reality experience that VR allows can also be used by Indian NGOs, especially working in the areas of healthcare. 'Walking' alongside and experiencing the struggles of someone with autism or late-stage dementia will have a deeper impact in not only creating empathy but also leading the individual to donate.

3. Crypto Giving - *the ease of digital giving!*

As technology has further advanced and Web 3.0 added to the lexicon, cryptocurrencies and NFTs[3] are the new trend. Globally, it has transformed the individual giving space by simplying the donation process and providing a unique opportunity for users to leverage highly appreciated assets to achieve maximum social impacts. In India, even though the legalities and implications of crypto are still being

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3. NFT's - Non Fungible Tokens (NFTs) are digital assets that represent interenet collectibles like art, music and games.

discussed, it is good to look at the advantages it will have for Indian NGOs. Firstly, donating money using digital currencies involves minimal costs (excludes the expensive exchange fees). Secondly, one-third of the current population of India, touted as millennials are set to become the next generation to join the giving community in India. They are also a part of the population that will own digital currencies in the coming times. In fact, some of the well-known non-profits like UNICEF, Save The Children, have already started accepting cryptocurrency donations at a global level.

Every digital wave has brought its own transformation and acceptance. Cryptocurrency will also have a huge impact over time.

4. Gaming - *making philanthropy exciting!*

An average Indian youth aged between 18-20 years currently uses mobile devices to play games. The Gaming industry in India is steadily growing and promises huge returns for the sector drawing more attention from investors as well as bolstered Government support in propagating for investments. While the sector is booming, it is creating a space for Indian NGOs to use games as sources to reach the digital crowd both, for creating awareness and raising resources in creative, fun and exciting ways. NGOs can collaborate with the gaming platforms and create unique experiences, in app purchases and in-game donations. Converting points to donation are some ways gaming can be used to reach out to the youth of the nation, who will become long term supporters for the organisations.

The digital space brings with itself an enormous potential which is further strengthened by the advancement in technology. While the successes of current trends are for all to see, assimilating and implementing future trends can prove to be a game changer. New trends will bring a whole gamut of experiences to learn from. However, the thread that binds it all together to ensure effectiveness in the digital space is CONSISTENCY .
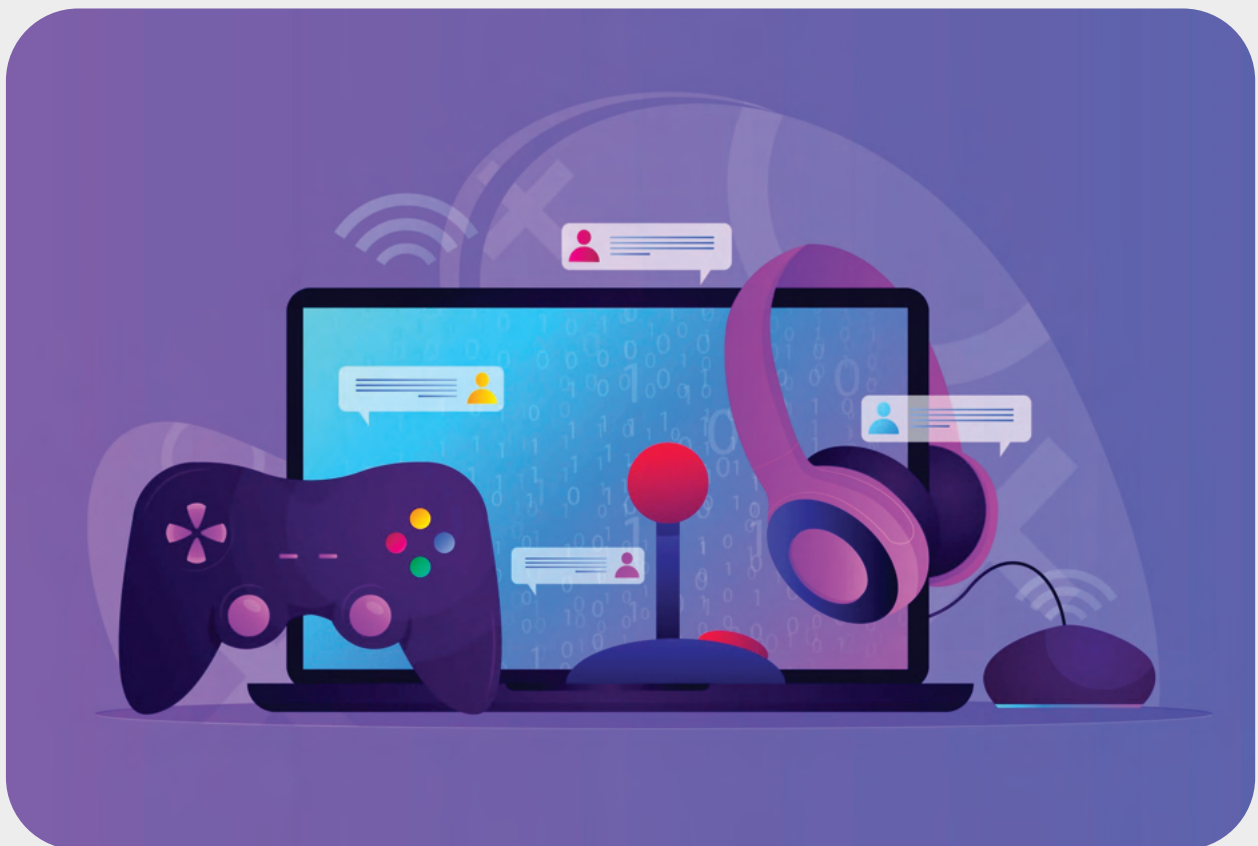
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