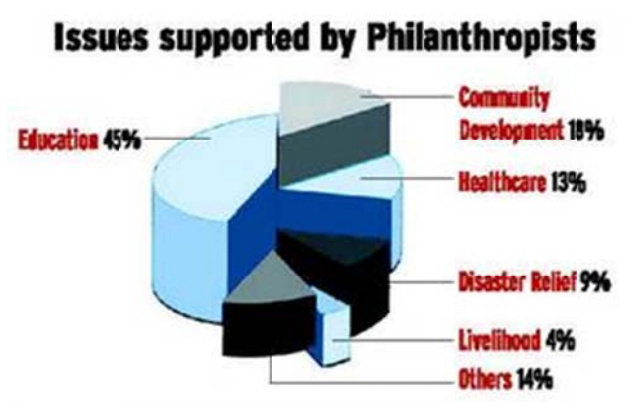


Philanthropists want immediate change: study



High Net Worth Individuals (HNIs) in India involved in philanthropy prefer immediate results rather than ushering in social change. A recent study has revealed that they tended to work through own trusts or foundations rather than tackle problems at the macro-level with help from active, professional voluntary action.

After an initial survey of about 200 HNIs, the study team ultimately pruned their work down to in-depth interviews of about 45 of India's wealthiest, HNIs and families with annual disposable incomes equivalent of US \$ 20 million and more. It revealed that philanthropists were driven by a heightened sensitivity to social inequities and wanting to give back a portion of what they earned, to society. Their orientation was more of the 'charity' kind, rather than effecting 'social change' and solving large-scale problems.

The study 'Catalytic Philanthropy (CP) in India' was conducted by Nidhi M. Reddy, Associate Director, Centre for Emerging Markets Solutions at the Indian School of Business here and Lalita Vaidyanathan, Managing Director, FSG India Social Impact Consultants. CP refers to innovative practices with the potential to catalyse social impact at scales that far eclipse the amount of financial resources invested.

Ms. Lalita said the study had not focussed on the value of the money given as the general tendency in India was to remain private about donations. A pie chart reveals that 45 per cent of philanthropy in India is for education, followed by community development (18 per cent), healthcare (13 per cent), disaster relief (9 per cent), livelihood (4 per cent) and others (14 per cent).

Among the 45 trusts and HNIs studied are Ratan Tata Trust, Dr. Dorabji Tata Trust, Azim Premji Foundation, Dr. Reddy's Foundation, Bharti Foundation, Arghyam Foundation and the Wildlife Conservation Trust. The voluntary activity of these organisations was found to as close to CP as it could in the current situation because their aid was institutionalised and had a fair degree of professionalism, together with the involvement of active NGOs.

Ms. Nidhi said the philosophy was for the document to generate discussion and serve as a platform for philanthropists and NGOs to come together and catalyse voluntary action.

This was important because philanthropy in India was still in a nascent stage and projects aimed at helping the underprivileged seemed to therefore address issues in isolation rather than effective systemic change.

Ms. Lalita said the objective was to understand 'giving' trends in India focussing on motivations for giving, issues funded, vehicles used to disburse the assistance, the barriers that confronted them .