

DIGITAL PLATFORMS FUNDING LANDSCAPE

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Acknowledgements

About the Authors

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EXECUTIVE SUMMARY



Digital technology is increasingly being leveraged by organisations working in the social sector to create impact and enhance service delivery across a range of sectors. Digital public goods have the potential to unlock opportunities worth USD 700 Bn in India and scale impact for its citizens.

Key funding trends

This study, conducted across four donor categories, including corporate funders, domestic and international foundations, and multilateral organisations indicates major trends across four key parameters:

Intervention area

Interventions across donor categories prioritise digital literacy (36%) and platform development/deployment (34%). Digital interventions were observed across five broad areas: **enhancing digital literacy, building new digital platforms and deploying existing ones, developing new technologies and deploying existing ones, building digital infrastructure, and building or deploying data management systems.**

- Corporates: A majority of the CSR grants focused on digital literacy initiatives, followed by platform development/deployment.
- Domestic Foundations: In addition to digital literacy initiatives, domestic foundations prioritised platform development/deployment and data management.
- International Foundations: Grants support platform development or deployment, as well as data management and technology development/deployment.
- Multilaterals: Most of the grants by multilaterals support digital literacy initiatives, in addition to platform development/deployment.

Sector Focus

Funding for digital initiatives spanned across a variety of sectors **with specific focus on healthcare (24%), livelihoods (21%) and education (14%).**

- Corporates: Interventions were observed majorly in the livelihoods sector followed by the education sector.
 - Interventions were focused on capacity building initiatives that promoted digital upskilling among students and young professionals, and fostered digital financial inclusion of women entrepreneurs.
- Domestic Foundations: Interventions were observed in three sectors – healthcare, education, and urban development.
 - Interventions included vaccination tracking platforms, initiatives driving research and academic programmes on digital health, and digital training for teachers amongst others.
- International Foundations: Interventions were observed in the healthcare sector, followed by livelihoods and environment.
 - Interventions focused on development of health information sharing platforms, health data monitoring systems, and use of Artificial Intelligence and Machine Learning for risk stratification and screening of diseases.
- Multilaterals: The largest number of interventions were observed in the livelihoods and healthcare sectors.
 - Interventions included promotion of digital skilling and entrepreneurship by MSMEs.



Geography

While corporates prioritise interventions closer to their areas of operation, **international foundations and multilateral organisations have a pan-India focus.**

- A majority of CSR projects are focused around Maharashtra and Karnataka, as a large number of companies spending on digital initiatives are based out of these regions.
- International foundations and multilateral organisations provide grants that have a strong focus on southern and western India, Bihar and Uttar Pradesh.
- Domestic foundations are observed to prioritise states in western and central India.
- There is lack of focus on remote and mountainous regions such as the north-eastern states and northern hill states across all donor categories.

Funding Size

While multilaterals offer the largest grant sizes, corporates and international foundations provide a larger number of smaller-sized grants. **Multilaterals are the largest funders, with INR 7 crores as the average annual grant, followed by international foundations with INR 8 crores, and corporates with INR 9 crores.** On the other hand, international foundations lead the race with 43% of projects, followed by 28% by corporates, 19% by domestic foundations, and 11% by multilaterals.

- Corporates: IT and technology companies provide largest grants for digital initiatives followed by fast moving consumer goods (FMCG) and banking, financial services and insurance (BFSI). While Tech Mahindra reported the largest spend, Capgemini and Cipla reported the largest number of digital interventions. All three companies laid emphasis on digital literacy.
- Domestic Foundations: Tata Trusts reported the largest number of digital interventions, with focus on data management for urban and rural development.
- International Foundations: While GIZ is the largest spender, BMGF reported the highest number of digital interventions, with both foundations operating across multiple intervention areas.
- Multilaterals: The World Bank is the largest spender, providing a combination of loans and grants with key focus on promoting the use of fintech, supporting development of platforms as well as initiatives promoting digital financial literacy.

Best Practices for Investors

Despite the increased funding in recent years, gaps exist in the digital funding space that must be addressed through the following practices:

- Shift focus to sectors with low technology penetration such as rural and urban development, environment, and agriculture.
- Strengthen focus on digital literacy to enable digital inclusion and effective adoption of emerging technologies.
- Integrate philanthropic funding with India's priorities on development of digital public goods like DESH Stack, OCEN, and ONDC.
- Allocate more resources towards suboptimally funded areas of digital intervention, such as technology development and digital infrastructure development.
- Extend support towards underserved regions, states with low economic development, and remote regions by partnering with local organisations to implement digital literacy programmes.



INTRODUCTION

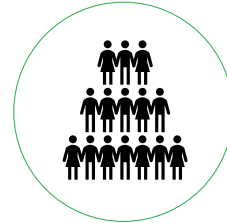


Digital interventions are imperative to **sustaining economic growth and enhancing societal value.**

Value potential for digital interventions



A **\$700+ bn** opportunity can be unlocked by digital public goods in India (BCG & ONI 2020).



Indian public digital platforms can create scale impact for **1.4 billion** citizens (NASSCOM 2021).



\$295 mn were committed by donors towards the development of digital public infrastructure during the 77th UN General Assembly (2022).



Digital technologies have the potential to positively influence outcomes across a range of sectors.



Healthcare

Limited access to healthcare in rural areas

Technology such as remote patient care devices, virtual care centres with real-time data exchange and image-guided procedures provide early diagnosis, treatment and aftercare.

Limited technical capabilities of present healthcare infrastructure

Tools such as AI, ML, advanced analytics can enable accurate clinical decisions.



Livelihoods

High unemployment due to limited access to vocational training and technical skill building opportunities

Digital platforms provide increased access to skill development courses and align job-seekers' competencies with industry needs.

Limited capacities and scaling opportunities for MSMEs, and other entrepreneurs

Digital tools enable efficient financial management and marketing to increase competitiveness.



Education

Lack of equal access to high-quality education for all, and insufficient teaching resources

Facilitates sharing of high-quality and affordable knowledge.

Shortage of teaching staff in remote regions

Interactive digital platforms and technological tools enable teachers to connect with students in areas without physical infrastructure.



Agriculture

Low yields, lack of access to inputs, lack of weather-related data for farmers

Technologies such as AI, real-time sensors, drones, to monitor soil health, weather and increase productivity.

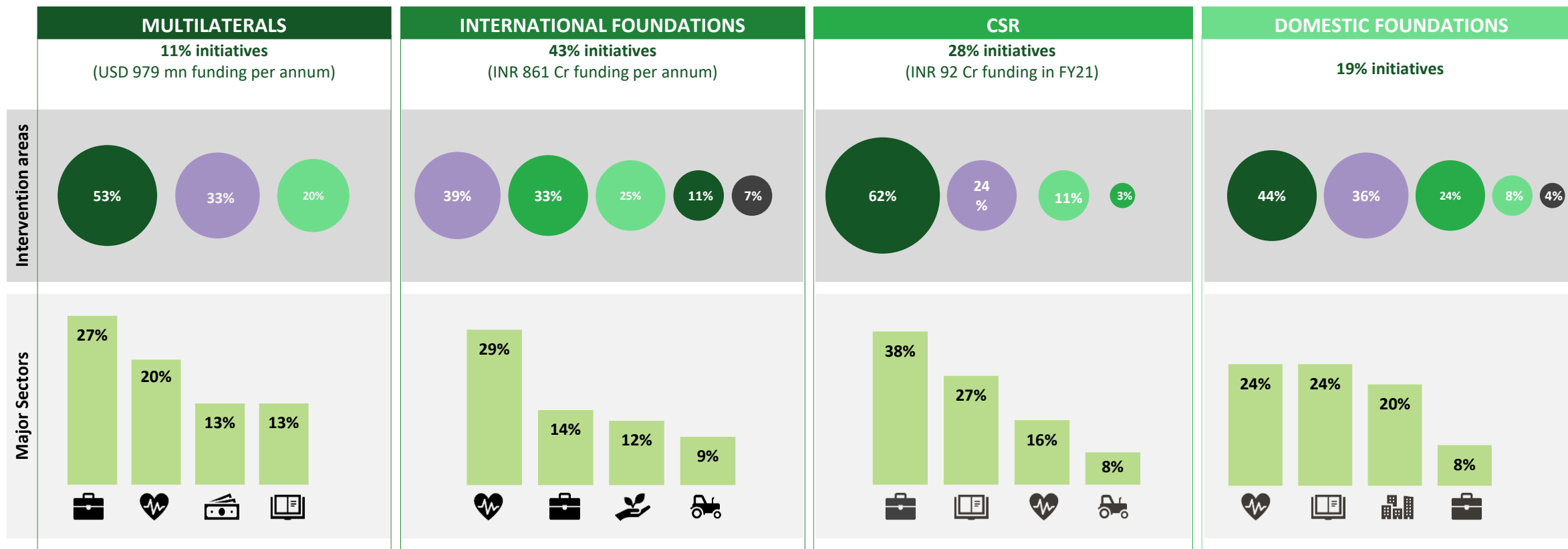
Limited access to markets for smallholder farmers

Online marketplaces act as efficient ways to link farms to market places.



Various donors provide grants for digital interventions targeted towards social impact.

Multilaterals provide the largest yearly grant, while the largest number of projects observed among international foundations.



Average annual grant size, considered for multilaterals and international foundations was calculated by dividing total grant amount of an individual grant by number of years the grant was active.

Intervention areas

- Digital Literacy
- Platform Development/Deployment
- Technology Development/Deployment
- Data Management
- Digital Infrastructure

Major Sectors

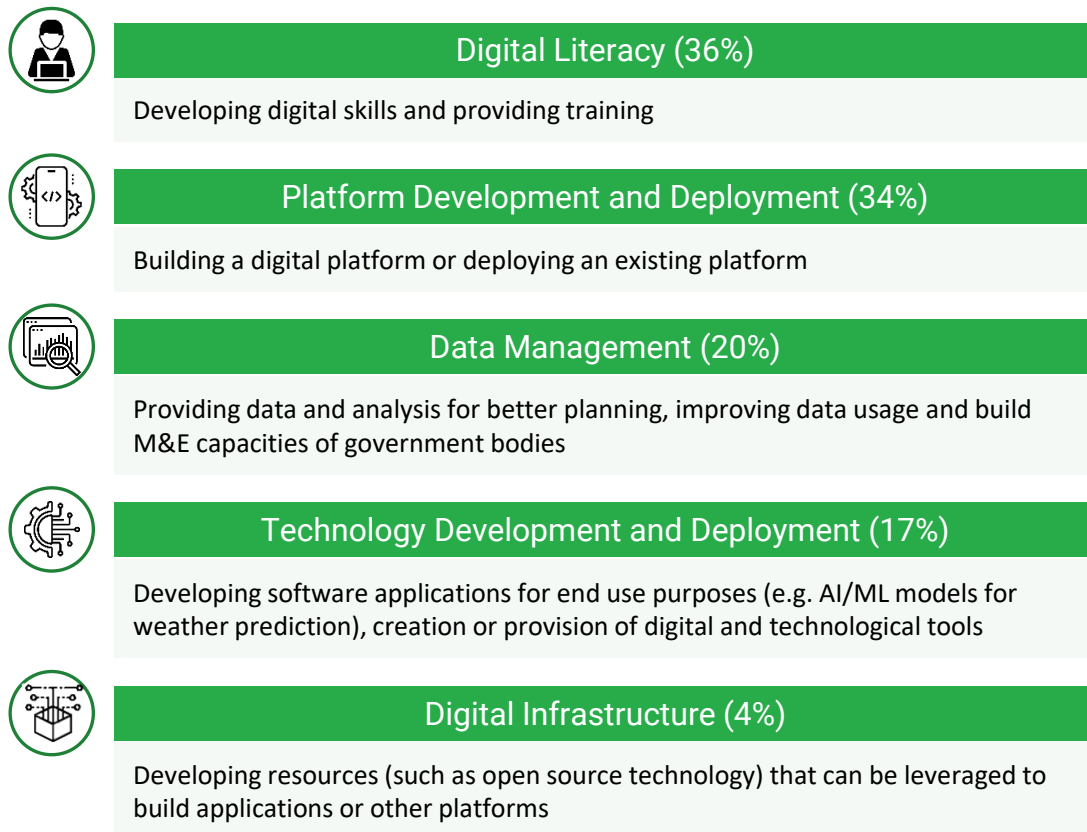
- Livelihoods
- Healthcare
- Finance
- Environment
- Urban Development
- Agriculture
- Education

The percentages denote active projects across donor categories. Each section includes the percentage of projects across major sectors and all five intervention areas. Only the major sectors for each donor category have been depicted, out of a total of 13 sectors.

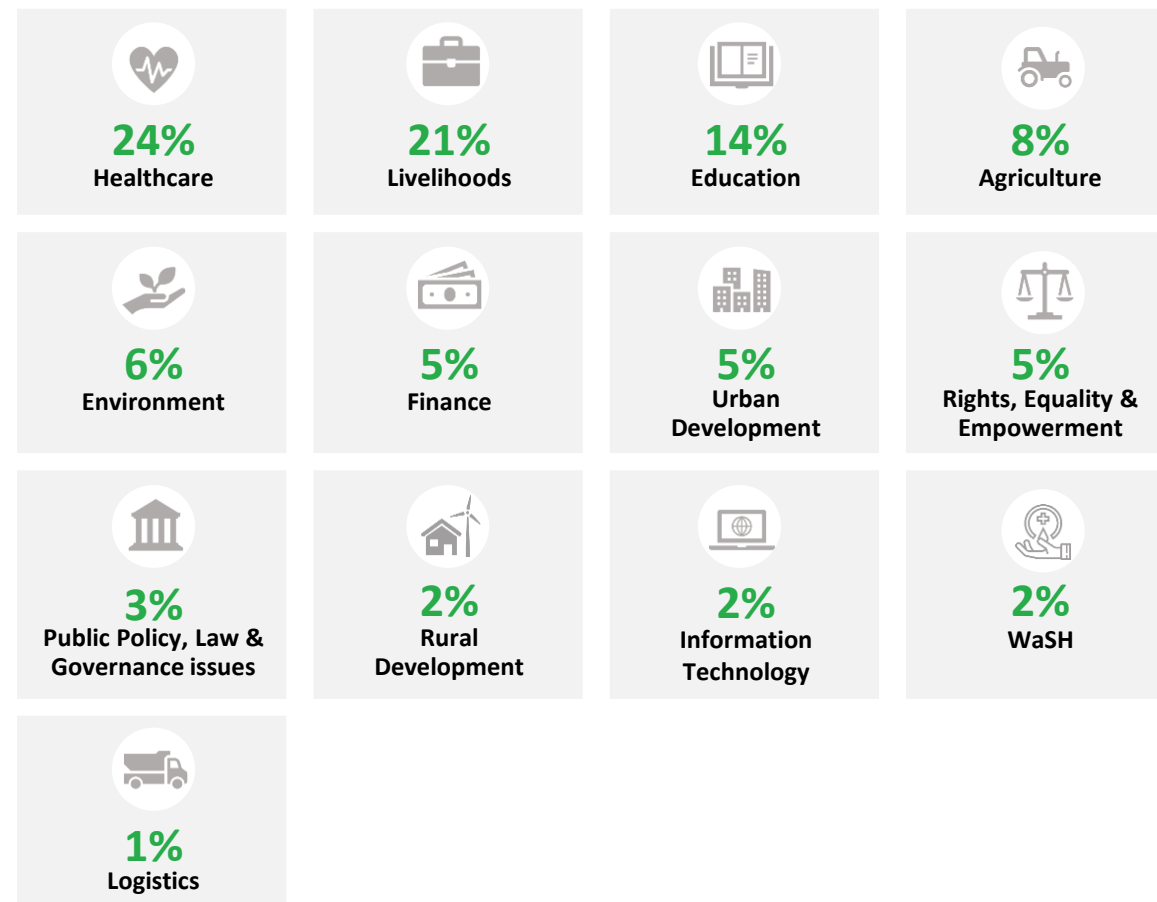


A majority of grants were provided for digital literacy interventions, platform deployment/development, data management across a range of sectors such as Healthcare, Livelihoods and Education.

Grants provided for select interventions...



...across a wide range of sectors



Digital literacy interventions prioritise capacity building for employment generation, tech-based learning, financial inclusion and technological innovation.

What are the interventions trying to achieve?

Capacity building	Tech-based learning	Financial inclusion	Fostering innovation
<p>Imparting vocational skills to help people secure jobs.</p> <p>Enabling individuals and organisations enhance knowledge required to perform their jobs competently.</p> <p>Example: <i>Tech Mahindra SMART Academy for Digital Technologies, a professional training institute offers the required knowledge, life-long skills and a launchpad to start a career in the Digital Technologies sector.</i></p>	<p>Utilising technological or digital innovations for education.</p> <p>Example: <i>Tata Trusts' Integrated approach to Technology in Education (ITE) uses technology to facilitate learning. Teachers' training, a central component of this programme, is enabled by offering online ITE WebQuests and Digital Badge courses on Technology-Enabled Learning.</i></p>	<p>Enhancing access to financial services for marginalised sections.</p> <p>Example: <i>L&T Financial Services' intervention promoting Digital Financial Literacy & Entrepreneurship Development by Digital Sakhis and inclusion of women (microentrepreneurs) in the digital payments space.</i></p>	<p>Promoting advancement in technology.</p> <p>Example: <i>The Koita Centre for Digital Health (KCDH) was set up at IIT Bombay to drive academic programmes and research in Digital Health.</i></p>



Platforms enable awareness generation, foster innovation, facilitate service delivery, and enable capacity building for employment generation.

What are the interventions trying to achieve?

Awareness generation

Disseminating information with the purpose of promoting a social cause among a large group of people.

Example:

Training modules on Menstrual Hygiene Management were provided in a digital format and disseminated among the target audiences, under Tata Trusts' 'Samajhdar' campaign.

Fostering innovation

Promoting advancement in technology.

Example:

A digital platform called Living Lab funded by GIZ enables public and private sector innovation for prototyping of green urban mobility solutions.

Service delivery

Enabling provision of services to the end beneficiary.

Example:

The Digital Nerve Center's care delivery model leveraged a digital platform, with assistance of TCS.

Capacity building

Imparting vocational skills to help people secure jobs.

Example:

GIZ grant for creation of Wetlands of India' Portal, that provides relevant stakeholders capacity building material, data repository, and other information relating to wetlands.



Data management interventions focus on advancing data management capabilities and technologies, for improved monitoring and evaluation, enabling efficient administration, and fostering innovation.

What are the interventions trying to achieve?

Monitoring and Evaluation	Improving efficiency	Fostering innovation
<p>Utilising data to assess progress and implementation, and identifying obstacles.</p> <p>Example: <i>Tata Trusts' grant for data-intensive microplanning to monitor and track the developmental progress along the Jamshedpur-Kalinganagar Corridor, with each village and institution being geo-tagged.</i></p>	<p>Assisting in quicker and more effective administration.</p> <p>Example: <i>Rockefeller Foundation's grant enabling data collection and analysis to drive efficient policy decisions for jobs in the renewable energy sector.</i></p>	<p>Promoting advancement in technology.</p> <p>Example: <i>Patrick J McGovern Foundation's grant supporting the use of data capacity in conservation efforts by strengthening the ecoinformatics and eco-analytics infrastructure.</i></p>



Interventions focused on **technology development/deployment** are geared towards fostering innovation and improving process efficiency.

What are the interventions trying to achieve?

Fostering innovation	Improving efficiency	Capacity building	Service delivery	Tech-based learning
<p>Promoting advancement in technology.</p> <p>Example: <i>GlZ's support for development of E-mobility solutions, BMGF's grant to validate machine learning algorithms for tuberculosis screening.</i></p>	<p>Assisting in quicker and more effective administration.</p> <p>Example: <i>Rockefeller Foundation's grant to harness technological tools for improving community health outcomes in primary healthcare.</i></p>	<p>Imparting vocational skills to help people secure jobs.</p> <p>Enabling individuals and organisations enhance knowledge required to perform their jobs competently.</p> <p>Example: <i>Under HUL's Water Conservation Programme, frontline workers were equipped with digital watershed planning tools to help deliver water conservation structures.</i></p>	<p>Enabling provision of services to the end beneficiary.</p> <p>Example: <i>TCS's assistance to enable digital monitoring of rural water service delivery.</i></p>	<p>Utilising technological or digital innovations for education.</p> <p>Example: <i>Cipla's D-LEAD programme included distribution of digital tablets with preloaded state-board curriculum content in regional languages.</i></p>



Grants for the creation of **digital infrastructure** focus mainly on fostering innovation by funding the **development of digital resources** that can be leveraged by other actors.

What are the interventions trying to achieve?

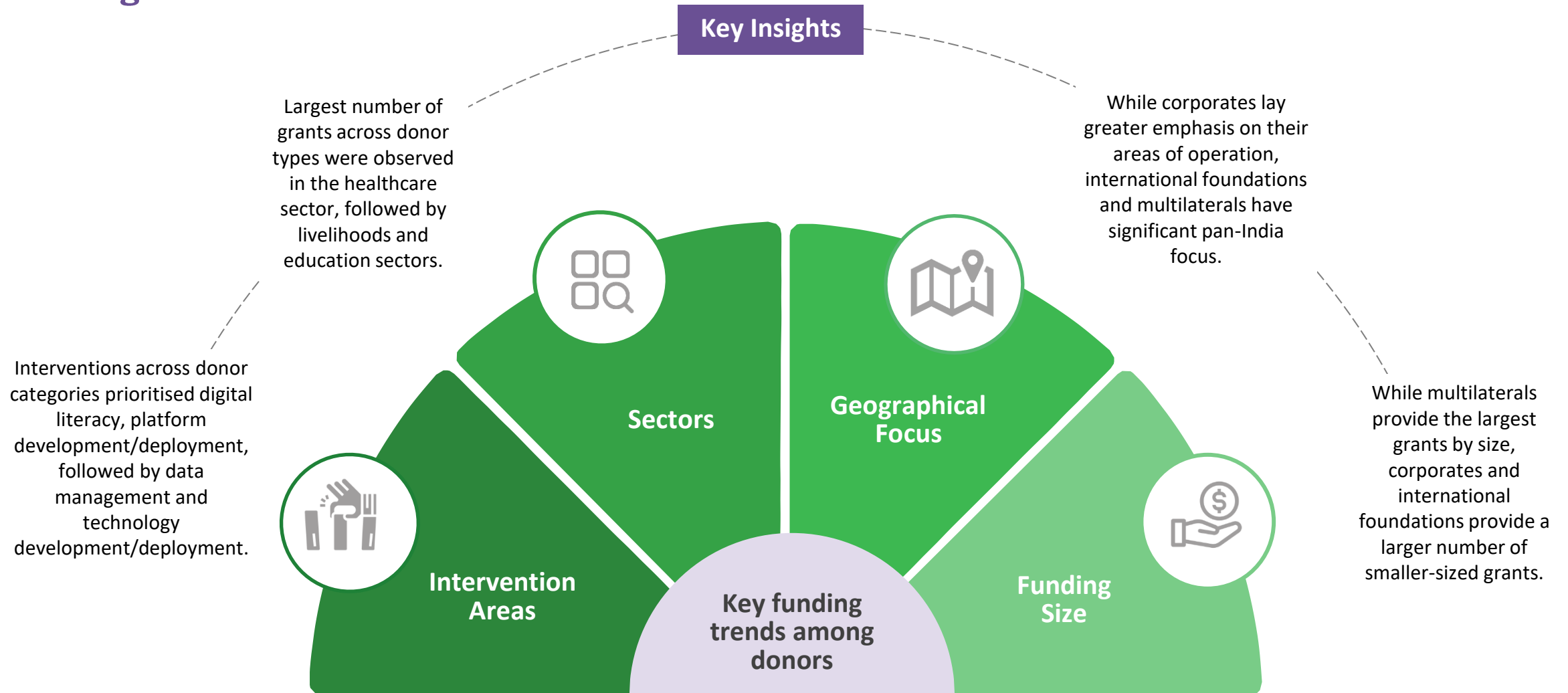
Fostering innovation	Service delivery	Capacity building	Financial inclusion
<p>Promoting advancement in technology.</p> <p>Example: <i>BMGF's grant towards development of voice-based interfaces for mobile digital technologies that include the languages, dialects and accents of rural and low income populations to bridge the digital divide.</i></p>	<p>Enabling provision of services to the end beneficiary.</p> <p>Example: <i>Tata Trusts' grant enabled the creation of DIGIT platform, an open source, modular, public digital good for effective municipal service delivery. DIGIT's architecture also served as a base for the COVID ePass system.</i></p>	<p>Imparting vocational skills to help people secure jobs.</p> <p>Enabling individuals and organisations enhance knowledge required to perform their jobs competently.</p> <p>Example: <i>BMGF's grant providing the necessary intellect, support and exposure to deep-tech science ventures that focus on the development of digital infrastructure.</i></p>	<p>Enhancing access to financial services for marginalised sections.</p> <p>Example: <i>BMGF's grant towards development of a modular open source identity platform for financial inclusion and women's economic empowerment.</i></p>



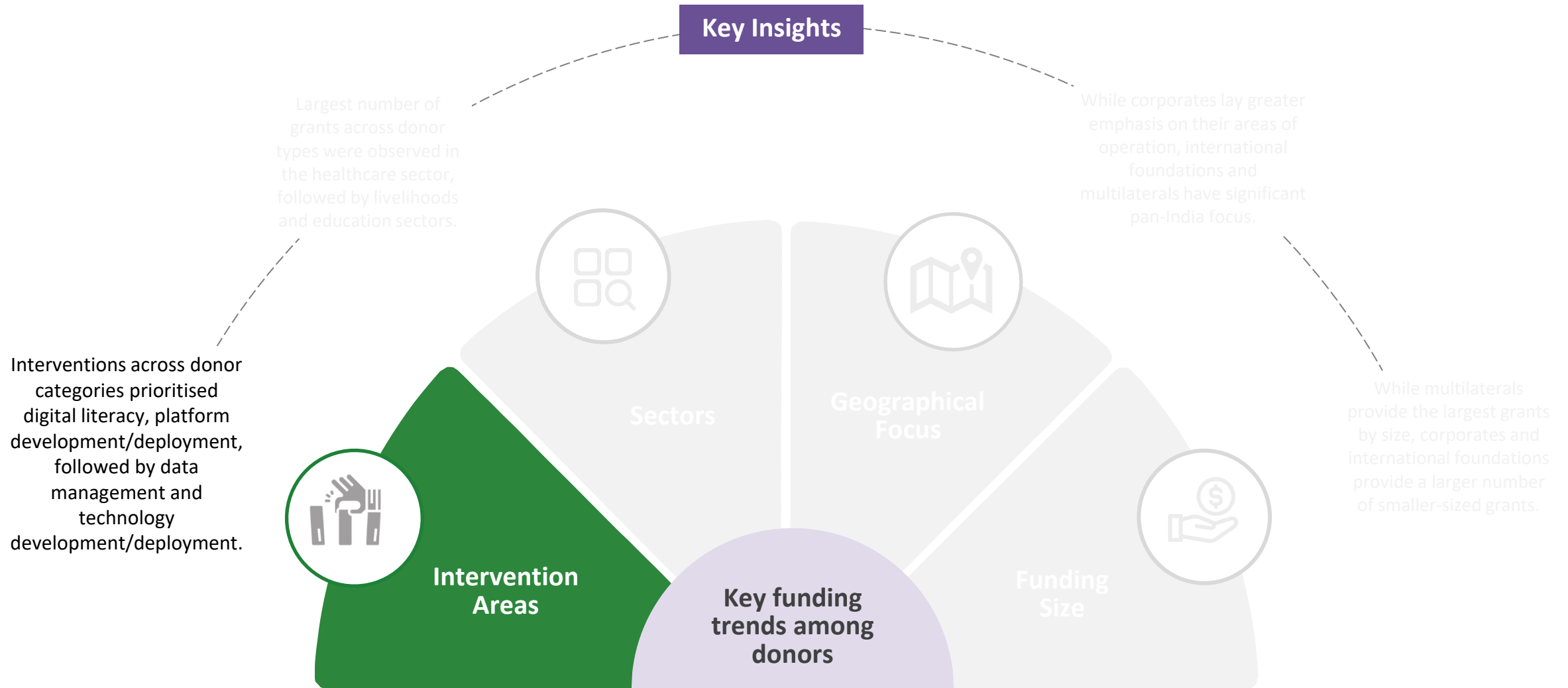
KEY FUNDING TRENDS



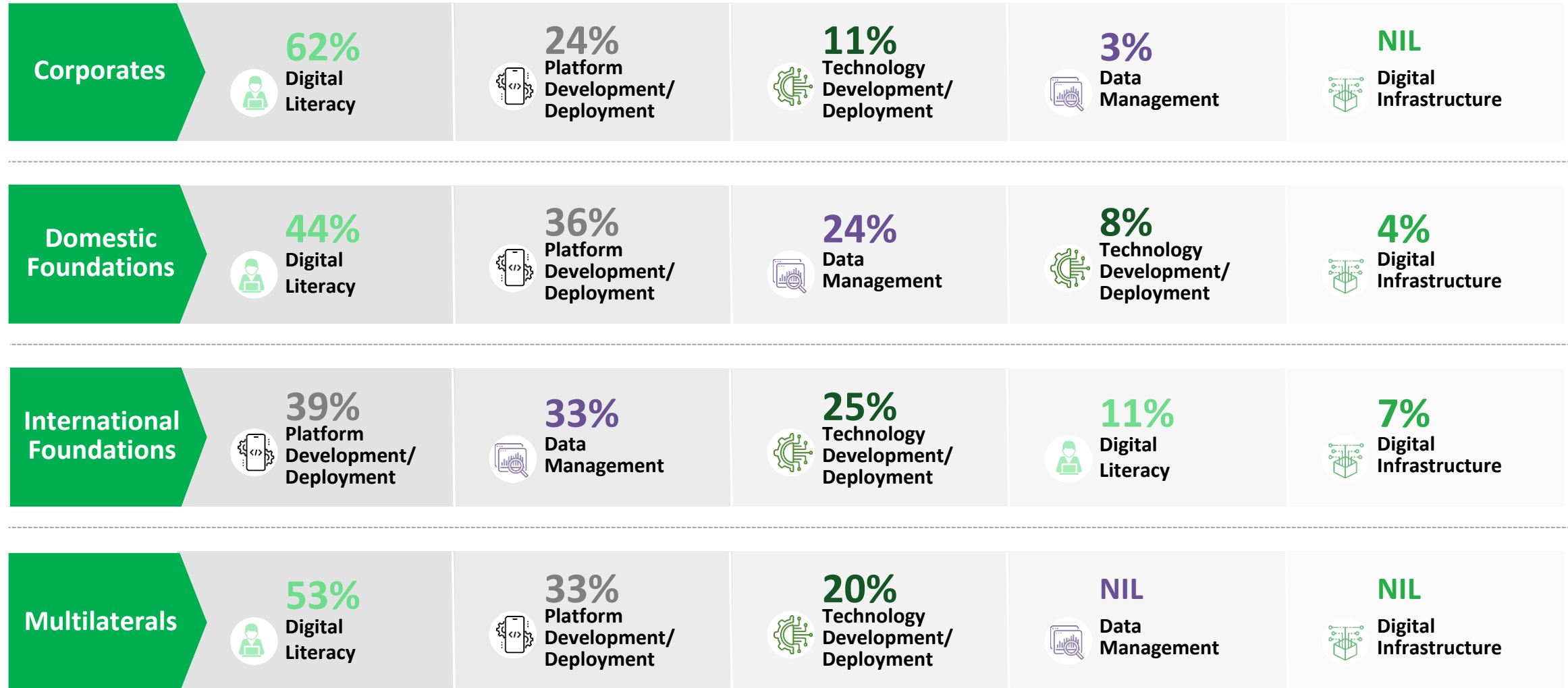
Some key funding trends are observed across intervention areas, sectors, geographical focus and funding size.



Key funding trends: Intervention areas



Significant interventions across donor categories prioritise **digital literacy and platform development / deployment**; there is little focus on digital infrastructure.



















Corporates

Most of the grants focused on Digital Literacy initiatives followed by Platform Development/ Deployment.

Intervention areas of CSR programmes based on count



What are the interventions trying to achieve?

Intervention Area	Intervention Area	Intervention Area	Intervention Area
Capacity building (17 projects) 	Tech-based learning (3 projects) 	Capacity building (1 project) 	Monitoring & Evaluation (1 project) 
Fostering innovation (2 projects) 	Fostering innovation (3 projects) 	Service delivery (1 project) 	
Tech-based learning (2 projects) 	Service delivery (1 project) 	Tech-based learning (1 project) 	
Awareness generation (2 projects) 	Awareness generation (1 project) 	Disaster management (1 project) 	
Financial inclusion (1 project) 	Capacity building (1 project) 		
Service delivery (1 project) 			

Note: The total percentage and count of projects may not add up due to some overlaps.

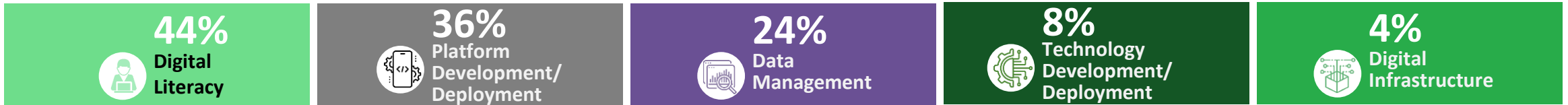
37 Projects, 14 Corporates




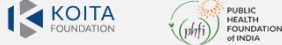







Domestic Foundations

In addition to digital literacy initiatives, domestic foundations also prioritise Platform development/deployment and Data Management.

Intervention areas of CSR programmes based on count



What are the interventions trying to achieve?

<p>Capacity building (3 grants)</p> 	<p>Monitoring & Evaluation (2 grants)</p> <p>TATA TRUSTS</p>	<p>Monitoring & Evaluation (5 grants)</p> <p>TATA TRUSTS</p>	<p>Fostering innovation (2 grants)</p> 	<p>Service delivery (1 grant)</p> <p>TATA TRUSTS</p>
<p>Fostering innovation (2 grants)</p> 	<p>Service Delivery (2 grants)</p> 	<p>Improving efficiency (3 grants)</p> <p>TATA TRUSTS</p>		
<p>Monitoring & Evaluation (2 grants)</p> <p>TATA TRUSTS</p>	<p>Capacity building (2 grants)</p> 	<p>Capacity building (1 grant)</p> <p>TATA TRUSTS</p>		
<p>Service Delivery (1 grant)</p> 	<p>Improving efficiency (1 grant)</p> 			
<p>Tech-based learning (1 grant)</p> <p>TATA TRUSTS</p>	<p>Tech-based learning (1 grant)</p> 			
<p>Awareness generation (1 grant)</p> <p>TATA TRUSTS</p>	<p>Awareness generation (1 grant)</p> <p>TATA TRUSTS</p>			
<p>Financial Inclusion (1 grant)</p> 				

Note: The total percentage and count of projects may not add up due to some overlaps.

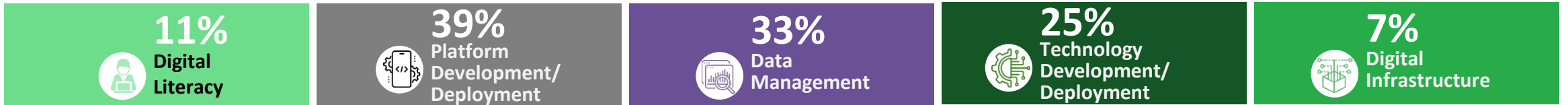
37 Projects, 14 Corporates



























International Foundations

In addition to digital literacy initiatives, domestic foundations also prioritise Platform development/deployment and Data Management.

Intervention areas of CSR programmes based on count



What are the interventions trying to achieve?

<p>Capacity building (3 grants)</p> 	<p>Awareness generation (8 grants)</p> 	<p>Improving efficiency (7 grants)</p> 	<p>Fostering innovation (10 grants)</p> 	<p>Fostering innovation (3 grants)</p> 
<p>Fostering innovation (1 grant)</p> 	<p>Fostering innovation (4 grants)</p> 	<p>M&E (6 grants)</p> 	<p>Improving efficiency (2 grants)</p> 	<p>Capacity building (3 grants)</p> 
<p>Financial Inclusion (1 grant)</p> 	<p>Improving efficiency (3 grants)</p> 	<p>Fostering innovation (4 grants)</p> 	<p>Service Delivery (2 grants)</p> 	<p>Financial Inclusion (1 grant)</p> 
<p>Tech-based learning (1 grant)</p> 	<p>Capacity building (3 grants)</p> 	<p>Awareness generation (1 grant)</p> 	<p>Awareness generation (1 grant)</p> 	
	<p>M&E (2 grants)</p> 	<p>Service Delivery (1 grant)</p> 	<p>Capacity building (1 grant)</p> 	
	<p>Service Delivery (1 grant)</p> 	<p>Disaster Management (1 grant)</p> 		

Note: The total percentage and count of grants may not add up due to some overlaps.

57 Grants, 10 International Foundations














International Foundations

In addition to digital literacy initiatives, domestic foundations also prioritise Platform development/deployment and Data Management.

Intervention areas of CSR programmes based on count



What are the interventions trying to achieve?

Capacity building (2 grants)	Service Delivery (2 grants)	Fostering innovation (1 grant)
		
<p>Financial Inclusion (2 grants)</p> 	<p>Financial Inclusion (1 grant)</p> 	<p>Tech-based learning (1 grant)</p> 
<p>Tech-based learning (2 grants)</p> 	<p>Awareness generation (1 grant)</p> 	<p>Improving efficiency (1 grant)</p> 
<p>Fostering innovation (1 grant)</p> 		
<p>Awareness generation (1 grant)</p> 		

Note: The total percentage and count of grants may not add up due to some overlaps.

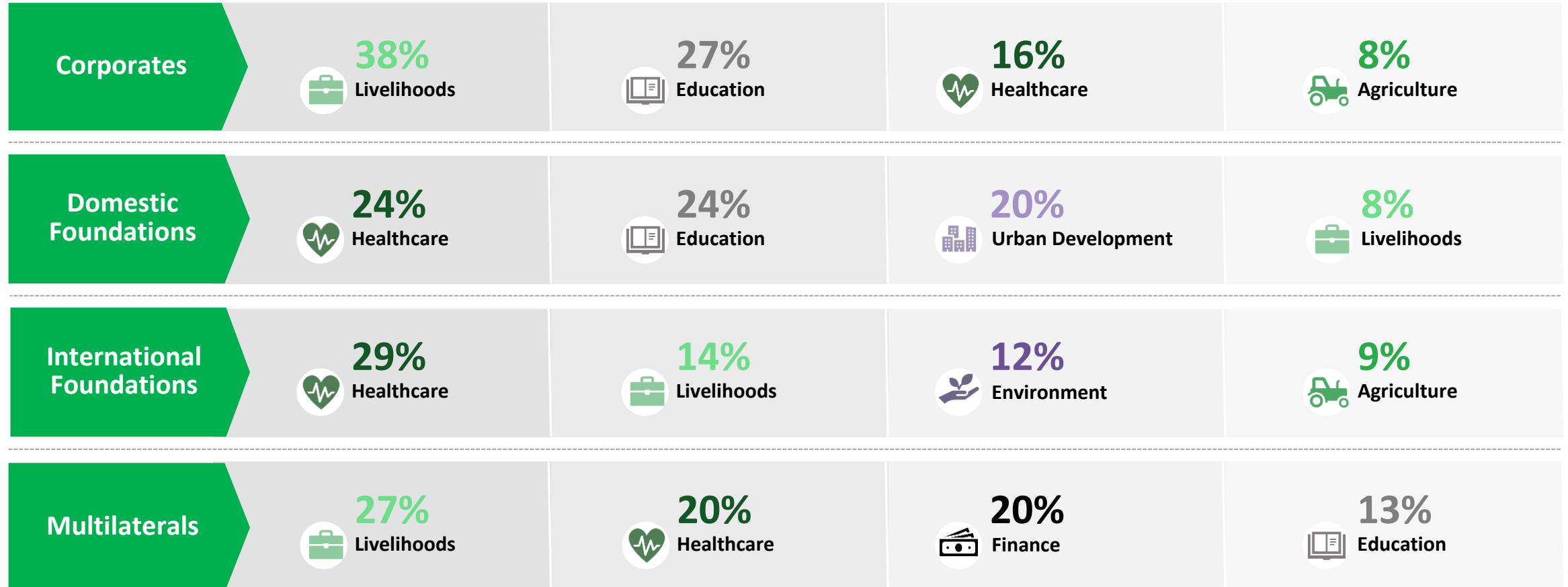
15 programmes, 5 Multilaterals



Key funding trends: Sectors

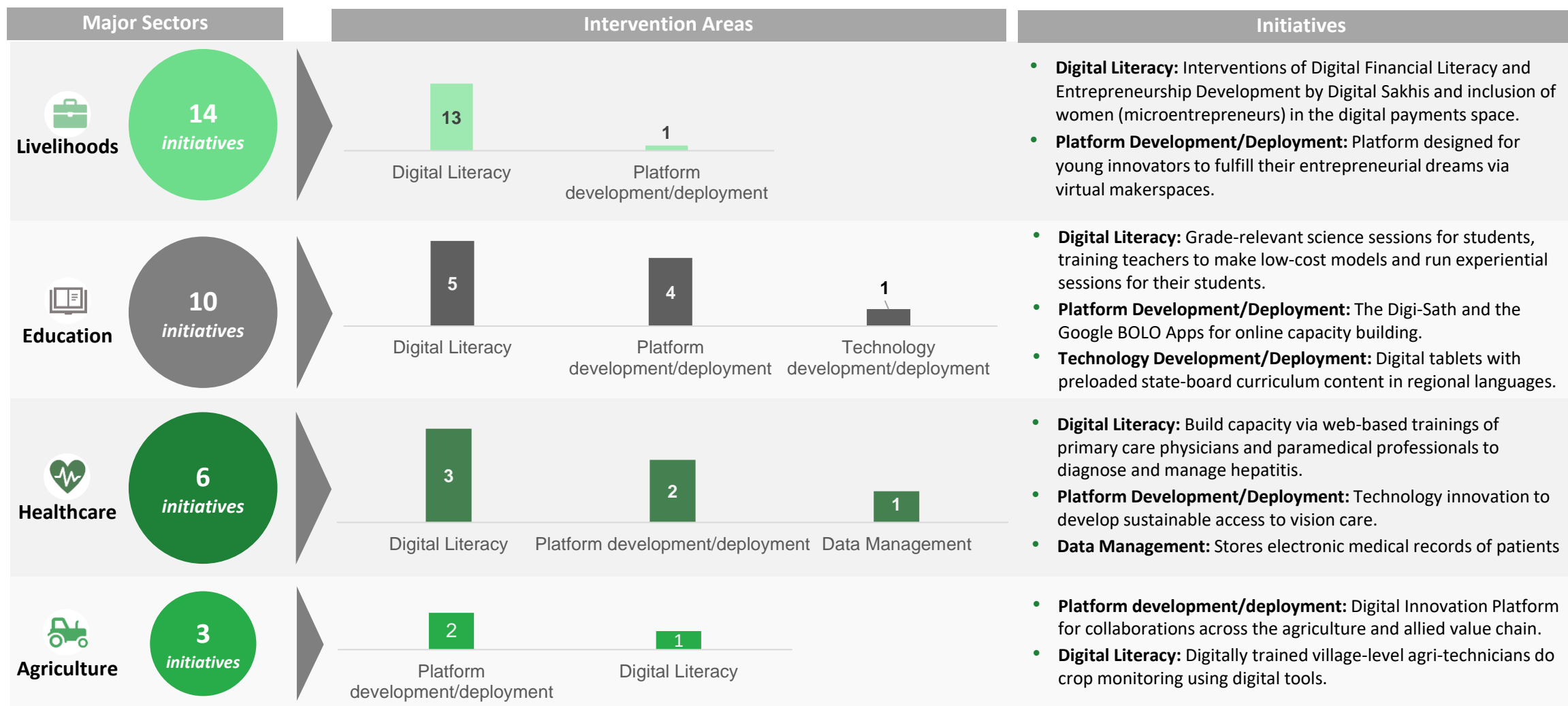


The largest number of grants across donor types are observed in the **healthcare sector**, followed by **livelihoods and education sectors**



Corporates

Digital literacy initiatives primarily focused on providing vocational training and education to students.

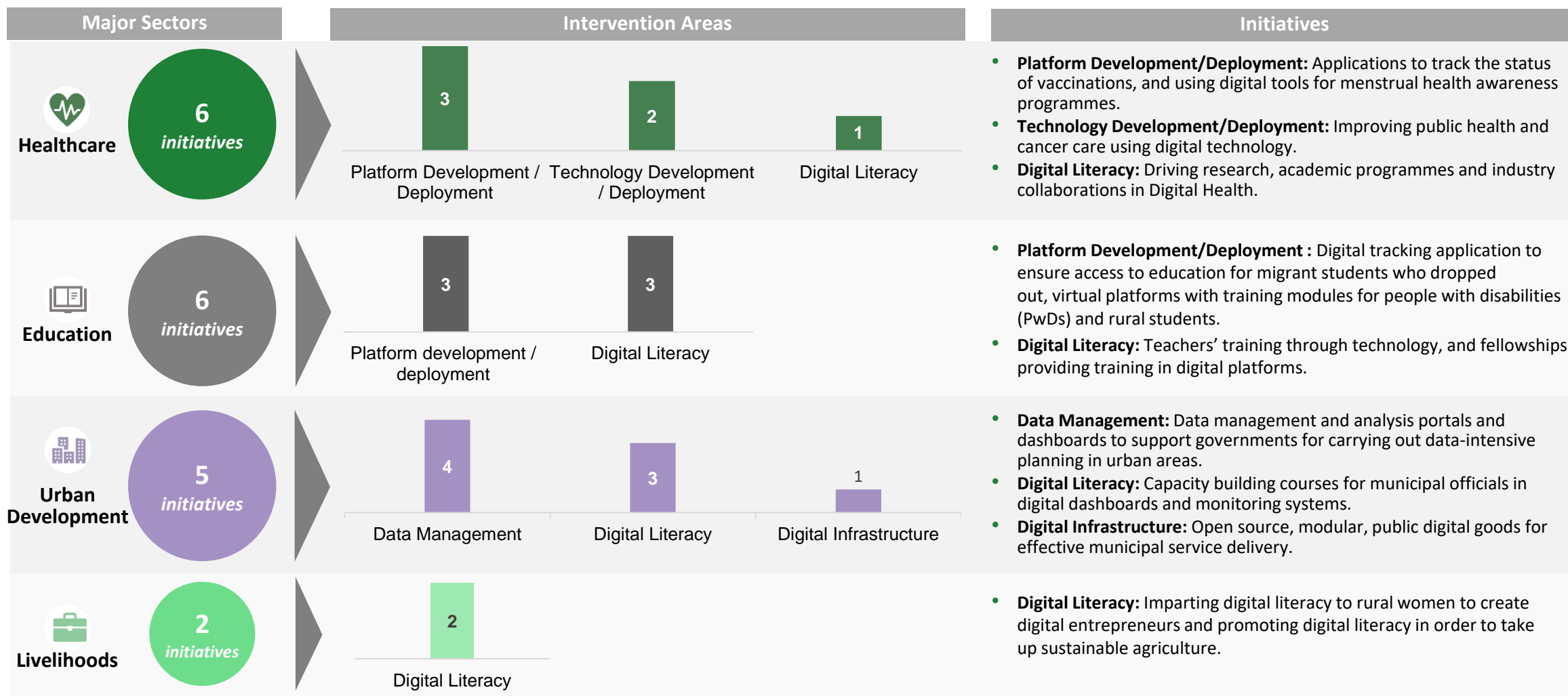


Note - Apart from the above-mentioned sectors, Corporates have two interventions in Environment and one intervention each in the Information and Technology and Rights, Equality and Empowerment sectors respectively.



Domestic Foundations

Platforms help track healthcare and education initiatives; urban data registries are observed to be an important focus area under data management.

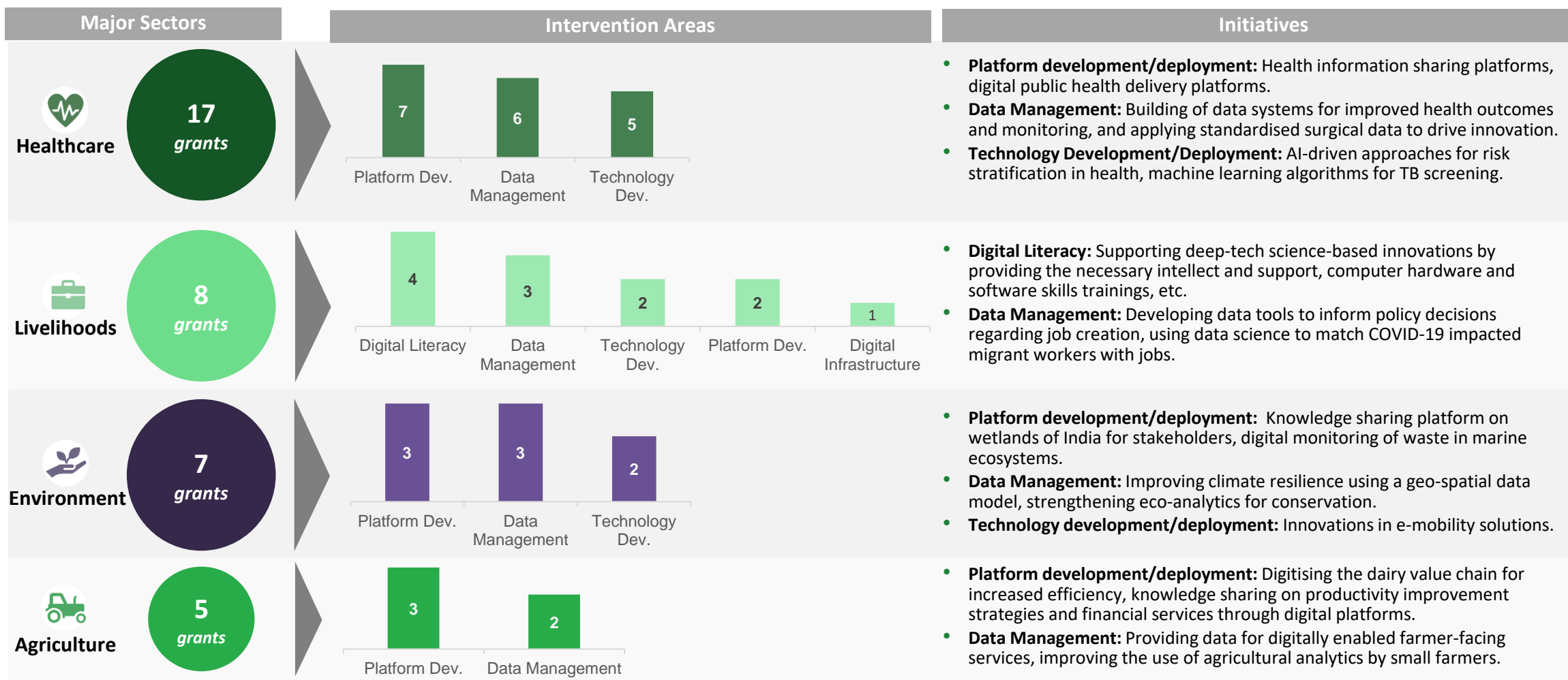


Note - Apart from the above-mentioned sectors, Domestic Foundations have 1 intervention each in the Rural Development, Financial Inclusion, Logistics, Public Policy, Law & Governance Issues, Rights, Equality & empowerment sectors. The counts may not add up due to overlaps.



International Foundations

The largest number of interventions focused on health information sharing platforms and health data monitoring systems.

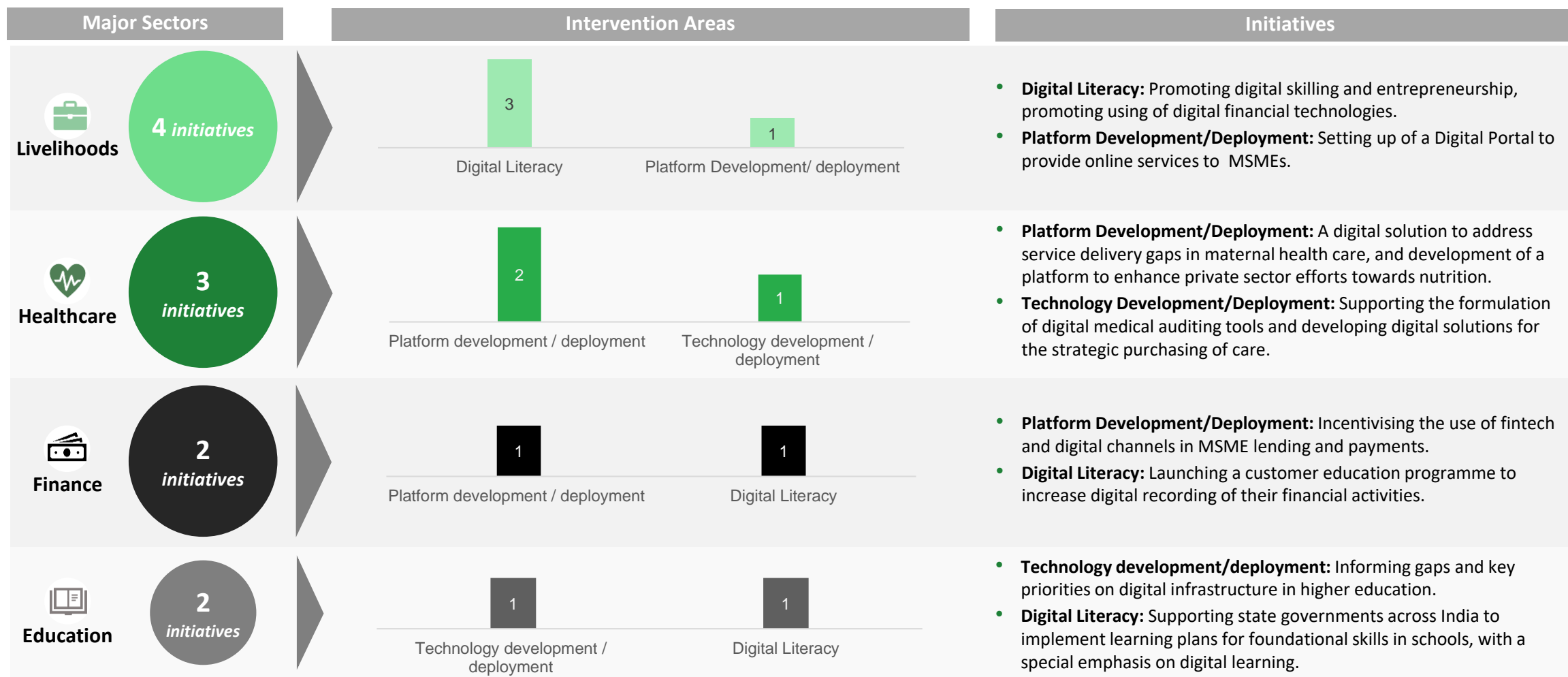


Note - Apart from the above-mentioned sectors, International Foundations have interventions in the Education; Finance; Information Technology; Public Policy; Law and Governance Issues; Rights, Equality & empowerment; Rural Development and Urban Development sectors as well. 4 interventions were sector-agnostic.



Multilaterals

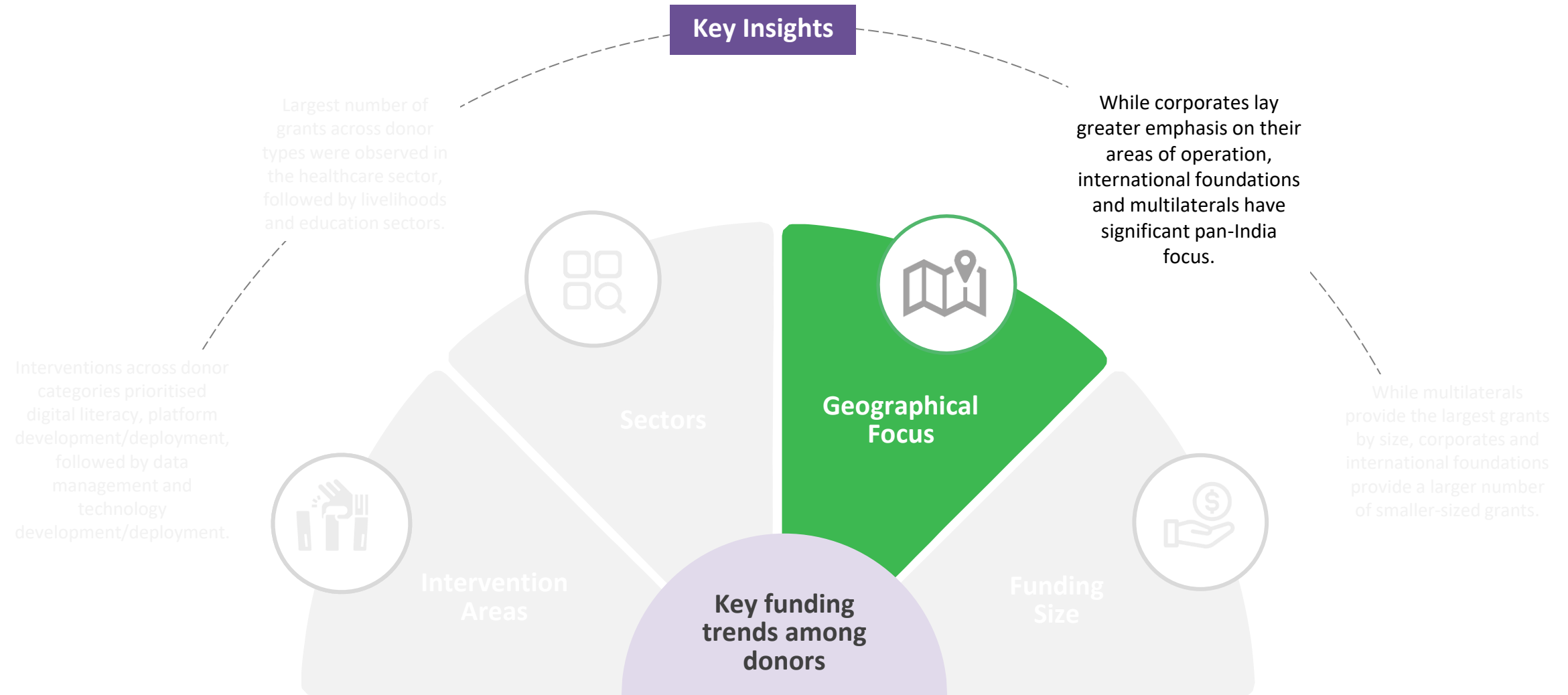
Digital literacy initiatives primarily focused on providing vocational training and education, as well as enhancing digital financial literacy.



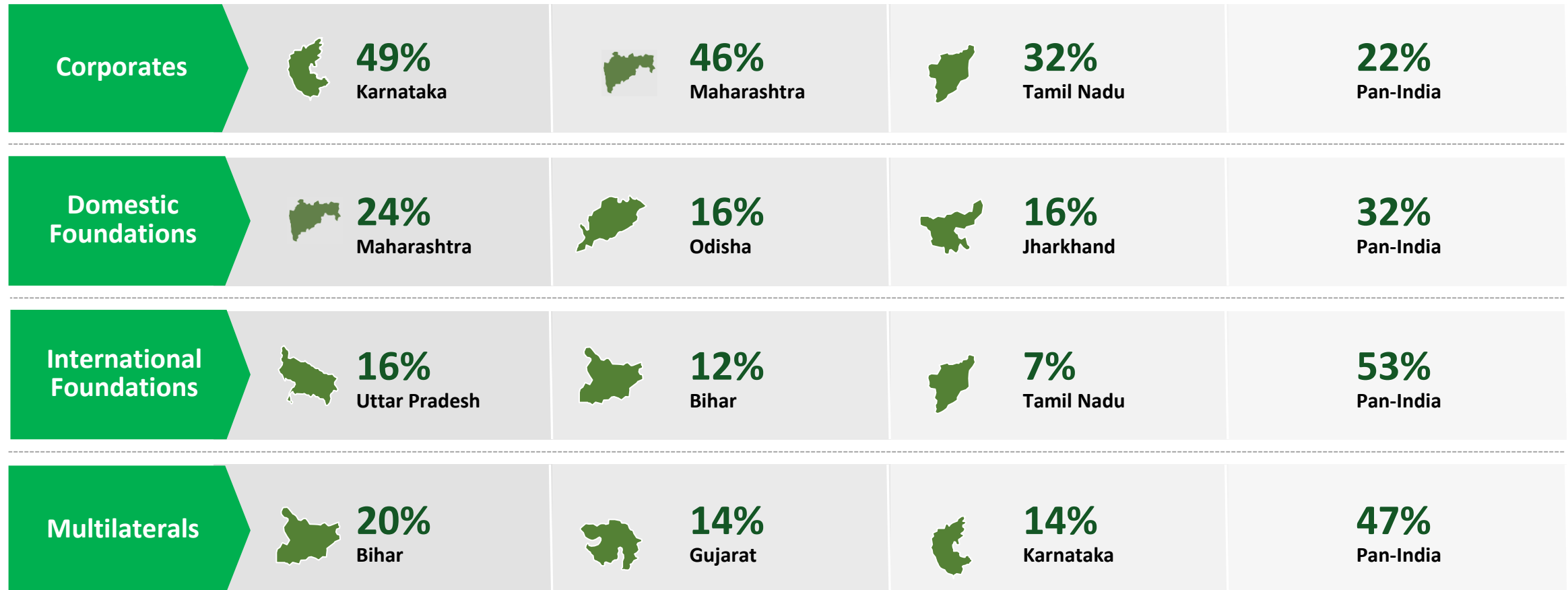
Note - Apart from the above-mentioned sectors, multilaterals have one intervention each in the Agriculture; Public Policy, Law & Governance Issues; Rights, Equality & empowerment sectors as well. One multilateral intervention was sector-agnostic.



Key funding trends: Geographical focus



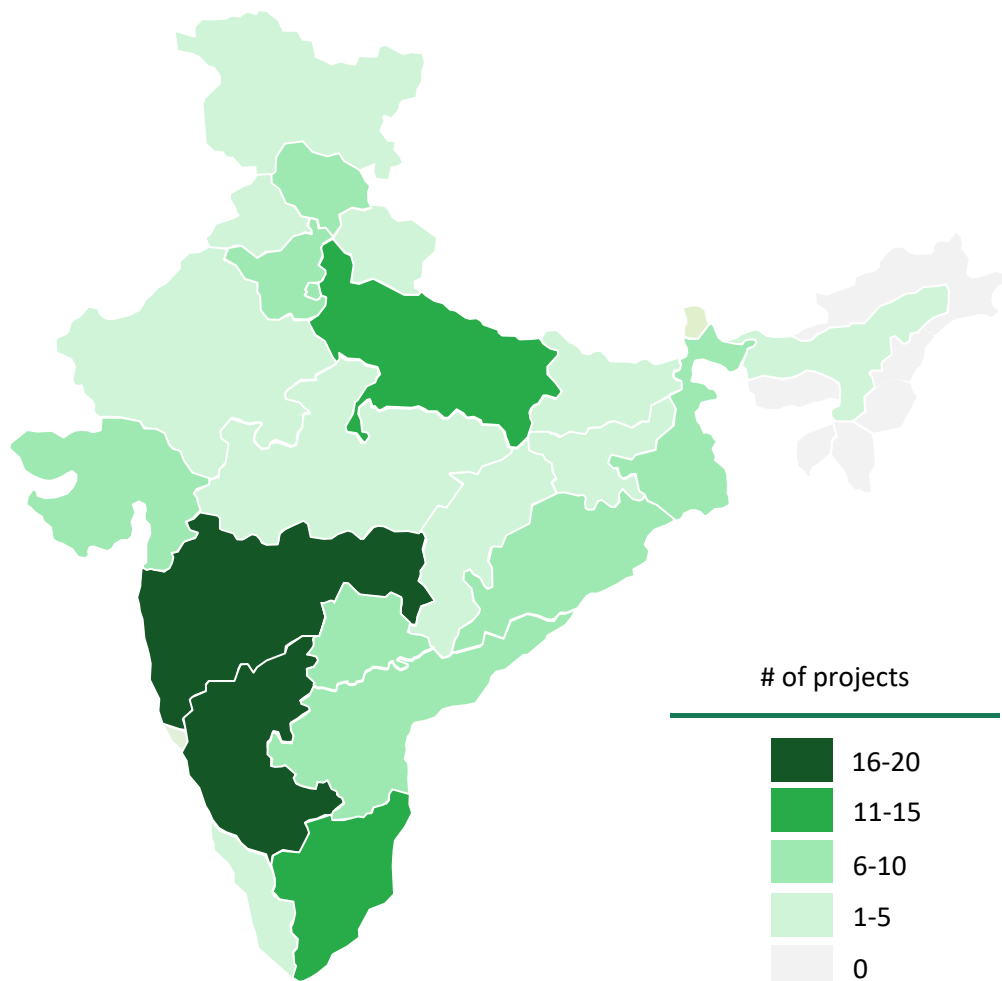
While corporates prioritise initiatives close to their geography operations, international foundations and multilaterals have a significant pan-India focus; lack of focus on north-eastern states is observed.



Corporates

Karnataka and Maharashtra have the largest number of initiatives, largely due to the strong presence of tech companies in these states.

State-wise count of Corporate Projects



Sample projects in top states

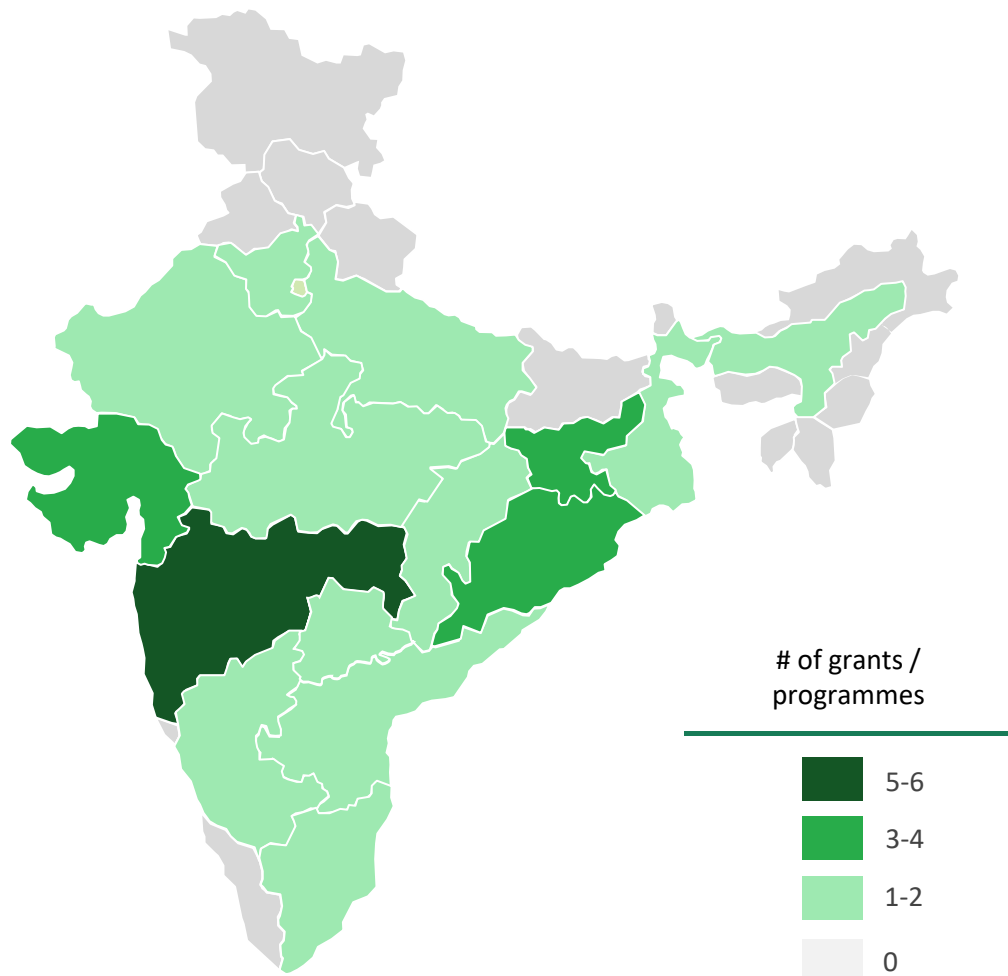
Karnataka	18 projects	<ul style="list-style-type: none"> Conducting training programmes on cyber security and generating diversified employment in information security. Digitally training village level agri-technicians across crop growing regions for crop monitoring using digital tools.
Maharashtra	17 projects	<ul style="list-style-type: none"> Technology innovation and creative business models to develop sustainable access to vision care. Digital Innovation Platform for collaborations across the agriculture and allied value-chain.
Tamil Nadu	12 projects	<ul style="list-style-type: none"> Providing knowledge, life-long skills and a launchpad to start a career in the IT sector and conducting Learning Paths by developing a cutting-edge platform.
Uttar Pradesh	11 projects	<ul style="list-style-type: none"> Teaching foundational digital skills to the uninformed and untrained, training educators in digital skills and cyber security. Building an online portal as a single-stop destination for environmental education and promotion of sustainable living.

Note - 8 projects were executed at the Pan-India level and one in north-central India.

Domestic Foundations

The major focus of domestic foundations' programmes has been observed at a pan-India level with a specific focus on Maharashtra, Gujarat, Odisha and Jharkhand.

State-wise count of Domestic Foundations' programmes



Sample projects in top states

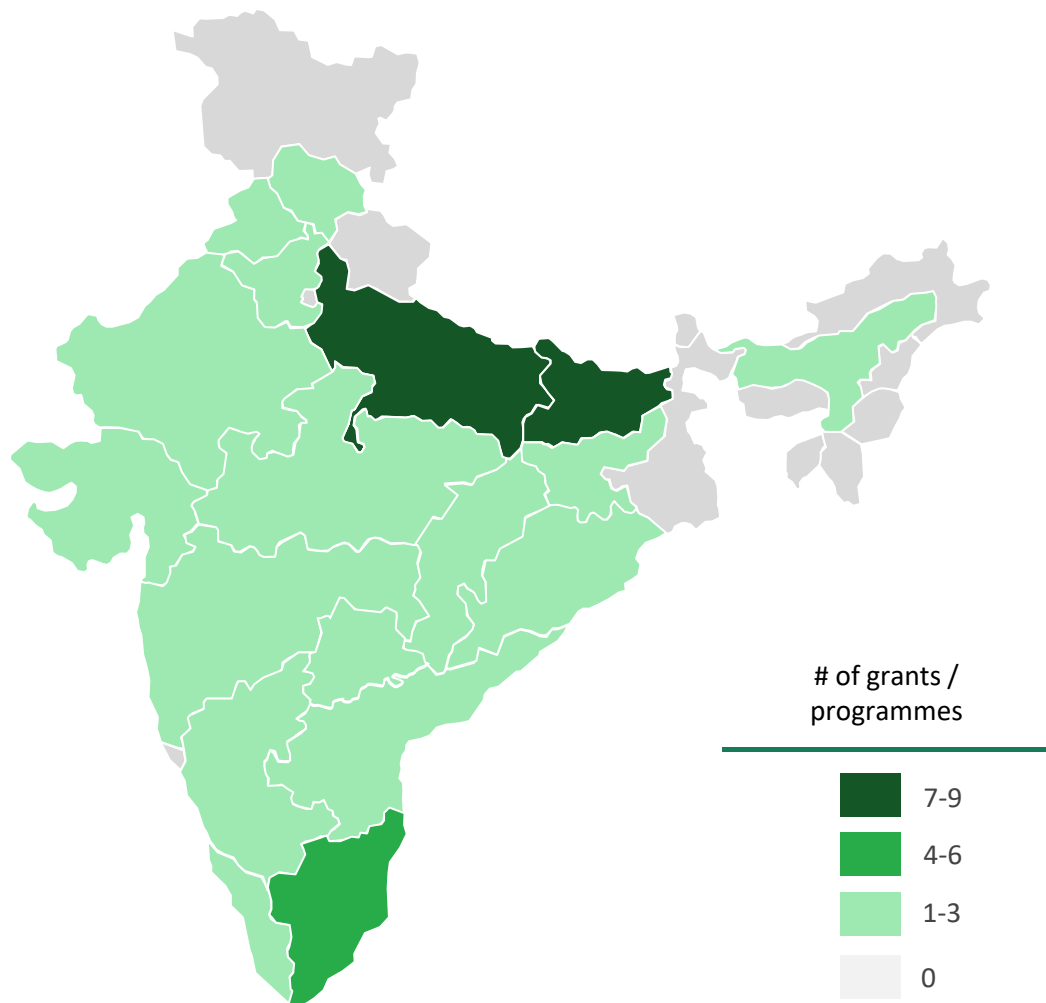
Maharashtra	6 programmes	<ul style="list-style-type: none"> Conducting training programmes on cyber security and generating diversified employment in information security. Digitally training village level agri-technicians across crop growing regions for crop monitoring using digital tools.
Odisha and Jharkhand	4 programmes	<ul style="list-style-type: none"> Data monitoring dashboard to track progress along a corridor between Odisha and Jharkhand. Interventions in data-intensive planning and monitoring dashboards to supplement decision making.
Gujarat	3 programmes	<ul style="list-style-type: none"> Promoting digital literacy among women farmers in Gujarat so that they take up sustainable agriculture.

The highest number of programmes were observed at the pan-India level (8 out of 25 programmes). The impact areas were not found for 2 grants/programmes out of 25 programmes by Domestic Foundations. Two programmes have been executed in 100 smart cities and 1 programme has been executed in 6 states, while the names of these states/cities were unlisted.

International Foundations

The major focus of international foundations is at the pan-India level, with specific focus on Uttar Pradesh and Bihar.

State-wise count of International Foundations' grants/programmes



Sample projects in top states

Uttar Pradesh	9 grants	<ul style="list-style-type: none"> Preventing plastic waste leakage through digital monitoring. Developing public digital infrastructure for fecal sludge management. Digital community outreach tool enabling health information sharing. Digital platform sharing productivity improvement strategies for goat farmers.
Bihar	7 grants	<ul style="list-style-type: none"> Development of digital platforms facilitating health information sharing. Providing digitally enabled farmer-facing services. Imparting digital financial education to women and vocational training in computer hardware.
Tamil Nadu	4 grants	<ul style="list-style-type: none"> In Tamil Nadu, the focus has been on environment and agriculture - developing a knowledge sharing platform to access information relating to wetlands in India, digital system for monitoring waste in marine ecosystems, and AI-based Pest Management App for farmers.

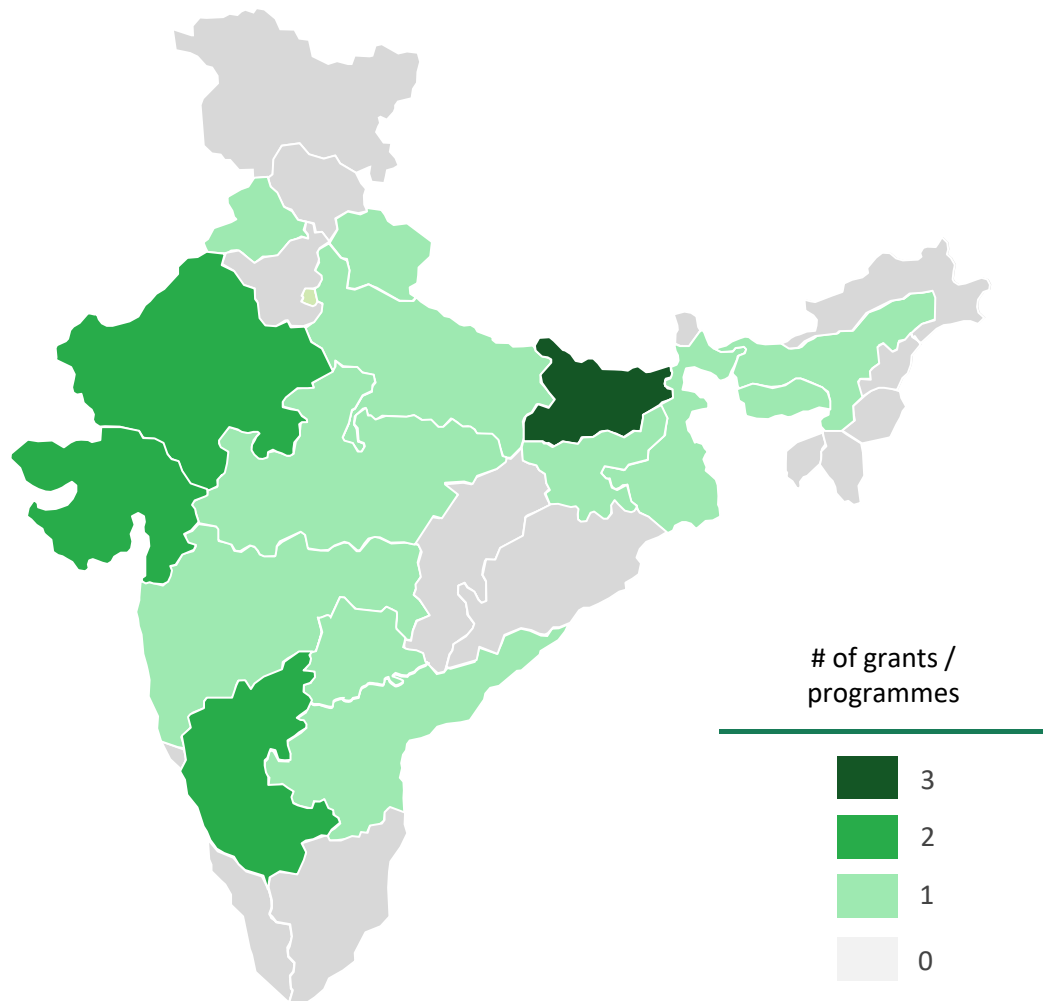
The impact areas were not found for 8 grants out of 57 grants by International Foundations. Highest number of grants were observed at the pan-India level (30 out of 57 grants).

Source: International Foundations' website

Multilaterals

The major focus of multilaterals' programmes was at the pan-India level, with digital financial literacy interventions focused in Bihar.

State-wise count of Multilaterals' grants/programmes



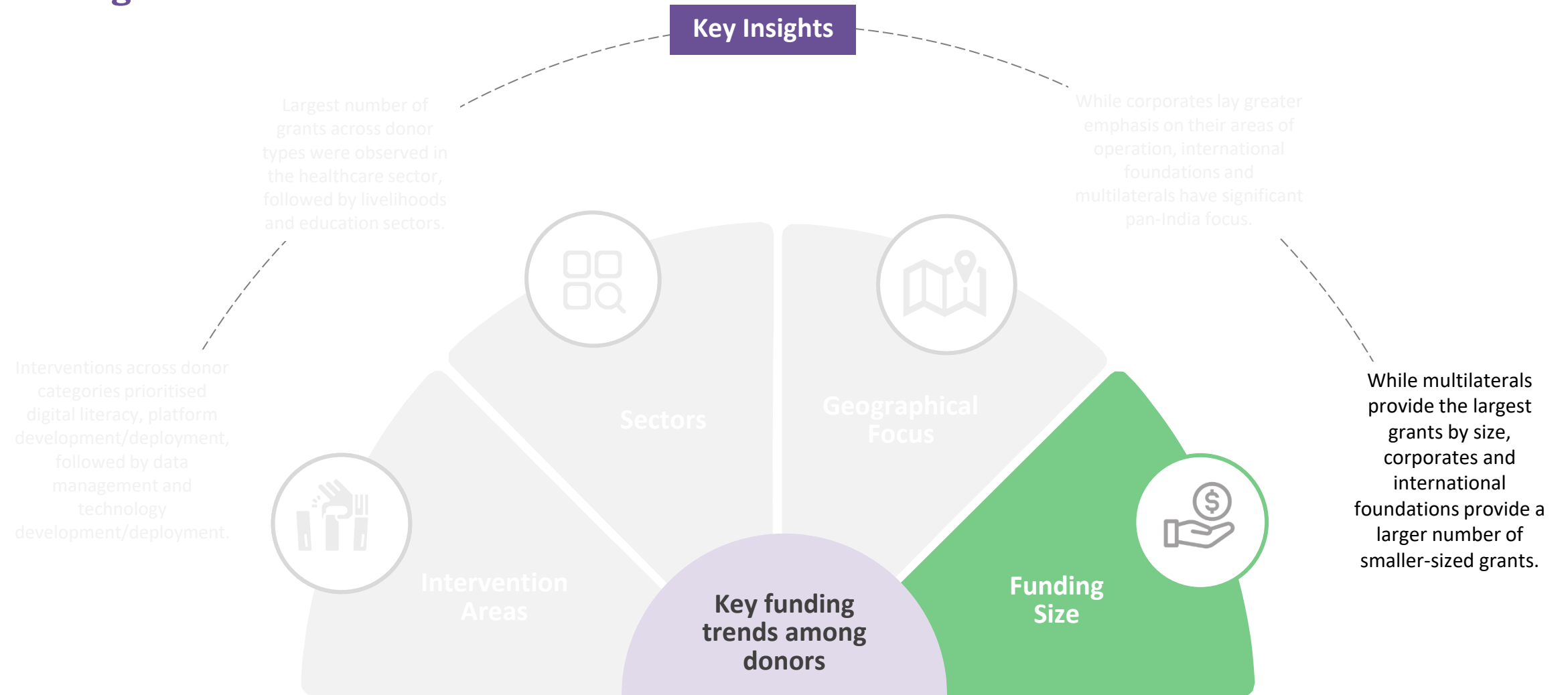
Sample projects in top states

Bihar	3 programmes	<ul style="list-style-type: none"> A customer education programme was launched in Bihar to increase the use of digital applications to record financial activities and household expenditures. Other interventions include initiatives to promote the use of digital financial applications by women entrepreneurs and cooperatives.
Gujarat	2 programmes	<ul style="list-style-type: none"> Fostering increased use of digital financial services by women in the target states.
Karnataka	2 programmes	<ul style="list-style-type: none"> Interventions developing an AI-based CSR facilitation portal, and promoting digital skilling and entrepreneurship development for youth and women.
Rajasthan	2 programmes	<ul style="list-style-type: none"> Fostering increased use of digital financial services by women engaged in informal work and women entrepreneurs.

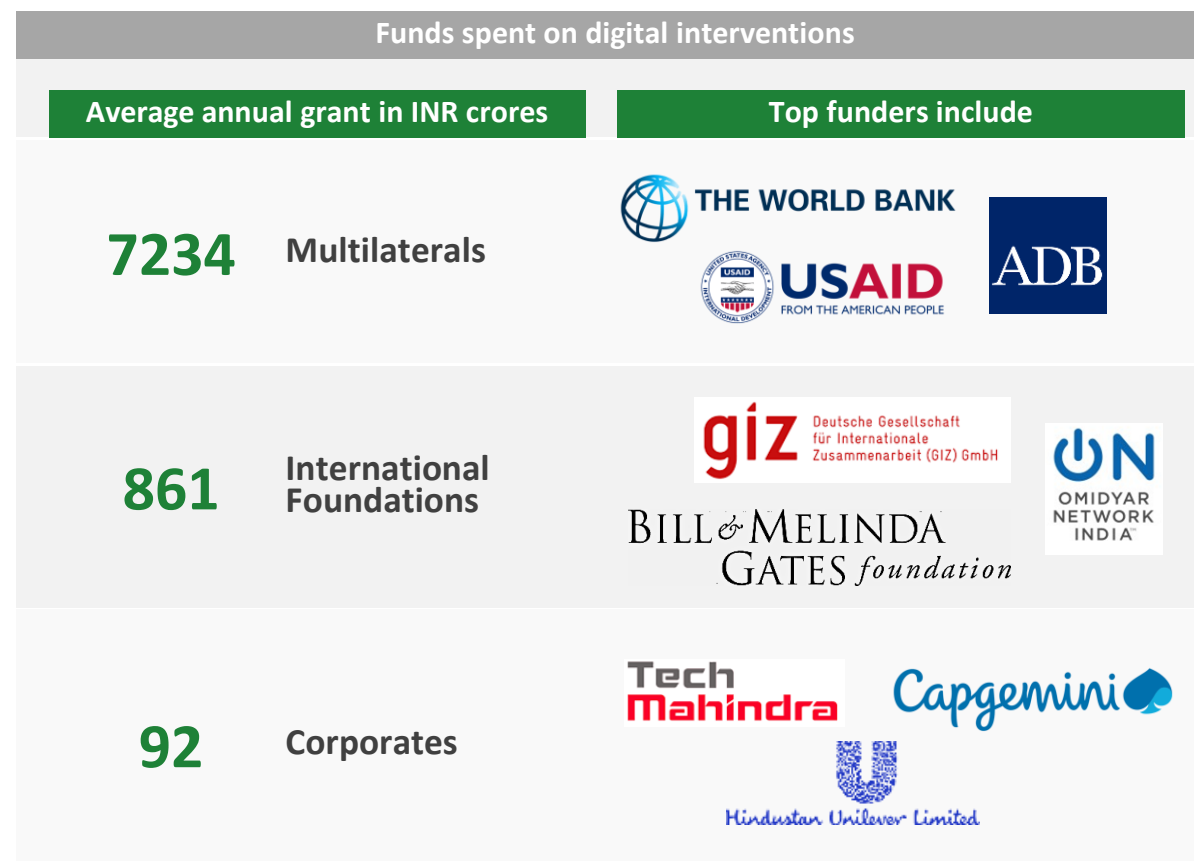
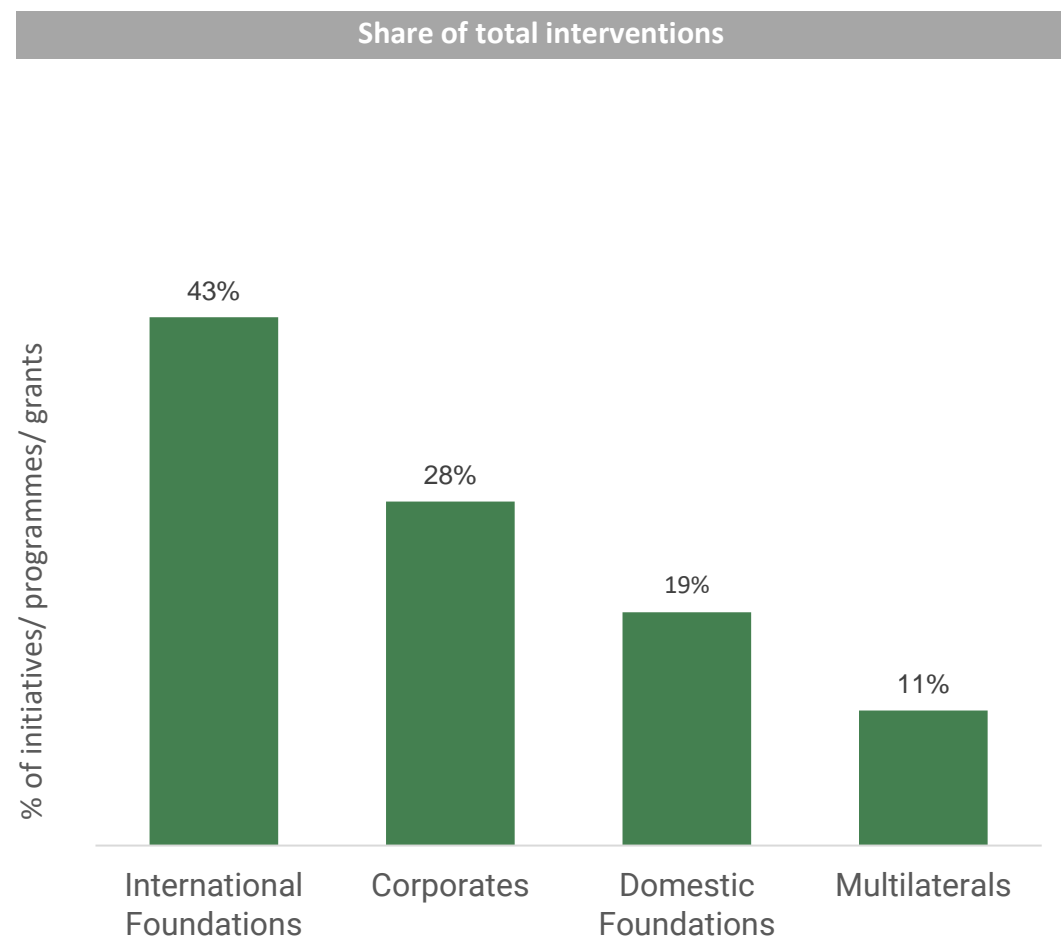
The impact areas were not found for 1 grant/programme out of 15 programmes by multilaterals. Highest # of programmes were observed at the pan-India level (7 out of 15), with specific focus with the largest number of digital interventions observed in Bihar.

Source: Multilaterals website

Some key funding trends are observed across intervention areas, sectors, geographical focus and funding size.



While multilateral organisations are institutions with the largest grant sizes, international foundations and corporates provide a larger number of smaller-sized grants.








Note: Fund data not found for domestic foundations – top domestic foundations based on count of projects



Multilaterals

World Bank is the top multilateral funder, while also funding the highest number of interventions.

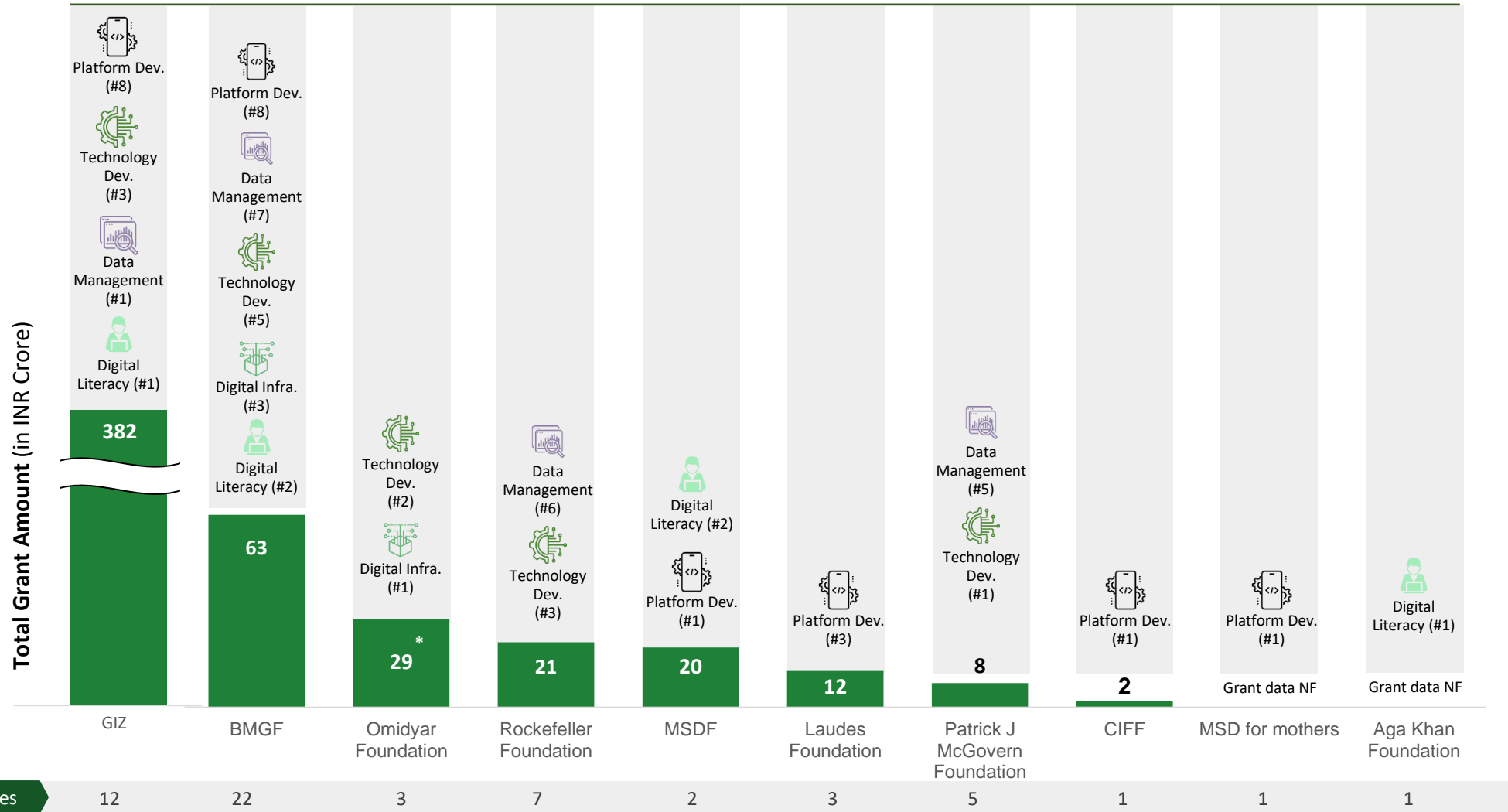
Organisations	Amount (USD millions)	Intervention Areas	Sample Initiatives
	<p>753 500</p> <p>Loan Grant</p>	<p>Platform Dev. (3) Digital Literacy (2)</p>	<ul style="list-style-type: none"> Developing integrated digital platforms to deliver online cost-effective MSME services, promoting the use of fintech and digital channels in MSME lending and payments, promoting the usage of digital finance applications and technologies among women engaged in informal activities, and developing a course on Digital Agricultural Technologies (DAT) for farmers and agribusiness entrepreneurs.
	<p>219</p> <p>Grant</p>	<p>Digital Literacy (2) Technology Dev. (1)</p>	<ul style="list-style-type: none"> Enhancing the capacity of countries to implement digital economy standards and develop digital approaches to address development challenges, implement learning plans for foundational digital skills in schools, empower women cooperatives and micro-entrepreneurs affected by the pandemic, helping them access market opportunities by strengthening their digital and financial skills.
	<p>100 1</p> <p>Loan Grant *</p>	<p>Digital Literacy (1) Technology Dev. (1) Data Management (1)</p>	<ul style="list-style-type: none"> Formulating solutions for digital medical auditing tools and development of digital solutions for the strategic purchasing of care in the healthcare sector, and a customer education programme promoting the usage of mobile applications to digitally record their financial activities and household expenditures.
	<p>3.8</p> <p>Grant *</p>	<p>Digital Literacy (1) Platform Dev. (1) Technology Dev. (1)</p>	<ul style="list-style-type: none"> Developing digital infrastructure for learning, and supporting online safety and skilling adolescents by generating awareness on cyber risks among parents, teachers and children.
	<p>Not Found</p>	<p>Platform Dev. (2) Digital Literacy (1)</p>	<ul style="list-style-type: none"> Developing digital solutions to address critical service delivery gaps in maternal healthcare by tracking high-risk pregnancies, promoting digital skilling and entrepreneurship among for youth and women, using AI in an integrated CSR Facilitation Platform to connect governments, donors, and NGOs.

* Grant data was not found for a total of 5 out of 15 programmes. For a total of 1 ADB grant and 3 UNICEF grants, the programme spend was not found. Therefore, the sectoral grant or the larger programme spend under which the relevant grant falls, has been considered. Eg: For UNICEF's YuWaah programme, which develops the digital infrastructure for learning, the spend for the skill development sector has been considered. For 1 out of 3 UNICEF grants, the larger programme/sectoral spend was not found.



International Foundations

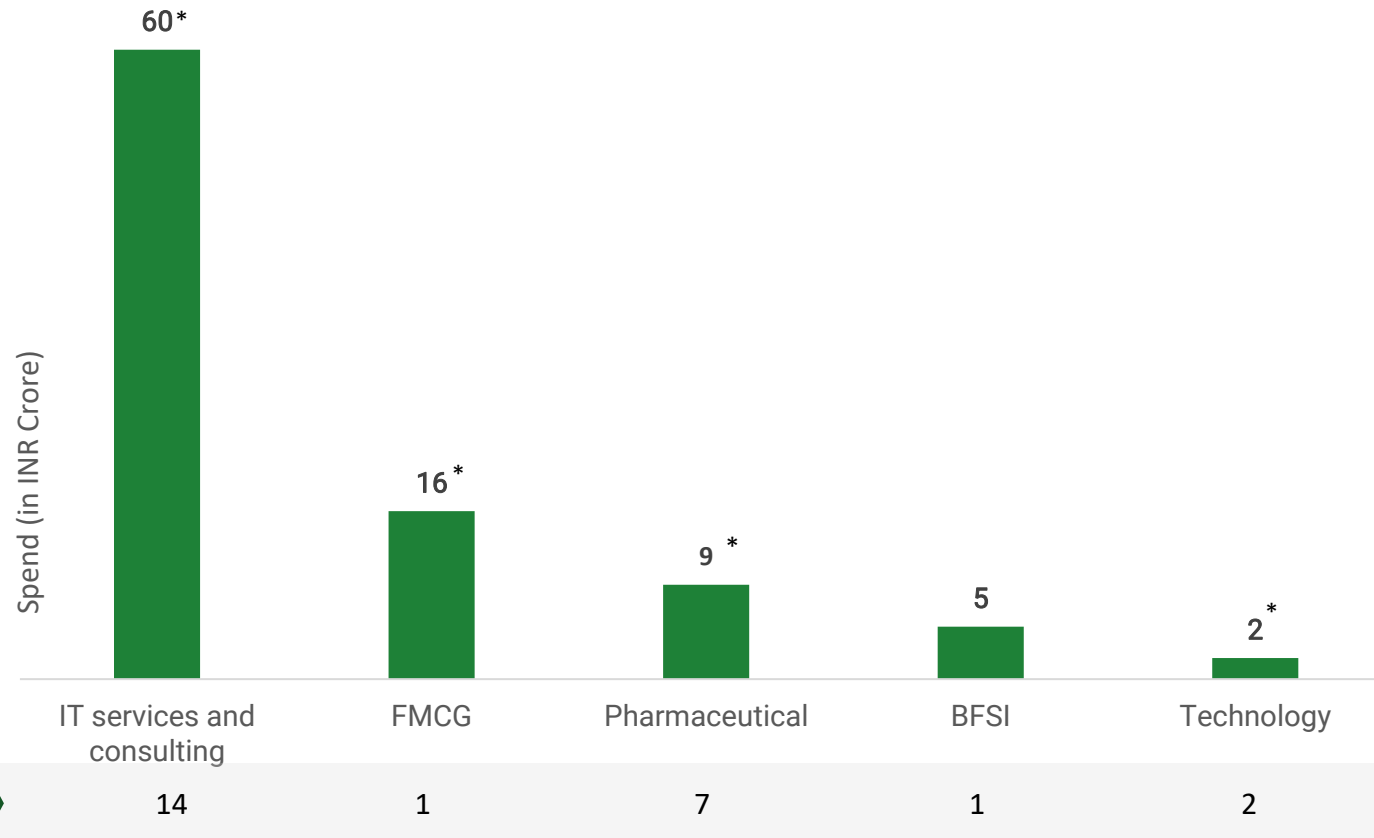
GIZ is the top funder and BMGF has the highest number of programmes; both operating across multiple intervention areas.



Corporates

Tech/IT companies are the major spenders on digital initiatives, with a focus on digital literacy.

Top Spenders by Industries (FY21)



- The IT Services and Consulting industry (with 4 corporates) accounts for the highest spend at INR 60 crores comprising 14 programmes.
 - 70% of their programmes are digital literacy interventions such as imparting foundational IT/STEM/designing skills.
 - 8 out of 14 initiatives are in the livelihoods sector.
- The pharmaceutical industry also shares a similar pattern in terms of the intervention areas but their prime focus is the healthcare and education sectors.

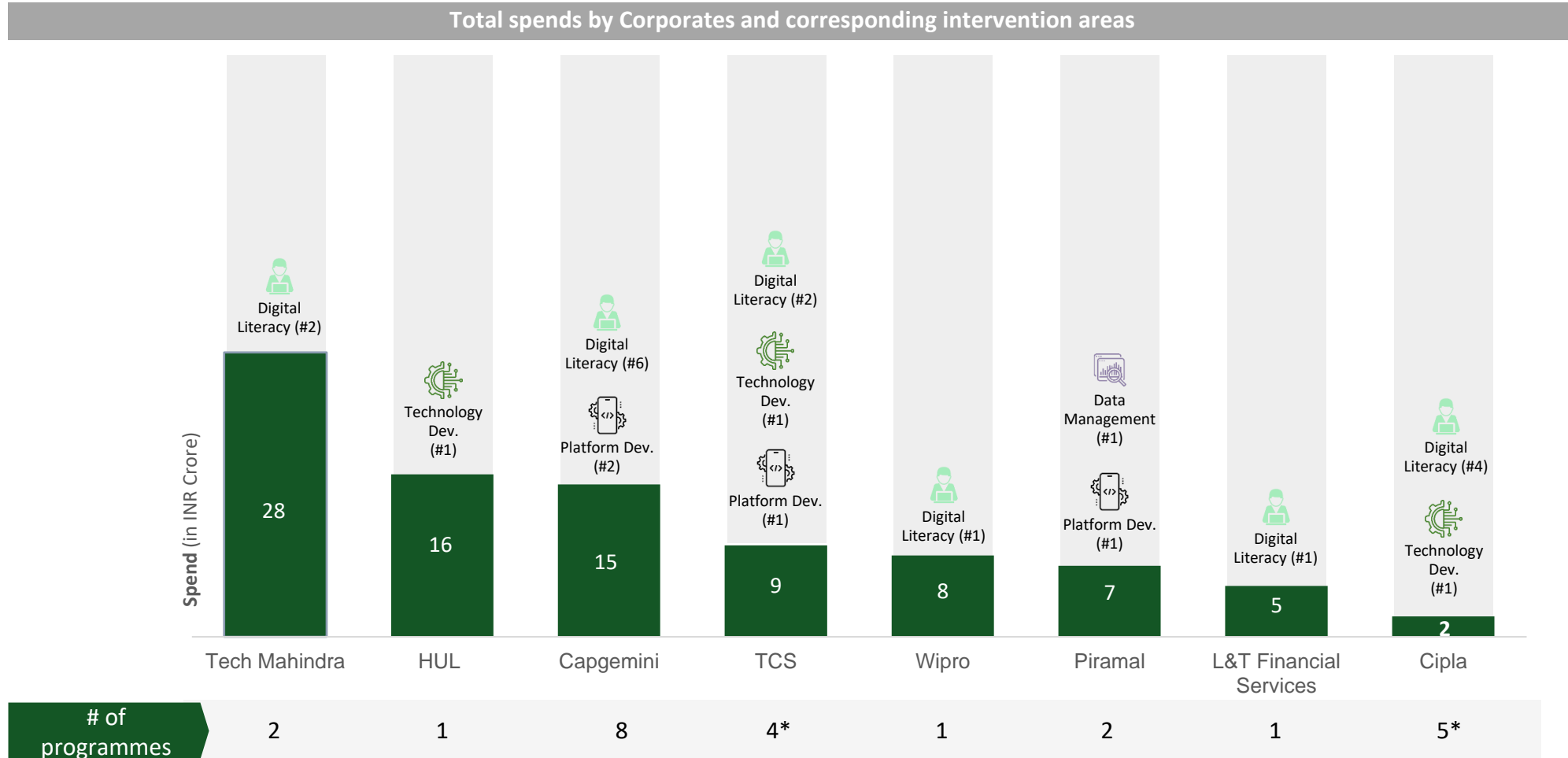
Note – FMCG excludes ITC for which project spends were not found; IT Services and Consulting excludes Cognizant for which project spends were not found; Pharmaceutical includes two projects of Cipla for which spends were unavailable; Technology includes Microsoft for which only 1 project spend was available out of 2 CSR Spend was not found for 5 companies – 4 global companies – Cisco, Cognizant, Microsoft, Hewlett Packard Enterprise (as they do not release annual reports with CSR data) and NASSCOM.

Source: ARs of companies



Corporates

Tech Mahindra by far has the largest spend on digital initiatives; Capgemini has the largest number of projects.

















Note- *1 project spend was not found for TCS ; 2 project spends were not found for Cipla. CSR Spend was not found for 5 companies – 4 global companies – Cisco, Cognizant, Microsoft, Hewlett Packard Enterprise (as they do not release annual reports with CSR data) and NASSCOM.



Domestic Foundations

Tata Trusts is the largest player in this space, operating across multiple intervention areas.

Organisations	# of programmes	Intervention Areas				Sample Initiatives
TATA TRUSTS	11	 Data Management (6)	 Digital Literacy (5)	 Platform Dev. (3)	 Digital Infrastructure (1)	<ul style="list-style-type: none"> Tata Trusts' most significant interventions have been towards development of data tracking applications, developing frameworks for data-intensive microplanning, developing monitoring and analysis dashboards, open source software, and capacity building programmes for officials enabling effective service delivery (Eg: DELTA framework, Open Data Portal for Smart Cities).
 Azim Premji Foundation	5	 Digital Literacy (3)	 Platform Dev. (2)			<ul style="list-style-type: none"> Mobilising communities to access their rights and entitlements through digital platforms, building virtual platforms to impart training modules for PwDs, their families and prospective employers, and enabling tribal and marginalised communities to access e-governance services by equipping local youth with internet skills, and establishing special service kiosks.
 KOITA FOUNDATION	3	 Digital Literacy (1)	 Technology Dev. (1)	 Platform Dev. (1)		<ul style="list-style-type: none"> Supporting establishment of Centres for Digital Oncology and Digital Health to drive research and academic programmes on the use of digital tools and technology for public health and to improve cancer care, and supporting the rollout of the ABDM platform.
 Deshpande Foundation	3	 Platform Dev. (2)	 Digital Literacy (1)			<ul style="list-style-type: none"> Providing technical training to disadvantaged children from the rural community, developing an integrated platform for cotton farmers for providing training on cultivation practices, digital literacy programme for college students.

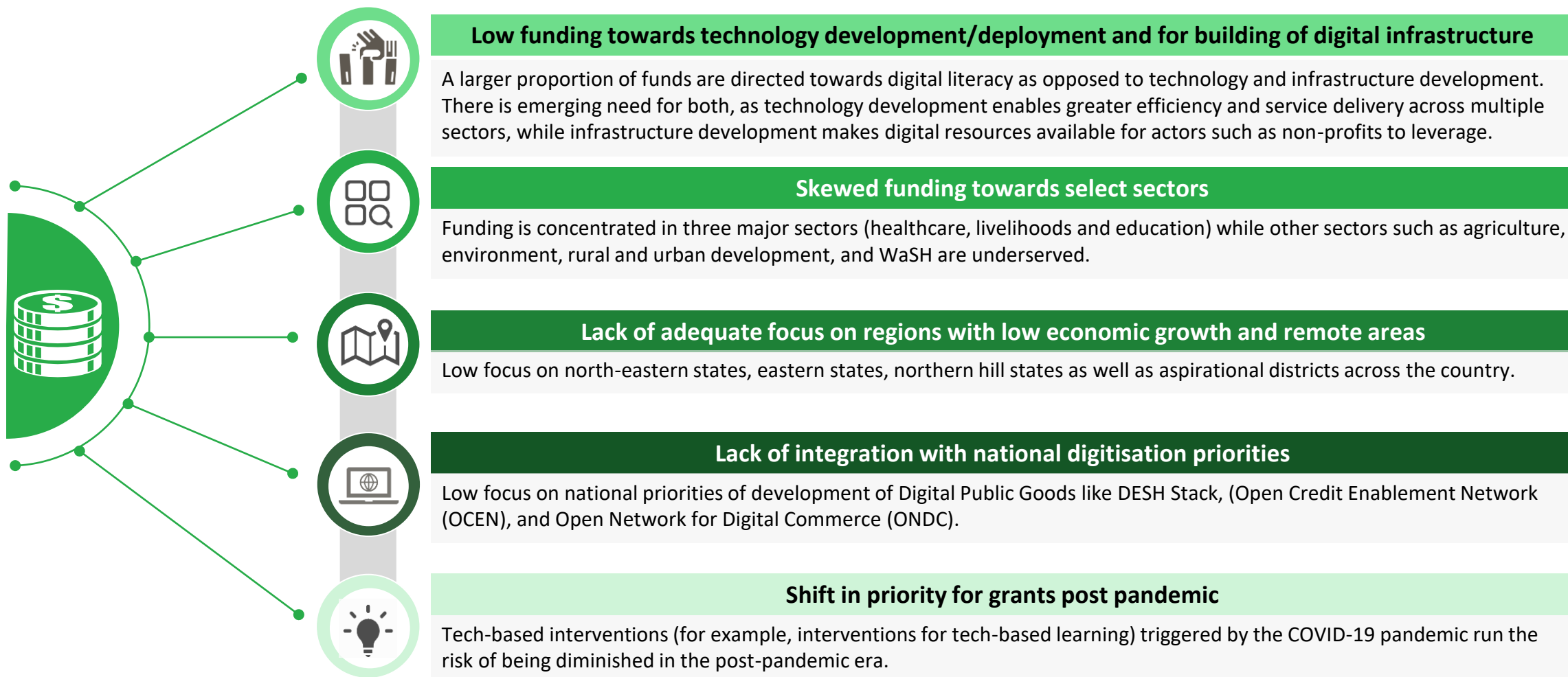
Notes- Funding amount unavailable for all 7 domestic foundations. Hence, for domestic foundations – count of programmes has been used as the key differentiator. Other major Domestic Foundations funding interventions in the digital ecosystem are Public Health Foundation of India, Raman Kant Munjal Foundation, and the Agri Entrepreneur Growth Foundation (AEGF), which have 1 intervention each.



KEY GAPS AND BEST PRACTICES FOR INVESTORS



Little focus is given on select sectors and remote geographies, technological development receives inadequate support, and there is low integration with national digitisation priorities.



Investors can ensure inclusivity and scalability through ecosystem strengthening and long-term engagement, by focusing on priority regions and sectors, and on development of digital public goods.

Shift focus to sectors with low technology penetration

Fund interventions in sectors that would benefit from introduction and efficient utilisation of digital and technological support, such as rural and urban development, environment, and agriculture.

Continue to focus on digital literacy programmes

Strengthen focus on digital literacy, as it enables digital inclusion, ensures benefits of digitisation of all, and ensures effective adoption of emerging technologies.

Integrate funding with national digitisation priorities

Integrate philanthropic funding with India's priorities on development of digital public goods.



Allocate resources towards technology and digital infrastructure development

Fund interventions such as open source technology that enables non-profits to develop customised platforms.

Extend support towards underserved regions

Focus on states with low economic development such as North-East India, and mountainous states such as the northern hill states and eastern states by partnering with local organisations to implement digital literacy programmes.



ANNEXURE I: DEMOGRAPHY AND METHODOLOGY



The study profiles **digital interventions** of 14 corporates, 7 domestic foundations, 10 international foundations, and 5 multilaterals.

Donor categories

CSR funders (14)

- Hindustan Unilever Limited
- L&T Financial Services
- Piramal
- Tech Mahindra
- Tata Consultancy Services
- Capgemini
- Wipro
- ITC
- Cipla
- Cognizant
- NASSCOM
- Cisco
- Microsoft
- Hewlett Packard Enterprise (HPE)

Domestic Foundations (7)

- Tata Trusts
- Azim Premji Foundation
- Raman Kant Munjal Foundation
- Koita Foundation
- Deshpande Foundation
- Agri-Entrepreneur Growth Foundation (AEGF)
- Public Health Foundation of India

International Foundations (10)

- Bill & Melinda Gates Foundation
- Laudes Foundation
- Patrick J McGovern Foundation
- MSD for mothers
- The Aga Khan Foundation
- Michael & Susan Dell Foundation
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Rockefeller Foundation
- Omidyar Foundation
- The Children's Investment Fund Foundation

Multilaterals (5)

- World Bank
- Asian Development Bank
- USAID
- UNDP
- UNICEF



Methodology

Boundary Conditions

Corporates

- Targeted searches were conducted to identify companies that invest their CSR funds in the digital or technology space.
- CSR data for FY21 was collected for 14 corporates active in the digital space.

Domestic foundations

- 7 domestic foundations were found to actively provide grants in the digital or technology space.
- Project start and closure dates, as well as spend data were not available for domestic foundations. Therefore, the count of projects was taken as the key differentiator.
- Programmes listed on the website with a date between 2015 to 2022 was noted for our analysis. These programmes have been considered in this study, based on the assumption that usually active programmes are listed on their website.

International foundations

- 10 international foundations were found to actively provide grants in the digital or technology space.
- All active projects for international foundations were noted for our analysis.

Multilaterals




- 5 multilaterals were found to actively provide grants in the digital or technology space.
- All active projects for multilaterals were noted for our analysis. However, there are exceptions: if the grant is still active or was active until 2021, then these grants were considered.



ANNEXURE II: CASE STUDIES OF TOP FUNDERS





Top 5 CSR funders in digital initiatives (1/2)

Company	# of programmes	Programme Names	States	Spend FY21 (INR Cr)
	2	<ul style="list-style-type: none"> SMART, SMART +, SMART T, SMART Academies 	Delhi, Punjab, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, West Bengal, Odisha, Maharashtra, Uttar Pradesh	24
		<ul style="list-style-type: none"> Shikshaantar 	Delhi, Punjab, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, West Bengal, Odisha, Maharashtra, Uttar Pradesh	4
	1	<ul style="list-style-type: none"> Water Conservation Programme 	Odisha, Uttar Pradesh	16
	8	<ul style="list-style-type: none"> Digital Academy 	Karnataka, Tamil Nadu, Maharashtra, West Bengal, Uttar Pradesh, Telangana, Gujarat, Haryana, Delhi NCR	9
		<ul style="list-style-type: none"> DIYA -Digital Academy 	Maharashtra, Tamil Nadu	0.8
		<ul style="list-style-type: none"> Environment - One Plant Academy 	Maharashtra, Karnataka, Tamil Nadu, Telangana, West Bengal, Gujarat, Haryana & Uttar Pradesh	0.8
		<ul style="list-style-type: none"> Digital Literacy Program 	Karnataka, Tamil Nadu, Uttar Pradesh, Haryana, Maharashtra, West Bengal, Odisha	0.6
		<ul style="list-style-type: none"> Future Skills Online Training 	Maharashtra, Karnataka, Tamil Nadu, Telangana, West Bengal, Gujarat, Haryana & Uttar Pradesh	3
		<ul style="list-style-type: none"> Firki 	Maharashtra, Karnataka, Tamil Nadu, Telangana, West Bengal, Gujarat, Haryana & Uttar Pradesh	0.3
		<ul style="list-style-type: none"> LEAP - Digital Academy 	Tamil Nadu, Maharashtra, Telangana, Uttar Pradesh	0.2
		<ul style="list-style-type: none"> CapSarathi 	Maharashtra, Karnataka, Tamil Nadu, Telangana, West Bengal, Gujarat, Haryana & Uttar Pradesh	0.2

Source: ARs of corporates


Top 5 CSR funders in digital initiatives (2/2)

Company	# of programmes	Programme Names	States	Spend FY21 (INR Cr)
 TCS TATA CONSULTANCY SERVICES	4	<ul style="list-style-type: none"> • BridgeIT-DF; BridgeIT-Humana 	Mizoram, Karnataka, Odisha, Jharkhand	2
		<ul style="list-style-type: none"> • goIT 	Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, Jammu & Kashmir, Ladakh, West Bengal, Gujarat	0.5
		<ul style="list-style-type: none"> • Digital Nerve Centre 	Pan India	6
		<ul style="list-style-type: none"> • Jal Jeevan Mission 	Himachal, Uttarakhand, Maharashtra, Rajasthan, Jharkhand, Gujarat, Sikkim, Manipur, Goa	NF
 wipro	1	<ul style="list-style-type: none"> • Engineering Education 	Pan-India	8

Source: ARs of corporates






Top 5 Domestic foundations (1/2)

Foundation	# of programmes	Programme Names	States	Year
TATA TRUSTS	11	• Internet Saathi	Pan-India (rural)	2015
		• Digital Education Guarantee Card (DEGC)	Maharashtra	NF
		• Jamshedpur-Kalinganagar Corridor – DELTA Microplanning	Jharkhand, Odisha	NF
		• City Data for India Initiative	Maharashtra, Jharkhand, Gujarat, Odisha, Madhya Pradesh, Tamil Nadu, Andhra Pradesh	2016
		• Datasmart Cities	100 smart cities	NF
		• Transforming Aspirational Districts (TAD)	Pan-India	2018
		• Delta Ace	100 Smart cities	NF
		• DELTA Framework	Madhya Pradesh, Uttar Pradesh, Rajasthan, Chhattisgarh	NF
		• National Urban Innovation Stack & DIGIT	14 states	2019
		• Menstrual Hygiene Management (MHM) Program	6 states	NF
 Azim Premji Foundation	5	• The VaxIT app	Pan-India	2021
		• PUKAR	Maharashtra	2021
		• EnAble India	Pan-India	2021
		• Cohesion & Working Group for Women and Land Ownership	Gujarat	2021
		• School for Democracy (SFD)	Pan-India	2021

Note: The top 10 programmes have been included for Tata Trusts

Source: Domestic Foundations websites



Top 5 Domestic foundations (2/2)

Foundation	# of programmes	Programme Names	States	Launch Grant Year
	3	<ul style="list-style-type: none"> • Koita Centre for Digital Oncology 	Maharashtra	2022
		<ul style="list-style-type: none"> • Centre for Digital Health, IIT Bombay 	Maharashtra	2021
		<ul style="list-style-type: none"> • National Accreditation Board of Hospitals & Healthcare Providers (NABH) 	Pan-India	2022
	3	<ul style="list-style-type: none"> • Digital Unify for Kids (DU4K) programme 	Karnataka	2019
		<ul style="list-style-type: none"> • Better Cotton Initiative 	Telangana	2020
		<ul style="list-style-type: none"> • Elevate Program 	Karnataka	2020
	1	<ul style="list-style-type: none"> • Centre for Digital Health 	New Delhi	2020

Source: Domestic Foundations websites






Top 5 International Foundations (1/2)

Foundation	Programmes/grants	Programme / Grantee Names	States	Spend (INR Cr)	Year
 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	12	• Bosch India	Pan-India	92	2021
		• Cities combating plastic entering the marine environment	Kerala, UP, Andaman & Nicobar Islands	49	2020
		• Water Security and Climate Adaptation in Rural India - WASCA II	Pan-India	43	2022
		• Wetlands Management for Biodiversity & Climate Protection	Himachal Pradesh, Odisha, Tamil Nadu.	37	2018
		• Establishing a Multi Skill Development Center	Karnataka	6	2021
		• Global Initiative for Access to Insurance	Pan-India	NF	2018
		• Experts Fund Migration and Diaspora	Pan-India	NF	2019
		• Sustainability and value creation in Agricultural supply chains	Karnataka, Maharashtra, Telangana, Tamil Nadu, Gujarat	NF	2019
		• TUMI Volt - Urban mobility from renewable energies	Pan-India	NF	2019
		• German Government and Federal States Programme	Pan-India	NF	2019
		• Stellapps Technologies Private Limited	Pan-India	46	2019
		• Swadhaar FinAccess	Bihar, Jharkhand, Madhya Pradesh	11	2021
	22	• Transforming Rural India Foundation	Bihar	2	2021
		• E-Governments Foundation	Pan-India	1	2020-21
		• IIITB	Pan-India	1	2021
		• Piramal Swasthya Management & Research Institute	Pan-India	0.9	2021
		• Institute for Financial Management and Research	NF	0.4	2019
		• Sambodhi Research & Communications	Pan- India	0.2	2020
		• CARE India Solutions For Sustainable Development	NF	0.15	2019
		• OnionDev Technologies Private Limited	Bihar, Jharkhand, Odisha, Madhya Pradesh	0.12	2019

Note: The top 10 programmes/grants have been included for each foundation



Top 5 International Foundations (2/2)

Foundation	Programmes /grants	Programme / Grantee Names	States	Spend (INR Cr)	Year
 Omidyar Foundation	3	• IIIT-B	Pan-India	29	2021
		• Centre for Internet & Society	Pan-India	NF	2021
		• IT for Change	Pan-India	NF	2020
 The Rockefeller Foundation	7	• Piramal Swasthya Management & Research Institute	Pan-India	15	2020
		• University of Chicago	Pan-India	3	2020
		• Power for All	Pan-India	1	2021
		• United Nations Foundation	Pan-India	0.7	2022
		• Mahila SEWA Trust	Pan-India	0.7	2020
		• Tufts University	Pan-India	0.7	2019
		• The/Nudge Foundation	Pan-India	0.4	2020
 Michael & Susan Dell Foundation	2	• Give USA			2020
		• Unitus Labs	Pan-India	6	2019

Source: International Foundations website



Top Multilaterals (1/2)

Multilateral	Programmes/grants	Programme / Grantee Names	States	Funding Amount (USD mn)	Year
 THE WORLD BANK	4	<ul style="list-style-type: none"> Micro, Small and Medium Enterprises (MSME) Emergency Response Development Policy Loan 	Pan-India	750	2020
		<ul style="list-style-type: none"> Ministry of Micro, Small and Medium Enterprises - Raising and Accelerating MSME Performance 	Andhra Pradesh, Telangana	500	2021
		<ul style="list-style-type: none"> India SEWA 2025 Digital Financial Inclusion of Informal Sector 	Bihar, Uttar Pradesh, Rajasthan, Meghalaya, Assam, Gujarat	3	2019
		<ul style="list-style-type: none"> E-Learning on Digital Agriculture (MOOC) 	Pan India	NF	NF
 USAID FROM THE AMERICAN PEOPLE	3	<ul style="list-style-type: none"> SEWA Bharat 	Delhi, Uttarakhand, Rajasthan, Punjab, Bihar, West Bengal, Jharkhand, Madhya Pradesh, Gujarat, Nagaland	200	2020
		<ul style="list-style-type: none"> India Partnership for Early Learning initiative 		17	2021
		<ul style="list-style-type: none"> Digital Connectivity and Cybersecurity Partnership 	Pan-India	2	2020-21
 ADB	2	<ul style="list-style-type: none"> RBL Bank - Unnati 	Bihar	101	2016
		<ul style="list-style-type: none"> Strengthening Universal Health Coverage in India 	Pan India	0.2	2020

Note – For 1 active programme by World Bank, grant data was not found. For 1 active programme Asian Development Bank programme, grant data was not found. Therefore, the entire technical assistance grant to RBL Bank for all financial inclusion projects has been considered.

Source: Multilaterals websites

Top Multilaterals (2/2)

Multilateral	Programmes /grants	Programme / Grantee Names	States	Funding Amount (USD mn)	Year
	3	<ul style="list-style-type: none"> YuWaah 	Pan-India	3	2019
		<ul style="list-style-type: none"> IMPAct4Nutrition 	Pan-India	0.4	2019
		<ul style="list-style-type: none"> NASSCOM Foundation 	Pan-India	NF	2018
	3	<ul style="list-style-type: none"> ANCHAL 	Maharashtra	NF	2020-2021
		<ul style="list-style-type: none"> Project Code Unnati 	Karnataka	NF	2017
		<ul style="list-style-type: none"> Akanksha Portal 	Karnataka	NF	2021

Note – For all UNICEF programmes, programme-wise grant data was not found. Therefore, the relevant sectoral grant under which the programme falls, has been considered.

Source: Multilaterals websites



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