

### **EXECUTIVE SUMMARY**

**Give Donations** 

To Initiate, Promote and Support Organisations Undertaking Awareness and Facilitation

**To Access Resources** 

To fully utilisie Massive Government Budget Allocations for Education, Scholarships, Health, Housing, Livelihoods, Bank Loans, etc

**And Multiply Impact** 

Of Individual Donations from 20 to 100 fold to Empower the Poor

**Make Poverty History** 

1 % Tax Payers can Free 3% of the Poor from Destitution through 3<sup>rd</sup> Generation Philanthropy Every Year!











## **CHARITY**

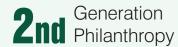
### **Direct giving:**

Donors themselves provide, food, clothing, money etc. to poor - little admin expenses

#### **Disadvantage**

Does not develop the abilities of the receivers to make them self reliant

## **Donations**



Indirect giving by donating to organisations providing education, scholarships, healthcare, Livelihoods etc

Helps to promote capacity building of the deserving to enable them to become self reliant - Hundreds of thousands have benefitted

### Gaining Currency in last Three to Four Decades

Socially conscious people with larger volumes of funds are increasingly adopting the Second Generation approach





To Channelise Donations From Charity to Empowerment



## 2nd Generation Philanthropy

### **DEVELOPMENT**

### Disadvantage

When education, skill training, healthcare etc are provided by philanthropists, people stop using government facilities like schools & hospitals

Decreases pressure on the government and its accountability to provide basic services to the citizens that is its prime responsibility.

Involves administrative expenses and there could be possibility of misappropriation and /or improper implementation if very high standards of implementation, transparency and accountability are not maintained





### **CHANGING SCENARIO**

### Areas of Change







Health



Banking



Civic Amenities



Livelihoods etc

Government of India is allocating
Large budgets for Social Development
Stipulating conditions for access to the poor
As a matter of mandatory and legal entitlements





#### **CHANGING SCENARIO IN EDUCATION**

Expenditure on education from **Rs.86.5 cr** in 1951-52 to **99,312 cr** in 2021-22

Over 1145 fold increase in the last 70 years.

Union Government Scholarships in 2021-20

Rs. 13237.62 Crores

#### **CHANGING SCENARIO IN BANKING**

Bank Loans and Subsidies for Agriculture- MSMEs, SHGs in 2021-22

17 lakhs 65 Thousand and 7 hundred and 44 crores

Average Loan / Subsidy
Available for each Indian
Rs. 13,582

#### **CHANGING SCENARIO IN HEALTH**

Union Budget for Ministry of Health

Rs. 85250 Crores allocated in 2021-22 v/s Rs 5780 crore in 2000-01.

14.75 times increase In 20 years





### **FUNDAMENTAL PROBLEM**

### **IMPLEMENTATION**

### Only 20% of Budget allocations utilized

- Sushma Berlia - Reactions to Union Budget 2013-14

### **REQUIREMENT**

### **Enable Citizens to Secure Their Entitlements**

Educate
About Schemes

Facilitate to Apply

Advo Auth

Advocate with Authorities

To Enable
People's Access
to Resources

### **Towards 3rd Generation Philanthrophy**

Promote and Support Organisations to provide Awareness and Facilitate People

To successfully access all schemes of Central and State Governments worth Lakhs of Crores every year

That could transform lives and eliminate poverty





### **The 3 Generations**

### **1st Generation Philanthropy**

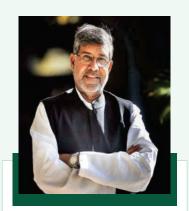
Involves direct donations to the needy in the form of cash / kind. Can make recipients dependant on charity always.

### **2nd Generation Philanthropy**

Indirect giving by donating to organizations providing Education, Livelihoods etc. makes recipients self-reliant through capacity building

## Ambassadors Of 3rd Generation Philanthropy

- That promotes and Supports
   Organizations to provide
   Awareness and Facilitation
   (A & F) to people & communities
- Enables people especially the poor, to successfully access all government schemes worth Lakhs of Crores each year
- Transforms lives of the poor to make poverty History



Nobel Laureate
Kailash Satyarthi



Actor & Activist
Shabana Azmi





## **Relative Impacts**

### **2nd Generation Philanthropy**

- Banking: Donation of Rs. One Lakh to start petty businesses can support 6 - 7 people
- Scholarships: Scholarships: Donation of Rs. 4 lakhs can help 114 students get
- scholarships of Rs. 3500
   Empowering Citizenship:
   Negligible

### 3rd Generation Philanthropy @ COVA

- Banking: Rs. One Lakh to leverage Bank Loans helped 60 people get over Rs. 14 lakhs
- Scholarships: Rs. 4 Lakhs enabled 3522 students to get over 1 crore 24 lakhs as scholarships from government in 2019-20
- Empowering Citizenship: Citizens
   Entitlements Campaign costing Rs. 3 lakhs reached out to 2 lakh citizens in a month to access 56 civic services from Government





# Giving for Service Delivery V/S Giving to Access Resources of Governments

Many organisations are receiving generous contributions for Second Generation activities like starting schools, distribution of scholarships, operating dispensaries- **The Service Delivery Approach** 

But hardly any donations to organisations to undertake **Awareness** and **Facilitation** to access government schemes and programs

**Result:** Donations in Crores that could be utilised to leverage Lakhs of Crores are wasted in attempts to provide direct services that cannot provide even a fraction of the development requirements of the country





## 3rd Philanthropy

## **EMPOWERMENT**

### **Advantage**

- Impact: Multiplier Effect of Third Generation Philanthropy of 20 to 60 times the Second Generation Philanthropy for same amount of donation
- Long Term Benefits: Results would take time as policies, systems and processes have to be in place. Once in place, they give long term benefit without much investment
- Accountability of Organisations: To seek repeat donations for Third Generation Philanthropy from individual donors, organisations will have to become accountable, transparent and result oriented

#### A Small Drawback

Does not give immediate satisfaction of First or Second Generation Philanthropy of seeing our donations reaching people directly





3rd

## Generation Philanthropy

## **To Strengthen Democracy And Transform Society**

### Your Contribution to 3<sup>rd</sup> Generation Philanthropy:

Can educate people about their entitlements as citizens to strengthen Democracy

Help undertake
Advocacy to change
archaic rules and
regulations of
government schemes
and programs

Facilitate organised follow up mechanisms to ensure officers deliver services as required

Net Impact: Policy Transformations and Responsive Governance to Empower People and Create an Egalitarian and Just Society





## Third Generation Philanthropy: Support and Output

Rs. 50 Lakhs per Annum per Awareness & Facilitation (A&F) Organisation

Can enable access to scholarships, pensions, healthcare, bank loans, land pattas, housing etc To **11000 people** 

Through 15 full time staff members and 30 volunteers

Each staff and 2 volunteers enable 60 persons per month

To access schemes worth Rs 20,000 each

Target Achieved for One Year: Rs. 22 crores

**Impact: 1:44 for Every Rupee Donated** 





## Third Generation Philanthropy in India The Possibilities

Promotion of 2000 Awareness and Facilitation (A&F)

**Organisations** in India (four for each district) can be game changer in transforming lives of the poor and marginalized and eliminate poverty

Existing organisations working on service delivery can be easily oriented and transformed to become **A&F Organisations** with a Budget of only Rs 50 Lakhs per year

Total Donations Required a year: Rs One Thousand Crores

To Access Schemes Worth at least: Rs.44 Thousand Crores & More

### Requirement:

Individual Donors to Reorient Perspective to Provide Funding Support to A&F Organisations





## Third Generation Philanthropy- A&F Organisations: Possible Support Sources

India's Population with an income of over 2.5 lakhs per year: **Over 7.25 Crores** All donate but mostly to Charity or Service Delivery of Second Generation If 1% motivated to give for Third Generation Philanthropy: 7.25 **Lakhs Donors** Each donates just Rs. 14,000 on average per year: **1000 Crores** A & F Organisations that could be supported: **2000** - Persons Enabled to Access Resource over Rs. 20,000: **2.2 Crore** 

**Note:** Foundations, Trusts and Corporate Bodies can also be approached to transform their philanthropy to support A&F Organisations

Third Generation Philanthropy can enable
1% of Individuals with income of over 2.5 lakhs
and above per year to help
5% of India's poor to get Rs 20,000
to Transform their Lives!





## Time For Individual Donors To Modify their Giving Patterns

From Charity to Facilitation

To Promote and Support Organizations

That can access and utilize Resources of Government

**To Make Poverty History!** 





### **Become an Ambassador**



Facilitate Sessions (can use this PPT) to introduce 3rd Gen Philanthropy to members of your Staff, Colleagues, Friends, Relatives and Associates. Just takes 40 Minutes and can transform some mind sets forever! Identify and encourage Service Delivery Organisations to adopt the 3rd Generation Philanthropy approach to enable people to access various government schemes and programs.

Orient and motivate individuals, businesses and corporates to provide support to access resources of the government through 3rd Generation Initiative.

Any financial contribution (monthly, annual etc ) to 3rd Generation Philanthropy Organisations can help bring about magical social transformation.

### **Options for your Collaboration:**

You may associate with one or more organizations of your choice that enable accessing government resources for: Education, Health, child Care, Financial Inclusion, Rural Development and so on

For more details please visit our website: <a href="www.covanetwork.org">www.covanetwork.org</a>
To contribute to COVA please write to <a href="mailto:covanetwork@gmail.com">covanetwork@gmail.com</a>
Or <a href="mailto:click here to send donations online.">Click here to send donations online.</a>









