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International Journal of Advanced Research and Interdisciplinary Scientific Endeavours, Vol. 4(11), 2026
DOI: 10.61359/11.2206-2653

Crowdfunding and Corporate Social Responsibility: A Sustainable Approach to Educational Development in Rural India

Dr. Abhisek Panda*

Email Correspondence*: panda.abhi2@gmail.com

* Assistant Professor, School of Education, Adamas University, Kolkata, India.

Abstract:

In this emerging technological landscape, our rural education faced challenges regarding inadequate infrastructure, financial constraints, and school closures under NITI Aayog's merger policies. Instead of constructing new schools, revitalising existing ones has become crucial. This study explored how crowdfunding through CSR initiatives plays as an alternative education model for supporting and improving rural schools. Using secondary data from research articles, news articles, government reports, and case studies, it examines the effectiveness of crowdfunding in enhancing school infrastructure and mobilising community participation. A systematic literature review identifies key trends, challenges, and best practices, highlighting the potential of crowdfunding as a sustainable financial model. The study also provides insight into policy recommendations to strengthen crowdfunding initiatives for the long-term development and resilience of rural schools.

Keywords: Alternative Education Model, Communities, Crowdfunding, Education, Rural Schools.

1. Introduction

Corporate Social Responsibility (CSR) has emerged as a crucial mechanism to bridge socio-economic, infrastructural, and educational disparities between rural and urban India. The SDG Report 2018 identified educational inequality as a key challenge to achieving Goal 4 – Quality Education (Upreti & Malhotra, 2024). Studies have shown that educational disparities have widened over the past decade (Stewart, 2000; UNICEF, 2007), resulting in differences in student outcomes (NAS, 2021). The NAS 2021 highlighted inadequate infrastructure and technological access as core barriers. According to ASER 2021, only 68% of households had access to a single smartphone. UDISE+ (2019–20) further reported that urban schools are significantly better resourced than rural ones (Varma, 2021), because the disparity lies in uneven financial allocations. Although the 2024–25 Union Budget allocated ₹73,498 crore to school education, the distribution of funds remains skewed in favour of urban schools (Ali, 2024). Factors such as student density, cost-efficiency, and political advocacy influence this imbalance. Government policies alone have proven insufficient to close this gap. In this context, crowdfunding, a community-driven, collective funding strategy, offers a promising alternative. It not only mobilises financial support but also fosters partnerships among NGOs, corporations, and educational institutions (Ojha & Chakravarty, 2012; Parekh, 2015). For instance, a case study in Jharkhand found that Tata Motors made a significant contribution to rural education through scholarships and infrastructure programs (Mandlekar, 2020). Thus, crowdfunding, as part of CSR efforts, plays a transformative role in addressing rural educational needs and promoting long-term socioeconomic development (Kaushik & Singh, 2018; Pradhan & Ranjan, 2010).

In India, a significant number of social corporates and NGOs have worked on improving the lifestyle and socioeconomic conditions of rural areas by providing quality education and skill-based training (Kadlag &

*Assistant Professor, School of Education, Adamas University, Kolkata, India.

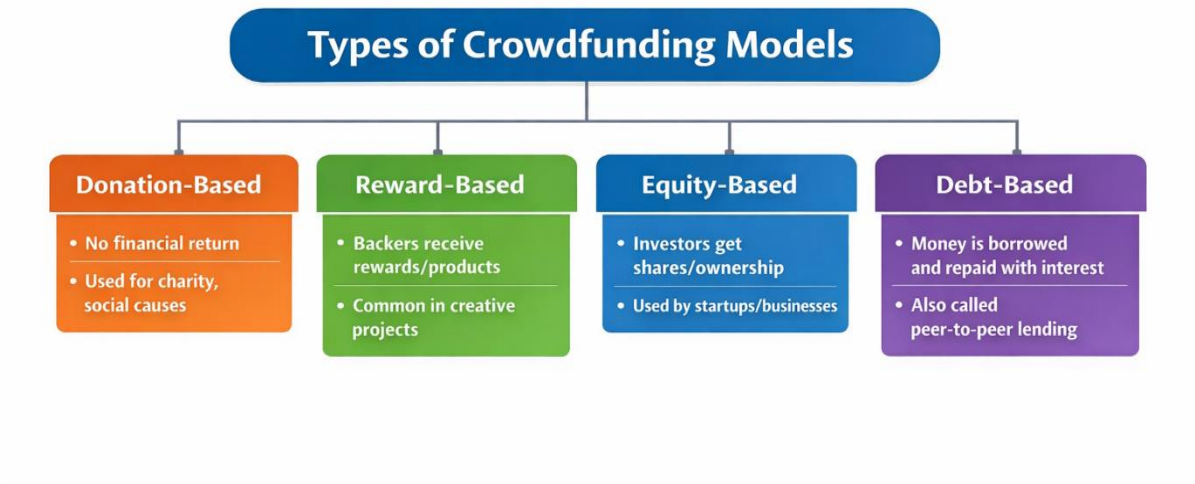
Article Timeline: Received: Nov 05, 2026; **Revised:** Nov 10, 2026; **Accepted:** Nov 10, 2026; **Published:** Nov 12, 2026

Jaybhaye, 2021; NITI Aayog and UNDP, 2023). One of the current innovative forms of collective funding strategy is crowdfunding, which provides opportunities for individuals and corporate organisations to donate money in support of educational institutions and other social purposes. This helps cultivate a sense of social responsibility and participation among people. Crowdfunding is not just a method of allocating financial resources, it also inspires collaboration among NGOs, social corporations, and educational institutions to work together for social development and to address educational challenges in rural areas (Ojha & Chakravarty, 2012; Parekh, 2015).

Thus, crowdfunding enables collaborative efforts that not only address the educational needs of rural areas but also contribute to the long-term socioeconomic development of rural India (Kaushik & Singh, 2018; Pradhan & Ranjan, 2010). Recognising the significance of alternative funding mechanisms, this paper examines the role of crowdfunding in enhancing quality in the education sector through Corporate Social Responsibility (CSR) initiatives. The paper also examines its effectiveness, challenges, and policy implications. For this paper, we reviewed various research articles, government reports, blogs, and news articles.

The Concept of Crowdfunding in Education:

The term 'Crowdfunding' combines two words: 'Crowd' means public, and 'Funding' means financing. Crowdfunding is a strategy of collecting a small amount of money from a large number of people, organisations, and groups for a particular purpose through the internet. SEBI defined crowdfunding as "solicitation of funds (small amount) from multiple investors through a web-based platform or social networking site for a specific project, business venture, or for a social cause." Crowdfunding is not a new concept. In the 13th century, crowdfunding was practised in the form of community fundraising, collective donations, and cooperatives (Fronea, Blog). In the 21st century, the first crowdfunding project was used online in 1997 in the United States by a British band named Fans of Marrillion for support on their North American tour (Zhao, Harris & Lam, 2020; Schwienbacher & Larralde, 2010). Afterwards, Artistshare was introduced as an online website for producing digital recordings (ArtistShare, 2019; Freedman & Nutting, 2015; Fundable, 2017; The Startups Team, 2018). Modern internet-based crowdfunding was launched for financing music tours. A few years later, a significant number of crowdfunding platforms were introduced to raise funds for solving life event problems, rewards, start-ups, and educational purposes (Zhao, Harris, & Lam, 2020). In 2010, for the first time, the GoFundMe platform was launched to support financially those students who have struggled financially in higher education (Mollick, 2014). In the Indian context, the Millap and Ketto platform was launched after 2010 to support students' tuition fees and medical costs and provide education for tribal areas. Nowadays, various crowdfunding platforms support different educational institutions for infrastructural development, training, and scholarship. After that, based on the provided services, the experts developed four types of crowdfunding models: donation-based, reward-based, equity-based, and debt-based etc.



Donation-based Crowdfunding:

It is a type of charity-based crowdfunding. This model provides people and organisations with the opportunity to donate money for charitable activities (Ordanini et al., 2011; Wangchuk, 2021) and demonstrate their sense of social responsibility. The model is commonly used for people's medical support, educational assistance, and social welfare work, such as building roads and bridges. At the international level, Kickstarter and Indiegogo platforms and at the national level, Impact Guru and Ketto are donation-based crowdfunding platforms.

Reward-based Crowdfunding:

Here, the donor donates their money to the company in order to receive a reward or certificate. This model works similarly to a recognition-related reward or a pre-sale agreement. (Sharma et al. 2019). A study revealed that reward provides a strong motivation to investors and donors for participating in crowdfunding (Gerber, Hui, & Kuo, 2012; Steinberg, 2012)

Equity-based Crowdfunding:

It is a fundraising strategy where investors invest their money in a particular company on an equity basis. In this funding mode, companies or organisations offer equity to investors in exchange for investment for partial ownership of the company. This model is most popular in business sectors.

Debt-based Crowdfunding:

It is a model where individuals invest their money with the expectation of interest-based repayment. It is also called the peer-to-peer lending model. Donation-based and reward-based crowdfunding are the most popular models in the Indian context. This type of crowdfunding directly contributed to financial inclusion. These models sometimes enable people to start new small businesses through alternative financing (Sharma & Kumar, 2021). Research revealed that crowdfunding helps to innovate and that it directly or indirectly enhances the economic and social lives of people (Sharma & Kumar, 2021).

2. Literature Review

Dey & Choudhury (2020) conducted qualitative case studies of three schools to examine how crowdfunding can complement CSR efforts to enhance rural education in Jharkhand. The findings revealed that crowdfunding, when aligned with CSR, fostered stronger emotional and community engagement. It enabled local NGOs and small enterprises to fulfil specific educational needs, such as digital tools and sanitation. The study concluded that crowdfunding humanises CSR by connecting donors directly with grassroots impact, encouraging transparency and a sense of collective responsibility, thereby creating more sustainable and community-owned educational initiatives. Another survey study found that online crowdfunding enhances transparency, public engagement, and emotional storytelling, qualities that traditional CSR often lacks (Kapoor & Singh, 2019). Donors appreciated real-time updates and direct connections with beneficiaries.

Bhattacharya (2021) examined a corporate crowdfunding initiative for rural education in Birbhum, West Bengal. The study found that a textile company partnered with villagers to fund school improvements and teacher training. Community members contributed small donations, fostering ownership and participation. The campaign involved local engagement in education, attendance, and parental involvement. Here, the researcher emphasised that when CSR is approached through crowdfunding, it promotes partnership rather than patronage. The findings indicated that shared narratives and grassroots contributions enhanced the sustainability, relevance of CSR projects and connected with rural communities' lived realities.

Narayanan & Rao (2022) conducted a comparative study of ten CSR education projects, five traditional and five crowdfunding-based, across four Indian states. Using interviews and project data analysis, they found that crowdfunding-led CSR projects fostered more community engagement, emotional connection, and donor transparency. Unlike traditional CSR, which often appeared bureaucratic, crowdfunding efforts involved storytelling, co-funding, and employee participation. The study concluded that crowdfunding is shifting CSR from a checklist activity to a participatory approach, which enhanced real-time impact tracking and broader public involvement. It makes CSR more responsive and aligned with the voices and needs of rural education stakeholders.

Sinha (2018) examined the uses of crowdfunding platforms such as Ketto and Milaap in corporate CSR initiatives for rural education. Analysing 40 campaigns and interviewing campaign managers and school beneficiaries, Sinha discovered that emotionally compelling, goal-specific campaigns, such as funding girls' hygiene kits or building labs, performed better. These initiatives not only raised funds but also improved corporate reputation and employee morale. Crowdfunding campaigns also brought rural schools into public view, attracting new supporters and volunteers. The study concluded that crowdfunding personalises CSR, fostering deeper donor engagement and enhancing educational access by combining digital reach with community-centred storytelling.

3. Objectives of the Study:

The primary objective of this research is to examine the need for crowdfunding as an alternative financial model for rural schools through Corporate Social Responsibility (CSR) initiatives and to analyse its effectiveness and challenges in mobilising community participation and improving school infrastructure.

Research Methodology:

This paper is primarily exploratory. It endeavours to study the role of crowdfunding as a Corporate Social Responsibility for revitalising the rural education sector. Data were gathered from various secondary sources, such as scholarly articles, Case studies, NGO reports, NSSO reports, UDISE+ reports, and others.

4. Delimitation of the Study:

This study is confined to the rural education sector in India.

5. Results and Findings

5.1. Crowdfunding as a Corporate Social Responsibility in Education

Crowdfunding is an emerging strategy that provides opportunities for organisations or individuals to engage in Corporate Social Responsibility (CSR), primarily in the education sector. It motivates people to be involved in the community and education. The Indian Companies Act 2013 introduced a law that requires every company with a certain turnover to allocate at least 2% of its net profits for CSR activities.

5.2. Crowdfunding as a strategy of CSR

Crowdfunding is an online platform for raising funds from Individuals and organisations for a particular purpose. Typically, CSR is associated with some particular companies participating in social welfare; crowdfunding platforms provide opportunities for many people to participate in social welfare by donating small amounts of money. It also provides opportunities for entrepreneurs to reach a wider audience (Wulandari et al., 2025). This platform gave opportunities to encourage the following educational activities.

5.3. Enhancing Community Participation:

By involving the community in funding educational projects, corporations can foster a sense of ownership and commitment among local stakeholders (Amar et al. 2021). It also increased community participation by integrating technology and social media with crowdfunding (Belleflamme et al. 2014). Generally, supporting crowdfunding depends on the investor's social and emotional aspect, which also depends on trust and credibility of the platforms (Gerber et al. 2012), which also developed a sense of ownership and pride within the community (Mollick, 2014). It also encourages local people to participate in the local development process by encouraging grassroots innovation (Agrawal et al. 2015). Crowdfunding platforms like Ketto and Millap organised campaigns to raise funds for institutional infrastructures, digital tools, and scholarships in rural areas. This campaign encourages local people as well as creates a broader sense of community interest (Mehta & Goyal, 2019)

5.4. Bridging Financial Gaps in the Education Sector:

Financial issues are significant challenges for families with low and medium socio-economic groups in India. Due to the financial gap, the education system faces a lot of problems in rural India. However, crowdfunding gave alternative opportunities to the people to raise collective funding and helps those people who need it, such as small businessmen, students, NGOs, artists, medical patients, and local entrepreneurs. There are so many crowdfunding platforms, like Impactguru, Ketto**,** Milaap, and Wishberry**,** where people share their stories and collect funding from people (Agarwal, Catalini, & Goldfarb, 2015). It gives individuals, NGOs, and schools the power to share their stories and raise funds for specific needs, such as building classrooms, buying books and computers, or supporting students with scholarships (Mollick, 2014). According to Mehta and Goyal (2019), crowdfunding enables communities to take ownership of their

educational needs and mobilise support from within and beyond their local area. A case study conducted in Jharkhand found that Tata Motors Limited actively intervened by offering scholarships and implementing programs aimed at improving school infrastructure for the holistic development of tribal students (Mandlekar, 2020).

5.5. Encouraging Innovation

CSR-based crowdfunding encourages innovative solutions for solving educational challenges. A crowdfunding platform named Donors Choose has collected more than 1 billion for providing classroom resources like alternative text materials, reading material, digital tools, flexible, comfortable chairs, teaching-learning resources, gaming tools, and opportunities for field trips (Zhou et al. 2021). Some public crowdfunding platforms provide funding for projects that address students' needs or challenges and improve the learning environment (Althoff and Leskovec 2015; Bagheri, Chitsazan, and Ebrahimi 2019). On the other hand, crowdfunding helps to promote innovative research projects at the university by solving funding challenges (Kalemis, 2021). A blog written by Ketto reported that they organised a school fundraising campaign to equip government schools with science labs and computer labs.

5.6. Improved educational quality

Providing quality education for all students is a concern even in the 21st century. If we look into rural and urban education, we will see a huge difference in providing quality education. According to the Annual Status of Education Report (ASER, 2023), more than 50% of rural students in Grade 5 are still unable to read the class 2-level text and do basic math. The report also revealed that a lack of infrastructural facilities, teachers' accountability, and students' absenteeism were also challenges in education in rural India. On the other hand, UNESCO (2022) revealed that socio-economic disparity directly affects student performance, dropout, and learners' classroom participation in rural regions. In this situation, crowdfunding platforms like Ketto, Milap, and Fuel Addream are raising money through various campaigns to improve school infrastructure, supply digital tools, and provide scholarships to students. A study also found that crowdfunding platforms directly support fulfilling diverse needs of the Institution (Mehta & Goyal, 2019). On the other hand, after implementing the Company Act 2013, the CSR spent around 15,000 crores on taking different initiatives to improve quality education (Ministry of Corporate Affairs, 2023). CSR also helps to provide educational resources, build digitalised infrastructure in institutions, and organise teacher training programs for providing sustainable quality education (Azhar, 2021; Singh & Kaushik, 2018). On the other hand, Tata Trust, Infosys Foundation, Reliance Foundation, and Azim Premji Foundation have already introduced large-scale education programs in different rural areas in India. These corporate foundations not only build infrastructure, design effective curriculum, provide digital resources, and train teachers, but also conduct education research. After understanding the role of crowdfunding and CSR, Sharma and Kiran (2020) argue that CSR, when aligned with community needs and supported by local partnerships, contributes significantly to enhancing education quality and access.

5.7. Enhanced Student Outcome

In the present, student performance, skill development, and students' academic engagement and long-term educational success are the key parameters of students' outcomes. For nurturing these parameters, the crowdfunding platform and the CSR initiative actively worked on it. For example, collecting and analysing data from the DonorsChoice platform revealed that this platform supports educational institutions to provide classroom resources, digital tools, and field trip learning opportunities through funding (Gao, Lin, and Wu, 2020). The platform also gives funding for authentic projects. As a result, students show significant improvement in their academic performance and student absenteeism (Gao, Lin, and Wu, 2020;

Rifkin, 2020). Another side of crowdfunding fulfils the disparity in classroom resources in different communities that directly affect students' academic performance, engagement, and conceptual understanding (Zhou, Gill & Liu, 2021; Sharma & Srivastava, 2020). Crowdfunding also empowers teachers through providing educational resources like digital tools, textbooks, etc. that fulfil the diverse intellectual learners' needs and also funding the teachers' projects that directly improve the classroom environment and students' academic performance (Zhou, Gill & Liu, 202). On the other hand, Infosys Foundation and Tata Trusts are presently implementing a project on STEM education, digitalisation of institutions, and sustainable education development. CSR-funded programs also increase student enrolment, decrease dropout rates, and enhance students' performance (Sharma and Kiran 2020). In 2022, the NGO Teach for India and the Ketto platform collectively intervened in an educational project to provide teachers' fellowship, teaching-learning resources, quality food, and remedial support to the school. As a result, increase in students' attendance, and students perform better in English and Math (Teach for India, 2022).

5.8. Case Studies of Successful Crowdfunding and CSR Initiatives

Many leading Indian companies have focused their CSR initiatives on education, creating a lasting impact by bridging gaps in access, equity, and quality. These initiatives are not just about charity but represent a strategic investment in the nation's human capital. Below are a few standout examples**:**

5.8.1. Milaap's Education Campaigns

Milaap, a popular and largest crowdfunding platform in India. It worked on supporting the treatment of financially unaffordable health problems. But it also conducts an educational campaign. Indian Milaap platform organised alone nearly 18500 fundraising education campaigns and collected around 21 crores (asianngo.org). For example, a chartered accountancy aspirant named Sai Venkatesh, who is unable to pay his coaching and tuition fees. So, Milaap organised a fundraising campaign and provided help to achieve his educational goal (asianngo.org). On the other hand, Milaap also launched an Adopt-A-Student campaign to provide training to 40 deserving students in various courses and programs. Their fundraising target was 10 lakh per month (Alois, 2 September 2013). At present, the Milaap platform hosts so many educational campaigns like "Support Education of First-Generation Learners", "Ensure the right to quality online education of school children", and "Help Teachers provide better opportunities to their students".

5.8.2. Ketto's Digital Learning Initiatives

Ketto is an important crowdfunding platform that has significantly changed the education sector through a digital learning initiative campaign. The Ketto platform provides education resources and digital tools to teachers, students, and NGOs for improving educational outcomes in rural areas. The Co-founder of Ketto explains that the Ketto platform organised around 50,000 educational fundraising campaigns to help educational initiatives all over the country. The co-founder also explained, educational fundraising has increased by approximately 300% during the COVID pandemic (Midday, 20 June, 2021). Some successful campaigns of the Ketto platform were organized in more than 150 schools, empowered 3000 students in their community, collaborated with 10000 NGOs for money, and raised more than 15 crore rupees for educational purposes (Sheth, June 2023). The NGO U & I launched the "Bridging the Gap' project to provide English, Math, and Science learning to 850 disadvantage students. With the help of Ketto, U & I raised 7.3 lakh fund and were able to manage a 1:3 student teacher ratio, which gave opportunities to focus on individual attention to the students (Kitto blog, May 22, 2019). Another achievement of Ketto was to provide financial support to the robotic team of the Indian Institute of Technology (IIT) Bombay, for the Matsya project (Chakrabarty, Feb 28, 2019). At last say that Ketto has directly bridged the educational resources and infrastructural gap of educational institutions across India.

5.8.3. Tata Trust:

Tata Group's initiatives in education are deeply rooted in its founder, Jamshedji Tata's, belief that nation-building starts with educational upliftment. The group's efforts span building renowned institutes like the Indian Institute of Science (IISc) and Tata Institute of Fundamental Research (TIFR), as well as launching several community-focused projects across the country.

Initiatives such as Tata Trusts' broad education outreach, "Masti Ki Pathshala" for street children, and "Titan Kanya" for empowering girls, highlight their commitment. Programs like TCS's "Ignite My Future in School" focus on preparing students for the digital age through innovative teaching methods, coding literacy, and computational thinking. The Tata STRIVE initiative also focuses on vocational education and skilling, particularly for underserved youth, aligning learning with employment opportunities.

Tata Group's approach integrates infrastructure support, teacher training, digital content development, and community engagement, ensuring that interventions are both scalable and sustainable.

5.8.4. Infosys Foundation:

The Infosys Foundation focuses on making education accessible to marginalised communities in India, particularly in rural and tribal areas. Key initiatives include empowering girls to stay in school through sanitary health awareness programs, providing bicycles and transport support, and building gender-sensitive infrastructure.

The foundation’s work also strengthens the connection between education and employability by supporting vocational training centers and digital literacy programs. In areas like Bodoland, it promotes STEM learning through mobile science labs and teacher training programs. It has also built model schools like the Rajkumari Ratnavati Girls’ School in Rajasthan, designed to offer modern education rooted in local culture.

Infosys Foundation’s partnerships extend to midday meal schemes, rural libraries, e-learning platforms, and mobile classrooms. Its focus on both infrastructure and curriculum development ensures a long-term, sustainable impact on educational ecosystems.

5.9. Challenges in Implementing Crowdfunding for Rural Schools

Despite its potential, crowdfunding for rural education faces several challenges:

5.9.1. Lack of Awareness

Research conducted by Saxena & Tripathi (2021) shows that more than 70% of school teachers and principals of rural schools are not familiar with crowdfunding and donation-based services. Some teachers have misconceptions about crowdfunding. Salim and Kassim (2018) also found that the majority of people have low awareness about crowdfunding.

5.9.2. Lack of digital literacy and Internet access:

The National Sample Survey (NSSO, 2019) found that 4% of rural areas had used a computer, and 15% had internet connectivity. Another study reported that approximately 70% of people have poor digital connectivity (Oxfam's India Inequality Report, 2022). Another side is that only 31% of people had access to the internet in rural India. The report also found that 37% of the people are digitally literate in India (Oxfam's India Inequality Report, 2022). So, the lack of digital literacy and internet access creates a barrier to actively participating in online crowdfunding campaigns.

5.9.3. Trust issues

Due to the experience of financial fraud and scams, donors had built low trust in online crowdfunding platforms (Syifa et al. 2023).

5.9.4. Sustainability Issues

A long-term education campaign is necessary to change the educational landscape. But, after ending the initial fundraising, CSR and crowdfunding platforms faced sustainability issues that directly affect long-term campaigns (Azhar, 2021; Situmeang, 2017).

5.9.5. Regulatory Barriers

Patel & Srivastava (2020) revealed that "There is no central regulatory mechanism for donation-based crowdfunding in India, which raises concerns around governance, misuse, and taxation." The Securities and Exchange Board of India (SEBI, 2014) also reported that due to the regulatory mechanism, crowdfunding platforms and beneficiaries are not protected**.** On the other hand, any rural school that received a donation from aboard crowdfunding campaign, schools needs to be registered under the Foreign Contribution Regulation Act (FCRA) and follow proper documentation. But due to the lack of administrative skill and complex regulations, rural schools are unable to meet.

5.10. Best Practices for Effective Crowdfunding in Rural Education

Crowdfunding is an emerging alternative funding strategy to support the education landscape in rural areas. However, lack of digital literacy, no central regulation, complex regulation, trust issues, and lack of maintaining the financial capability of school administrators are the challenges for effective crowdfunding practices. So, the success of the crowdfunding campaign depends on the following measures.

5.10.1. Strategic Partnerships with established platforms and NGO:

The SEBI (2014) claims that those crowdfunding campaigns achieved better success because of the existing donor base and standard regulations. On the other hand, an established platform can build trust and enhance credibility with the people. Collaborating with the experience platform also addresses the regulatory barriers.

5.10.2. Transparency Measures:

Building trust is an important parameter for the success of the crowdfunding campaign. It is only possible when the platform ensures transparency in the utilisation of funds and provides regular progress reports and third-party audits.

5.10.3. Use multiple alternative tools for communication:

Easy and understandable information sharing is an important factor to attract donors across the world. So, universally sharing information of educational campaigns needs to create content in multiple forms, like WhatsApp messages, video content in regional languages, and audio content, etc. An annual report published by Milaap in 2021 identifies that local language-based Milaap's campaigning video message increased donors' engagement 3 times more than the text message sharing.

5.10.4. Localised Campaigns:

Effective crowdfunding in education campaigns is possible when local needs and cultures are integrated and when local members are involved. Because it enhances transparency and credibility, it attracts donors to participate in the campaign. Kumar & Ramesh (2021) revealed that the crowdfunding success rate increased 40% when local members were embedded with the campaign.

5.10.5. Post-campaign engagement and feedback

Maintaining sustainability is an important challenge for a long-term campaign. So, crowdfunding platforms need to provide routine updates, participation certificates, thank you feedback, and photos for encouragement to the Participants. A study reported that when crowdfunding platforms send thank-you feedback personally to the donor, re-contribution increased 28% (Chakraborty et al. 2020).

6. Discussion and Conclusions

The collaboration of crowdfunding and CSR initiatives is a sustainable, newly emerged solution for addressing financial gaps and revitalising education in rural India. Due to the disparity of government funding in schools in rural areas, schools faced a lot of challenges like inadequate infrastructure, digital exclusion, a lack of laboratory, insufficiently trained teachers, a lack of educational tool kits, and insufficient teaching-learning resources. After reviewing national and international articles about crowdfunding and CSR initiatives toward education, we found that educational campaigning through crowdfunding and CSR initiatives successfully addressed the educational needs of rural India. However, collaboration between CSR and Crowdfunding platforms is a concern. By utilising a crowdfunding platform for payment, CSR and crowdfunding campaigns raise equal funds, creating co-branding opportunities, and amending regulations, we collaborate on CSR and Crowdfunding. So, understanding the effect of CSR and crowdfunding on revitalising the education landscape of rural areas, there is a need to think about how to mainstream the CSR and crowdfunding strategies. For mainstreaming the CSR and crowdfunding platform, for educational development, policymakers changed the policy in the light of providing tax benefits to the company and platform, strengthening public-private partnership models, organising capacity building programs for administrators of rural schools, providing digital literacy education and internet connectivity and developing a clear-cut regulation for maintaining ethical and transparency measures. At last, there is a need to encourage the rural schools to create a local-level educational campaign and collect money to solve the educational needs of the students. For example, the Education Department of Ravenshaw University hosts a campaign on "making a smart classroom". In this campaign, only alumni of the Education department participated and raised more than 6 lakh rupees. On the other hand, the Government also encourages CSR and Crowdfunding platforms to work on rural schools in India. So, by embedding crowdfunding within CSR frameworks, India can unlock a powerful mechanism to democratise educational access, empower communities, and build resilient learning ecosystems for future generations.

7. Implications

The main educational implications of this study are as follows.

1) Crowdfunding within CSR initiatives encourages local community involvement in education. When rural communities contribute, even in small amounts, they develop a sense of ownership, which fosters greater responsibility toward school upkeep, student attendance, and long-term engagement with educational development.

2) Corporate crowdfunding can help bridge the resource gap between urban and rural schools. By funding infrastructure, learning materials, digital tools, and teacher training, these initiatives offer marginalised students access to quality education and improved learning environments.

3) Crowdfunding introduces accountability and transparency into CSR in education. Donors and stakeholders can track progress and outcomes, which builds public trust and ensures that funds are used effectively to meet real educational needs.

With direct feedback from communities and schools, crowdfunding campaigns can focus on specific, localised needs (e.g., science labs, menstrual hygiene, e-learning tools). This allows education initiatives to be more responsive, relevant, and culturally sensitive in rural contexts.

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9.Conflict of Interest

The author declares no conflict of interest regarding the publication of this research article. The research was conducted independently, and no financial, personal, or professional relationships have influenced the research findings or conclusions.

10.Funding

No funding was received to support this study.