

Post-Graduate Diploma in  
Management of **NGOs**  
2001-2002  
(Fourth batch)



**ENTREPRENEURSHIP DEVELOPMENT  
INSTITUTE OF INDIA  
AHMEDABAD**

## THE COURSE

In India, the national goals of social & economic development-poverty alleviation and creation of employment opportunities have been under the domain of the state. However one does notice the decreasing role of state and the entry of non-government organisations (NGOs) in domains earlier under state control. NGOs, on account of their need-based, target specific and result-oriented efforts, are emerging as a major force in the development arena, not only in India but also globally.

With all the social responsibilities that NGOs shoulder, one notices that there exists a relatively lesser degree of coordination and collaborative relationship between the NGOs themselves and the NGOs and government sectors, in successful implementation of schemes at the grassroots. Besides, values, attitudes, and approaches to development, NGOs are now being increasingly expected to demonstrate higher degree of professionalism than what they did in the past. They are also expected to manage the external world and demonstrate transparency in internal governance through developing systems that address the concerns of those involved. These two contradictory set of demands have made it difficult for many NGOs to remain effective and efficient at a point of time.

It is thus necessary that NGO functionaries develop adequate skills which shall equip them to plan systematically and inculcate in them the 'will do' spirit.

The **Post Graduate Diploma in Management of Non-Government Organisations (PGDMN)** is introduced to bridge this critical gap and address the need of well managed, proactive and people-oriented developmental organisations that are suited to the nation's needs.

The course will provide inputs on the growth and importance of the development sector, launching and managing NGOs, and a special focus will be given to micro enterprise development and micro finance development.

## OBJECTIVES OF THE COURSE

The PGDMN course aims at preparing

- ◆ second line leaders for NGOs
- ◆ management resource persons for NGOs
- ◆ individuals to start NGOs

so that they effectively and efficiently

- ◆ manage their own organisations,
- ◆ manage the developmental initiatives of their own organisations,
- ◆ establish and sustain partnerships with the state

and donor agencies and

- ◆ create a third force to reckon upon the rights of the marginalized through policy advocacy.

The thrust of the course is on building social development skills coupled with knowledge, information and linkages required. This will help the individual in starting organisations or becoming resource persons for managing developmental activities in urban and rural areas.

## SCHEDULE

This 12-month programme is spread over four phases. The academic year begins in September, 2001 and ends in August, 2002.

## PROJECT WORK

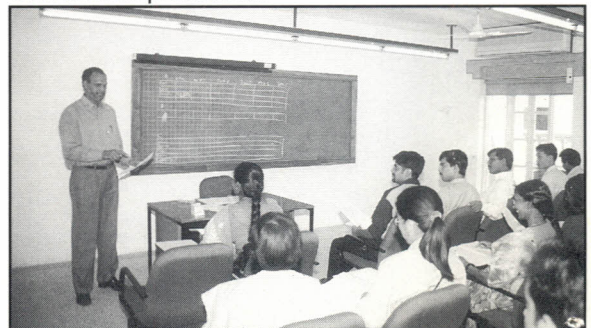
One of the crucial aspects of the course is project work which gives students an opportunity to test the classroom inputs in an organisational framework. Students, during their 45 days intern are placed with NGOs. This year around half of the students found placement with NGOs of repute. This included BASIX-Hyderabad, BAIF-Pune, CARE-Orissa, Grameen Development Services-Lucknow, GIVE Foundation-Ahmedabad, IISc-Bangalore, IIHMR-Jaipur, Tata Steel Rural Development Society-Jamshedpur. Besides providing stipend to students, the sponsoring organisations also bore incidental costs of the students.

The projects that the students were involved in included :

- ◆ Feasibility of Floating a Virtual NGO.
- ◆ Preparing a Donor Management System for an



PGDBEM & PGDMN students seen in the convocation procession



PGDMN students seen during a classroom session

- ◆ NGO Network-Working on Disaster Mitigation.
- ◆ Impact Assessment of Gender on Micro Finance Initiatives.
- ◆ Documenting Programme Planning Processes using PRA Methodology
- ◆ Feasibility of Marketing of Green Cotton and Developing a Loan Cropping System.
- ◆ Reinventing people knowledge on Traditional water harvesting in Bolangir, Orissa.
- ◆ Developing Perspective plans for growth of NGOs.

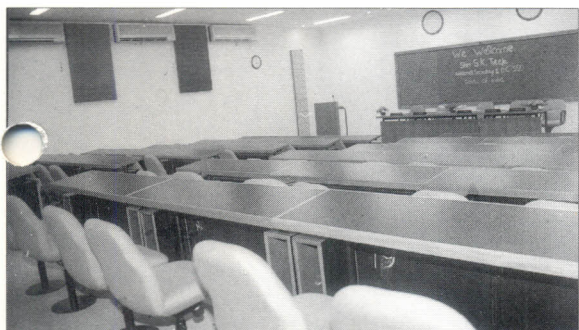
## PEDAGOGY

The interactive nature of the learning experience distinguishes EDI from many other institutions. The emphasis throughout the course is on action learning. The classroom inputs focus on applied aspects and are based on participatory learning through discussion, case based teachings, experience sharing, group work and field visits. Case studies and simulation exercises will be extensively used to provide theoretical and conceptual understanding on various topics.

## WHO CAN JOIN

Individuals with a keen inclination towards social development and with an inkling to develop skills, knowledge and capabilities in the area, i.e. those who wish to;

- ◆ provide leadership to social development initiatives,
- ◆ start their own NGOs,



Small Industry Development Organisation (SIDO) Hall - newly constructed at EDI



EDI Library & Information Centre

- ◆ develop themselves as consultants or resource persons to NGOs.

can join the course.

NGOs can also sponsor/nominate potential second line social development managers either to strengthen their own organisations or to encourage them to start their own NGOs.

## ELIGIBILITY

A bachelor's degree in any discipline. Students appearing for the final degree examination may also apply.

Candidates being nominated by NGOs should be graduates with around 3 years of full time work experience in the social development sector / an NGO.

The last date for submission of filled-in application forms is July 13, 2001.

## SELECTION

The students will be selected on the basis of a personal interview to gauge their commitment towards their chosen career, pursuing an educational programme like this and EDI. The interview will be held on 30th July, 2001 simultaneously at EDI Campus, Ahmedabad & EDI Branch offices at Bangalore, Lucknow and Guwahati. The course fee will have to be deposited by August 10, 2001.

## FEE STRUCTURE

The fee for this course is Rs. 97,000/-, which includes tuition, lodging, boarding, teaching/ reading material and the use of EDI library and computer centre. Students may choose to register as non-residential candidates at a fee of Rs. 55,000/-, which covers tuition, teaching/ reading material, and the use of EDI library and computer centre.

## FELLOWSHIP SUPPORT

EDI's efforts in strengthening the social development sector have been supported by fellowships from NABARD, SIDBI, RGVN, IDBI and Sir Ratan Tata Trust. The Institute is also making efforts to procure fellowships from other organisations.

Fellowships, under two categories, are available for students:

- ◆ The first category is for nominees from NGOs. Support extends from sponsoring 50 % to almost the entire fee of the course.
- ◆ The second category is open to general students on means-cum-merit basis. Support extends from 50 % to 75 % of the course fee.

**The third batch provided fellowship support to all its students.**

## THE INSTITUTE

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute set up in 1983, is sponsored by national financial institutions -- the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). The Government of Gujarat pledged 23 acres of land on which stands the sprawling EDI campus.

EDI's pioneering activities in entrepreneurship development training have established the fact that people from all walks of life can become business owners. It has demolished the myth that entrepreneurs are born, and not made. Entrepreneurship can be developed through planned intervention. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

More than 500 trainers developed and trained by EDI are helping these organisations in their task. This was a significant step towards establishment of a countrywide network of resource personnel, spearheading entrepreneurship through counselling and guidance. The EDP model developed by EDI has been implemented in over 300 organisations, which today have strong linkages with EDI.

One of the most satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. Over 550 teachers trained by EDI are engaged in entrepreneurship development activities, motivating and guiding young pupils towards an entrepreneurial career. Our linkages with these trained teachers and network institutions, help reinforce our mission to provide a new impetus to enterprise creation.

It is also heartening note that the Micro-Enterprise & Micro-Finance Development Division of the Institute has completed 13 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes, particularly in rural areas. The Institute has conducted 435 MEDPs during the decade, training 10,017 rural youth, of which 52.18% have successfully launched their ventures. Besides MEDPs, the Division has also been working in the area of capacity building of NGOs and sensitising environment and support system. So far, the Division has trained 325 trainer-motivators from over 200 NGOs.

These successes and commitments have culminated in recognition of its achievements by the Government of India and the State Governments. In the international arena, the entrepreneurship development efforts, by sharing resources and organising training programmes, have helped EDI earn accolade and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNST, British Council, Ford Foundation and several other renowned agencies.

The National Facility for Science & Technology based Entrepreneurial Innovations, sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) set up at EDI, is yet another feather in its cap. This Centre aims at evolution of technology-driven enterprises by making available information on new and advanced technologies.

In recognition of its international achievements, the United Nations Economic & Social Commission for Asia and Pacific (ESCAP), Bangkok, Thailand, has declared EDI a 'Centre of Excellence'

The Post Graduate Programme (Management of NGOs) is a step towards developing young graduates with sk knowledge & competencies of a leader in the new global scenario. This course was launched in the year 1998 and has date developed 55 students to set up and/or manage NGOs efficiently.

**For application form and information, along with a demand draft of Rs. 250/- drawn in favour of EDI, Ahmedabad, please write to : The Course Director, PGDMN**

### Entrepreneurship Development Institute of India

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Telefax : (080) 3496580, 3490384

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