

10TH BATCH

# POST GRADUATE DIPLOMA IN MANAGEMENT OF NGOs



# PGDMN 2007-08



**Entrepreneurship Development Institute of India**  
Ahmedabad, Gujarat, India.



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### RATIONALE

#### Addressing the Goals of the Millennium- The Role of Non-Government Organisations.

The Millennium Development Goals have acquired the status of a new development instrument, primarily in development circles of late. Many actors are now relying on the Goals, (commonly referred to as "MDGs") to harmonize disparate and sometimes competing development agendas. The MDGs are becoming a powerful political tool to render governments and international bodies accountable.



economically within short periods in the 1980s and the 1990s, while on the other hand, the region has the largest concentration of people living in poverty and hunger, with specific sub-regions serving as pockets of extreme poverty.

This deterioration of poverty conditions in this region is unfortunately accompanied by an increase in inequality. Across the region, inequalities in terms of quality of life and access to opportunities for human development are generally pronounced. In both rural and urban areas, ethnic minority and indigenous communities, marginal farmers and fisherfolks, forest and upland communities, migrant workers and women carry a disproportionate share of the burden of extreme poverty and hunger. More and more workers, especially women, are moving from the relatively protected formal sector to the unprotected informal sector. This is accompanied by a concentration of assets and resources in the hands of traditional elites and the newly prosperous, who have been able to take advantage of the economic opportunities offered by modernization and globalization.

Such a situation of extreme poverty and hunger cannot be addressed in a sustained and long-term manner unless governments and civil society work together. In India, the NGOs have been playing an important role. Their involvement has helped in the formation of new policies and programmes and the same has helped in carrying out development efforts on a wider scale. The inclusion of NGOs has helped India carve out a better situation for many.

There has been an increasing reliance on NGOs to achieve the MDGs and other poverty-reduction goals. NGOs have some apparent natural advantages, in the fields of

The Human Development Report has highlighted that almost a quarter of our population is living in extreme poverty. The percentage has increased in the last two decades and has touched a figure of almost 100 million. At least 54 countries are today poorer than what they were two decades back.

Despite some countries having registered impressive economic growth rates, the Asia Pacific region continues to have a dismal track record in reducing poverty and hunger. On one hand, East Asia has been hailed in terms of its ability to register growth and transform





highly targeted public goods provision, especially where there is a high need for flexibility in the design and implementation of services, in managing common pool resources, in communication within and across interest groups, and more significantly in advocacy.

But for NGOs to acquire distinctive competence in achieving societal development, it is necessary that its human resource imbibes the zeal and the dynamism to sustain the call of the hour.

## THE PROGRAMME

The **Post Graduate Programme in Management of NGOs** was conceptualised by EDI, in 1998, to initiate the process of capacity building of those interested in joining the development sector. The course is structured in four parts, each addressing the needs and requirement of the NGO sector. This includes: the philosophical or the perspective domain; the strategic management and decision making domain; the human resource management domain; and the structures, systems, tools and technique domain (including monitoring and financial management). They all add up towards creating and developing managers who will have the required vision as well as necessary skills to handle various tools for making effective decisions thereby increasing and improving overall organizational performance. The course also aims at qualifying people in social planning and management of development programmes. In addition, the knowledge imparted also enables a person to set up one's own NGO.

Till date, 190 students hailing from twenty five states and diverse educational background have graduated. The pass-outs of the course find good opportunities to work with reputed development organizations (local to global) and many of our alumni have successfully demonstrated their capacities to manage programmes and have also initiated the process of establishing their own organizations.

This one-year PG Programme gives students a good grounding in both practical and theoretical knowledge. The programme spreads over four terms with a total input of 810 hours thus making it equivalent to inputs which many other post graduate programmes offer over a period of two years. The interactions that the students have with practitioners, the case study and group learning methodology make students develop an in-depth understanding of the subjects and managerial tools.



## COURSE CURRICULUM

The interactive nature of the learning, emphasis on action learning and applied aspects using participatory learning techniques like discussions, case based teachings, experience sharing, group work and field visits, distinguish EDI from other Institutions. The exchange of ideas and experience sharing by NGO functionaries and social sector leaders give practical insights to students into real-life situations.

Over a period of four terms of 8-12 weeks each, students are offered courses covering hard and soft skills. The entire programme is weighted as a 81-credit package out of which 69 credits are of classroom inputs and the remaining of internship project.

The performance of students is tested through class tests, quizzes, assignments, group and individual presentations and case discussions. The programme engages students learning through a wide variety of inputs especially designed to help them discharge managerial functions in NGOs. These inputs cover areas that are grouped under; Foundation Module, Perspective Module, Management Module and Application Module.

## FACULTY

The faculty is a judicious mix of researchers, academicians, behavioural scientists and practitioners from varied disciplines. The core group is supplemented by visiting faculty from reputed academic institutions and NGOs.

## INTERNSHIP WITH NGOs

One of the critical learning tools designed in this course is the internship project work. This gives students an opportunity to test some of the classroom inputs in executing projects offered by NGOs. Students, during the five week period, are placed with NGOs where they carry out projects offered by the NGOs.



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### 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,
- ▶ develop themselves as professionals dedicated towards the social development agenda of the millennium can join the course. NGOs can also sponsor/nominate staff members to strengthen their own organizations.

### ADMISSION AND ELIGIBILITY

A bachelor's degree in any discipline. Students appearing for the final degree examination can also apply. Candidates having work experience in development sector will be preferred.

### SELECTION

Selection will be on the basis of a written test and personal interview to gauge the candidate's commitment towards the chosen career. The written test will be held at Agartala, Ahmedabad, Ajmer, Allahabad, Bhubaneswar, Bangalore, Belgaum, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Dehradun, Delhi, Guwahati, Gwalior, Gorakhpur, Hyderabad, Imphal, Indore, Jaipur, Jamshedpur, Jammu, Jodhpur, Kochi, Kolkata, Lucknow, Mumbai, Nagpur, Nasik, Patna, Pune, Raipur, Rajkot, Ranchi, Surat and Vijayawada.

### FEE STRUCTURE

Tuition fee for non-residential students from India and other SAARC countries is Rs. 100,000/- (Rupees one lac only) which includes tuition, reading material, use of library and computer centre, and other facilities. For residential students, fee is Rs. 1,60,000/- (Rupees one lac sixty thousand only) which includes boarding, lodging, cost of tuition, reading material, use of library and computer centre, and other facilities. Fee for Non-Resident Indians (NRIs) / NRI sponsored candidates or Non-Indians is US \$ 6000 (Residential). Selection procedure



Ms. Kruti Patel honoured with the 'Bharti Student of the Year Award' seen with the Convocation Chief Guest, Padmashree Ms. Lila Poonawalla, Chairperson, DeLaval Pvt. Ltd. and Mr. V. P. Shetty, EDI - President and IDBI Chairman.



of these candidates will comprise online written test and telephonic interview. Candidates securing admission under the Corporate Seat category will pay US \$ 7000. These candidates will be exempted from appearing for written test. Students will also have to deposit Rs. 5000/- as caution money which is refundable after successful completion of the course and does not accrue any interest. In addition to the fee, the students will be required to pay service tax, if applicable.

## FELLOWSHIPS

Some selected students are given fellowship support. Students must apply for fellowship in the prescribed format. Fellowships are provided with certain conditions which are based on the following broad categories.

- ▶ **Students Nominated by NGOs:** Those who have served NGOs for a minimum period of two years. Fellowships in such category extend to cover the entire Course Fee.
- ▶ **Experience Holders:** Available to those who have served the social sector for a period of two years and more. Fellowships in such category could extend to cover the entire Course Fee.
- ▶ **Students having no exposure to NGOs:** Very few fellowships are available under this category. Students having basic degree in Agriculture, Agricultural Engineering, Animal Husbandry, Fisheries, Forestry, Social Work and Rural Development could apply under this category. The support could extend up to 75 % of the Course Fee.

## CAREER OPPORTUNITIES TO GRADUATES

The nature of opportunities for EDI-PGDMN students covers from service delivery for community development, organizing communities for change and organizing training programmes for capacity building of local groups, government officials or other specialized groups. The students are today involved in providing policy inputs at various levels of decision-making within government agencies, advocacy work for the disadvantaged sections and documentation of development activities. The course qualifies students for development work



in areas such as; natural resource management, micro finance, gender justice, human rights, education, health and disaster management. Students from the past eight batches are involved with agencies working at the grassroots to that of multilateral agencies.

The campus placement organized for the students has experienced ever increasing and encouraging response from NGOs. Our students are engaged with agencies like Aga Khan Rural Support Program, Blind Persons' Association, SEWA, Indian Institute of Rural Development, Kutch Mahila Vikas Sangathan, Projects of World Health Organisation (Don Bosco, PRATHAM, Deepak Foundation, Grameen koota, ICMH, Basix) and many others. For details of students visit EDI website. [www.ediindia.org](http://www.ediindia.org)

## HOW TO APPLY

Prospective candidates should send a demand draft of Rs. 500 or US \$ 50 (for international students) favouring EDI, Ahmedabad payable at Ahmedabad for prospectus-cum-application form. Application form may also be downloaded from the website ([www.ediindia.org](http://www.ediindia.org)) and sent along with the DD of the amount applicable. Application forms are also available at EDI regional and branch offices and main branches of UTI Bank Ltd in all major cities. To see the list of locations where EDI- PGP Prospectus cum Application Form are available, please visit [www.ediindia.org](http://www.ediindia.org)

## IMPORTANT DATES :

### For national candidates

- Last date for submission of filled-in application form : March 02, 2007
- Written test : March 25, 2007
- Personal interview at EDI campus : April 18 & 19, 2007
- Fellowship interview at EDI campus : April 20, 2007

### For international candidates

- Online test : March 25, 2007
- Telephonic interview : April 20, 2007

**Course commencement** : July 02, 2007



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### STUDENTS' GALLERY

In the eight batches completed till now, EDI has successfully trained 190 students. A few cases of success showcase the talent and competencies that the students imbibe during the course of one year.

Name: Nirav Shah (VI Batch, MN)  
Designation: Business Counsellor,  
Organisation: International  
Resources for Fairer Trade

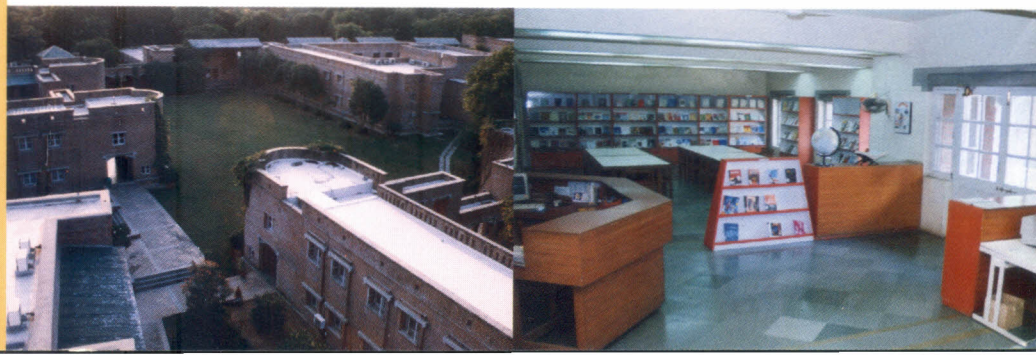
Presently Nirav is working in the capacity of Business Counsellor, Community Business Support Programme (CBS) at International Resources for Fairer Trade (IRFT), Mumbai. CBS is involved in building capacities and competencies of NGO Professionals through its short-term and long-term interventions in the areas of Management of

NGOs and Social Enterprises. It also provides consultancy in the areas of CSR and Business Development Services. The PGDMN programme, he says, has boosted his confidence level and helped him acquire knowledge and skills with regard to social and entrepreneurial issues. "It helped me acquire essential skills and techniques to effectively and efficiently enhance individual and organizational performance in today's dynamic environment, claims Nirav.



Name: Shalabh Mittal (V Batch, MN)  
Organisation: Pragmatix Research  
& Advisory Services Private Limited

For someone who is drawn towards humanitarian service ever since childhood, getting into the mould of social work seems to be the most natural step ahead. Shalabh feels "Not many Institutes in India can boast of being a pioneer in their courses but EDI is an exception. NGOs need a second line of leadership who can carry forward the good work. Institutionalising practices, approaches, innovations and ideas require efficient and trained people who can spearhead the challenges involved in the social sector. EDI's syllabus has been designed to groom such committed leaders in this field". Today, Shalabh is working with an NGO, Pragmatix Research & Advisory Services Private Limited. Pragmatix provides solutions in social and economic development.





## THE INSTITUTE

An acknowledged National Resource Institute for entrepreneurship education, research and training, Entrepreneurship Development Institute of India (EDI), Ahmedabad is an autonomous and not for profit institute set up in 1983 with the support of leading financial institutions like IDBI, ICICI Ltd, IFCI Ltd, SBI and Government of Gujarat.

For the capacity building of Non Government Organizations, EDI is involved in conducting training programmes and workshops on various issues including micro-enterprise & micro-finance development, women entrepreneurship, common social responsibility, rural business development service providers, training of trainers on entrepreneurship development, rural development, cluster development and rural marketing.

The Micro-Enterprise and Micro-Finance Development Division of the Institute has completed over two decades of fruitful partnership with NGOs in implementing Micro-Enterprise and Micro-Finance Development Programmes across the country. Recently, EDI in collaboration with Janvikas, a leading Ahmedabad based NGO, has established the EDI-Janvikas Centre for Governance Studies for Non-Profits. The centre aims at identifying and partnering with voluntary organizations and networks of NGOs to promote good governance among the third sector.

Furthermore, EDI is actively involved in implementation of various projects with non government agencies across the country funded by international and national level agencies like UNIDO, ILO, EU, SIDBI, NABARD, Ministries of Textiles, Food Processing, Foreign Affairs Govt. of India and others. EDI also partnered with European Union for rehabilitation of earthquake affected families through micro-enterprise development.

## EDI GOVERNING BODY MEMBERS As on 1st August, 2006

Shri V. P. Shetty  
President-EDI  
Chairman  
Industrial Development Bank of India, Mumbai

Dr. Yoginder K. Alagh  
Vice Chairman & Professor Emeritus  
Sardar Patel Institute of Economics  
& Social Research, Ahmedabad

Shri D. P. Bagchi, IAS (Retd.)  
Ex-Chief Secretary, Orissa

Shri N. Balasubramanian  
Chairman & Managing Director  
Small Industries Development Bank of India  
Lucknow

Shri J. Chandrasekaran  
General Manager (SME)  
State Bank of India, Mumbai

Shri Anupam Dasgupta, IAS  
Secretary (SSI & ARI)  
Government of India, Ministry of Small Scale  
Industries and Agro & Rural Industries, New Delhi

Mrs. K. Rama Devi  
President  
Association of Lady Entrepreneurs  
of Andhra Pradesh, Hyderabad

Dr. Sailendra Narain  
Chairman  
Centre for SME Growth &  
Development Finance, Mumbai

Shri D. Rajagopalan, IAS  
Principal Secretary  
Industries & Mines Department  
New Sachivalaya, Gandhinagar

Shri P. H. Ravikumar  
Managing Director & CEO  
National Commodity & Derivatives  
Exchange Ltd., Mumbai

Shri B. P. Singh  
Chief General Manager  
Human Resources Department  
Industrial Development Bank of India, Mumbai

Dr. Y.S.P. Thorat  
Chairperson  
National Bank for Agriculture &  
Rural Development, Mumbai

The Chairman and Managing Director  
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