

9TH BATCH



PGDMN 2006-07

POST GRADUATE DIPLOMA IN MANAGEMENT OF NGOs



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
Ahmedabad, Gujarat

RATIONALE

Addressing the Goal of the Millennium- The Role of Non Government Organisation.

The Millennium Development Goals have gained popularity as a new development instrument primarily in development circles for the last two years. Many actors are now counting on the Goals, commonly referred to as the "MDGs," to galvanize disparate and sometimes competing development agendas, as the Goals are becoming a powerful political tool to hold governments and international institutions accountable.

The Human Development Report has pegged that almost a quarter of our population is living life 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 sketchy 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 economically within short periods in the 1980s and the 1990s. At the same time, the entire region is also home to 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 interestingly accompanied by an increase in inequality. Across the region, inequalities in the quality of life and access to opportunities for human development are generally sharpest between rural and urban areas. In both rural and urban areas, ethnic minority and indigenous peoples' communities, marginal farmers and fisherfolks, forest and upland communities, migrants, 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.

This kind of grave 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.

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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 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 generally in advocacy.

But for NGOs to depict 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 to managing all activities the knowledge imparted also enables a person to set up one's own NGO.

Till date, 154 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 semesters 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 project internship.

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.

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 millenium 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.

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, Bhuj, 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 Vijaywada.

FEE STRUCTURE

Tuition fee for non-residential students from India and other SAARC countries is Rs. 85,000/- (Rupees eighty five thousand only) which includes tuition, reading material, use of library and computer centre, and other facilities. For residential students, fee is Rs. 1,40,000/- (Rupees one lac fourty 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 \$ 5000 (Residential). Selection on procedure of these candidates will comprise online written test and telephonic interview. Candidates securing admission under the Corporate Seat category will pay US \$ 6000. These candidates will be exempted from appearing for written test.

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, gender justice, human rights, education, health and disaster management. Students from the past six 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 and many others. For details of students one must visit EDI website (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) and sent along with the DD of the amount applicable.

Facility for on line application is also available.

IMPORTANT DATES :

For national candidates

- Last date for submission of filled-in application form : April 03, 2006
- Written test : April 23, 2006
- Personal interview at EDI campus : May 17, 18 & 19, 2006

For international candidates

- Online test : April 23, 2006
- Telephonic interview : May 19, 2006

Course commencement : July 03, 2006

STUDENTS' GALLERY

In the seven batches completed till now, EDI has successfully trained 154 students. A few cases of success showcase the talent and competencies that the students imbibe during the course of one year.

“ I enjoyed the good combination of sector specific and general management inputs at EDI. Almost all the sector-specific knowledge and understanding I gained at EDI is appropriate, contemporary and applicable. The most direct benefits were my orientation to 'development thinking' and learning of development-management tools and techniques. After this course at EDI, I joined Cohesion Foundation Trust, Ahmedabad as Project Coordinator and was part of a team that contributed to the formulation of Cohesion's strategic plan. I later moved to ASCENT in Bangalore to take up the role of Chief Operating Officer (COO) of Toehold Artisans Collaborative (TAC).”

Hareesh S. Belawadi (IV batch MN)

Chief Operating Officer
ASCENT (Asian Centre for Entrepreneurial Initiatives), Bangalore



Hareesh Belawadi receiving the Diploma at the hands of Shri Brijmohan Lall Munjal, Chairman, Hero Honda Motors Ltd. and Chief Guest of the 4th Convocation.

EDI is not just a centre for qualitative dissemination; it is an attempt to cover the nuances of the NGO universe in a short span of just one year. After completing the course I joined Orissa State Head Quarter of CARE India, one of World's largest International Development and Relief Agencies. In the beginning, I worked as a consultant in the Rehabilitation Project for programme documentation with major contribution in process documentation of Boat and Net project for cyclone affected fishermen of coastal Orissa, process documentation of Food for Work Programme in draught affected Bolangir district, compilation of Lessons Learnt document of Rehabilitation Project etc. I was then promoted to its Intergrated Nutrition & Health Project (INHP) and I am contributing towards improvement of children of vulnerable families in 70 districts across the country. My learning at EDI has greatly helped me contribute to CARE's mission of sustainable development "



Diganta Mohanty receiving the Diploma at the hands of Shri Sunil Bharti Mittal, Chairman and Group Managing Director, Bharti Enterprises and Chief Guest of the 3rd Convocation

Diganta Mohanty (III Batch, MN)
 Demonstration and Partnership Officer
 CARE, India

EDI GOVERNING BODY MEMBERS

As on 1st August, 2005

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

Ms. Ranjana Kumar
 Chairperson
 National Bank for Agriculture &
 Rural Development, Mumbai

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

Shri D. Rajagopalan, IAS
 Principal Secretary
 Industries & Mines Department
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Shri B. P. Singh
 Chief General Manager
 Human Resources Department
 Industrial Development Bank of India, Mumbai

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

The Chairman and Managing Director
 IFCI Ltd., New Delhi

Dr. Dinesh Awasthi
 Director
 Entrepreneurship Development
 Institute of India, Ahmedabad



THE INSTITUTE

An acknowledged National Resource Institute for entrepreneurship education, research & training. The Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions -IDBI, IFCI Ltd., ICICI Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty three acres of land on which stands the majestic and sprawling EDI campus.

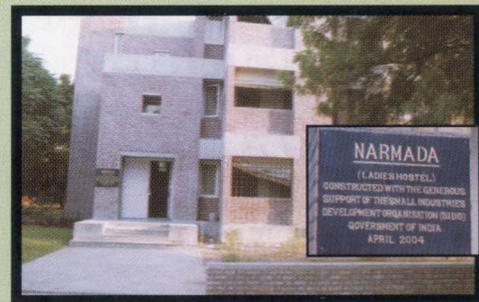
To pursue its mission further, EDI has helped set up fourteen state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDI's expertise in Entrepreneurship, the University Grants Commission had also assigned EDI the task of developing curriculum on Entrepreneurship and Gujarat Textbook Board assigned to it the task of developing textbooks in Entrepreneurship for 11th & 12th standards.

In order to broaden the frontiers of Entrepreneurship Research, EDI has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research

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

The Ministry of External Affairs assigned project of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam is progressing in full swing. While the already commissioned centre at Lao PDR has started reaping rewards, the centres at other countries will also be established in a short span of time.

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



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