Narrow the Social Gap.
Amplify sustainable impact.

Certificate Programme in
Management of Social Initiatives (Batch 03)

A Times Group Initiative

11 months | 100% online | ₹2,65,000 + GST | Starts in March 2025

IIM Kozhikode's Directors' Message for You

Businesses today have seen a complete transition from how they used to be run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes, designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights, empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprint, acknowledged and accredited by leading institutions of the world, is a testimony to the growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to share that both, the future and the past, are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Invest in your potential and jumpstart your career by enrolling in the third batch of IIM Kozhikode's Certificate Programme in Management of Social Initiatives. Wishing you the best of learning experiences here.

Debashis Chatterjee

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

IIM Kozhikode Legacy:

Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Fellow Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013, dedicated to Executive Education. IIMK also has a unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #68 for FT Masters in Management (MIM) 2024 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.

#3
NIRF India Rankings 2024,
Management

4th
(India)

70th
(Global)

Financial Times,
Open Enrollment Ranking 2024

About the Programme

The **Certificate Programme in Management of Social Initiatives** is designed to empower senior leaders to become influential change-makers in the field of corporate social responsibility, not-for-profit work, and Social Entrepreneurship. This course provides a robust conceptual grounding in the core pillars of social initiatives, offering participants the tools and frameworks necessary to drive meaningful impact.

By exploring models such as CSR, CSI and Social Entrepreneurship, participants will learn to effectively create and manage initiatives. The programme covers ecosystem analysis, solution development, impact measurement, project planning, and stakeholder management. An online immersive module sharpens practical skills in business modelling, funding strategies, and venture creation.

Key Offerings

11-month professional certification

Foundational Social Innovation frameworks

Expert-guided learning

Focus on real-world solutions

Exclusive executive alumni network

Starts 30th March 2025 Ends March 2026

One-of-a-kind offering from a double-accredited IIM

Innovative learning methodologies

Capstone project for tangible impact

From Concept to Reality: Develop Key Skills to Build Social Ventures

01

Expertise in the social economy (Charity, NGOs, CSR, Social Innovation)

02

Mastery of stakeholder management, problem analysis, and impact metrics

03

Proficiency in business modelling, venture creation, and funding strategies

04

Creation of a comprehensive Social Enterprise business plan

Industry-specific Curriculum Knowledge

Being an Impact Champion

- Understanding Self and Identity
- Being an Impact Champion: Articulating a Personal Mission Statement

Understanding Social Issues

- Society and Development: Human Development Challenges
- Sustainability and Environment: Incorporating Triple Bottom Line
- Social Change through Collective Action: Community-based Organisations

Pathways to Social Initiatives

- Organisation Form and Operating Approaches
  - A. Charity/Philanthropy
  - B. NGOs: Setting up and Management
- Corporate Social Responsibility (CSR)
  - A. Section 135 (Companies Act 2013) and its Implications
- Corporate Social Innovation (CSI)
- Social Entrepreneurship

Managing Social Initiatives

- Understanding the Ecosystem, Stakeholders
- Analysing the Problem and Developing Solutions
- Impact Measurement Methods and Processes
- Project Planning and Management
- Monitoring, Control, Stakeholder Management, and Documentation

Capstone Project

- Participants' video presentation of their case studies
- Integration of concept and feedback

ADVANCED MODULE

Context of Social Initiatives

- Identifying and understanding wicked problems
- Managing and leading social change

Creating Social Enterprises

- The entrepreneurial mindset & taking risks
- Developing a Social Enterprise business model
- Developing a socio-tech business model
- Developing a business plan
- Funding sources and approaches
- Venture creation processes & practices

ESG in Social Initative

- Overview of key ESG frameworks like GRI and SASB
- Sustainable development and ESG practices
- Implementing ESG in Project planning and Evaluation

Public Private Partnership

- Design and implementation of PPPs - 1
- Design and implementation of PPSs - 2

Impact Assessment

- Evaluation and Impact Assessment models - 1
- Evaluation and Impact Assessment models - 2

Public Policy Management

- Public Policy Issues in A Globalized World & Policy Evaluation
- Leadership and Ethics for Public Policy Makers

InnoVate

- Participant presentations of their video case studies
- Integration of concepts & feedback

Case Studies of the Programme

1

SEWA (A & B): Ela Bhatt
Explore the groundbreaking work of **Ela Bhatt** and the **Self-Employed Women's Association (SEWA),** which champions the rights and livelihoods of women workers in the informal sector. These case studies delve into Bhatt's innovative strategies for empowerment, highlighting how collective action transforms lives and communities.

2

Saahas Zero Waste Solutions
Discover how **Saahas Zero Waste Solutions** is pioneering sustainable waste management in India. This case study examines their journey to achieving product-market fit while addressing the pressing issue of waste, showcasing their impact on both the environment and local economies.

3

Barefoot College of Tilonia
Uncover the **Barefoot College's** unique approach to empowering rural communities through education and self-reliance. This narrative illustrates how the college equips individuals with practical skills, enabling them to drive their own development and foster sustainable change.

4

Jalanidhi, Kerala
Investigate the role of **Community Based Organizations (CBOs)** in promoting equality for marginalized groups through the **Jalanidhi** initiative in Kerala. This case highlights the transformative power of community engagement in enhancing access to resources and opportunities.

5

Mandatory CSR in India
Examine the progress and challenges of implementing **mandatory corporate social responsibility (CSR)** in India. This study assesses the collaboration between corporates and NGOs, revealing insights into how these partnerships can drive social change and accountability.

6

GraamSudhaar
Analyze the implications of **India's mandatory CSR** framework through the lens of **GraamSudhaar.** This case explores the opportunities and challenges faced by organizations in aligning their business practices with social responsibility, offering a critical perspective on corporate ethics.

7

Embrace (A & B)
Dive into the **Embrace** case studies, focusing on opportunity identification and assessment. These studies provide a comprehensive look at how innovative solutions can be developed to address pressing social issues, encouraging a mindset of creativity and strategic thinking.

CESI, IIMK

The Centre of Excellence for Social Innovation (CESI) empowers communities, businesses, NGOs, and governments to tackle complex societal challenges, offering a foundation of knowledge to build sustainable, lasting solutions.

The Social Initiative Pitch Event

InnoVate

A gateway to transforming ideas into impact

Key Programme:

Innovate - The Social Innovative Pitch Event.

A gateway to transforming ideas into impact

InnoVate, a key feature of the Certificate Programme in the Management of Social Initiatives offers participants a unique platform to present their innovative product/ service ideas or business model. Participants receive insightful feedback from industry judges and domain experts, that help in refining their venture's impact and appeal to investors, partners, and customers.

- **Innovate for Impact:** Present your unique social innovation ideas.
- **Expert Feedback:** Gain insights from experienced managers.
- **Networking:** Connect with like-minded change makers.
- **Gaining Expertise:** Entrepreneurs often seek not only investment but also valuable insights and advice from the Domain experts.

Panel of distinguished judges included:

Siva Devireddy - Innovator, Entrepreneur, and Founder of GoCoop.com
Ankit Mudgal - Social Alpha https://lnkd.in/gXZCabMF
R K Anil - Executive Director, SEWA International https://lnkd.in/gF7p5XqU
Rajiv Williams - Advisor & CSR Consultant
Ganesh Pillai - Sustain Plus, https://sustainplus.org/

Quick Guide to the Programme

Teaching Methodologies for Maximum Impact

- Highly interactive lectures
- Simulations
- Case study discussions
- Participants' experience sharing
- Project work

Delivery Method	Direct-to-Device (D2D) mode

Duration
11 months

Schedule
Sundays –
03:30 to 06:30
PM (IST)

Attendance
Minimum
75%

Eligibility Requirements:

- Minimum **three** years of domain experience (Excluding internships and trainings)

- Educational degree from a recognised university (UGC, AICTE, DEC or AIU) in any discipline

Performance Evaluation

- Case analysis
- Presentations
- Capstone Project

Prestigious Credentials

- Participants who successfully complete the prescribed course of study and fulfil all other academic requirements will be awarded a 'Certificate of Completion'.

- Successful candidates will also be accorded 'IIM Kozhikode Executive Alumni' status.

Sample Certificate*:

भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode

CPMSI
Professional Certificate Programme

This is to certify that

Name of Participant

participated in the programme
Certificate Programme in Management of
Social Initiatives
(MM DD YY - MM DD YY)

Programme Facilitator   Chairperson - MDP   Director

*All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

Know Your Programme Director

Prof. (Dr.) Priya Nair Rajeev
Associate Professor, OB & HR
Head- Centre of Excellence for Social Innovation (CESI)

Dr. Priya Nair Rajeev, a distinguished academic and leader, holds a Ph.D. in Management Studies from IIT Madras and has been trained in Participant Centred Learning at Harvard Business School. As a gold medallist and university rank holder at all academic levels, she has received numerous accolades, including the Highly Commended Award in the Emerald/EFMD Outstanding Doctoral Research Awards. Currently heading the Centre of Excellence for Social Innovation at IIM Kozhikode, she was also the Chairperson of the OB & HR Area, Chairperson Placements and Chairperson EPGP, becoming the first woman to lead programmes at the institute.

She is a prolific researcher, trainer, and author of Being an Impact Champion: Enacting Corporate Social Consciousness, aimed at inspiring young managers to drive meaningful change. With 22+ years of experience, she has led corporate development programmes for leading organisations such as Reliance Industries, DRDO, and the Indian Army. Additionally, she has served on several high-level academic and governmental committees and continues to advise the Kerala Government and various social initiatives.

Cost of the Programme

Cost Details:

Particulars	Amount (in ₹)*
Total Fee	2,65,000

Important Notes:

- *GST will be additional as applicable.
- All fees are payable directly to BCCL.
- This is with reference to the refund of the Processing Fee, please note that the Processing Fee shall not be refunded in the following circumstances:
  A. In case candidate rejects the offer issued by the Institute; and
  B. In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.

Convenient Payment Schedule

Instalment	Date	Amount (in ₹)*
I	Application fee	2,500
	Within one week of offer rollout	82,500
II	10th June, 2025	60,000
III	10th September, 2025	60,000
IV	10th December, 2025	60,000

GST will be additional as applicable.

Your Journey Starts Here: How to Apply?

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APPLY NOW

Programme Partner

Established in 2013, we are the award-winning H.EdTech initiative of the Times Group, catering to the learning needs of Indians with aspirations of career growth. We offer a variety of created and curated learning programmes across a range of categories, industries, and age groups. They include employment-oriented Early Career courses across BFSI, e-Commerce, and technology sectors; Executive Education for working professionals in collaboration with premier national and global educational institutions; and Enterprise Solutions for learning and development interventions at the organisational level. TimesPro strives to embody the values of Education 4.0: Learner-centric, industry-relevant, role-specific, and technology-enabled, with a goal of making learning accessible for anyone who seeks to grow.

Industry relevant curriculum by best-in-class faculty

Interactive sessions with state-of-art LMS

IIMs and IITs as course partners

1,00,000+ alumni community

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Opus Park, 5th and 6th floor, Opp. SEEPZ Main Gate,
Plot No. F-21, MIDC Central Rd, SEEPZ, Andheri East,
Mumbai, Maharashtra 400093

1800-843-1552
admissions@timesgroup.com
www.timesgroup.com