



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

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TIMESPRO



Certificate Programme in **Management of Social Initiatives** (Batch 002)

11 Months | Online | ₹2,65,000 + GST



IIM Kozhikode Advantage

From the Director's Desk



According to the Livemint, the combined public expenditure of the Centre and state governments on social services has increased from ₹7.7 trillion in 2014-15 (i.e., 6.2% of GDP) to ₹21.3 trillion in 2022-23 (i.e., 8.3% of GDP by BE). The social welfare economy also comprises expenditure by individual philanthropists, CSR activities, NGOs, charitable institutions and trusts, foreign aid, etc. Given the scale and scope of this sector, the demand for committed and competent professionals with the knowledge and skills to effectively and efficiently manage social initiatives, is tremendous.

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 managerial challenges with confidence and data-driven 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 nearly 27-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 in a satisfying and rewarding role by enrolling in the second batch of IIM Kozhikode's Certificate Programme in Management of Social Initiatives. Wishing you the best of learning experiences here.

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

The Social Economy

In India, the business environment operates on a largely capitalist economic system, where goods and services are produced to fulfil a need, and generate a profit in the process. While private enterprise focuses on profit-making, India's public sector also operates on socialist principles whereby goods and services are produced to fulfil a need or meet a requirement, regardless of profitability.

India's geographical spread, cultural diversity, huge population, humongous economic disparity, and cleaving social inequity, has led to a slew of social endeavours with the objective of bridging the social divide.

Driven by individual altruism; associative, collaborative, and collective activism; organisational conscientiousness, governmental drive, support, and policy; and global funding and support; a burgeoning social sector has resulted in a thriving and growing social economy.

Three Pillars of the Social Economy





CSR

Corporate Social Responsibility describes all activities and endeavours by organisations that integrate social, environmental, and economic (philanthropic/charitable) concerns in their business operations. While it is also a matter of compliance as per the Companies Act, most large companies voluntarily have dedicated resources to carry out their CSR goals.



Not-For-Profit

A non-profit or not-for-profit organisation (there is a difference) exists to further a social cause and provides a public benefit. They include hospitals, universities, charities, foundations, etc.



Social Entrepreneurship

Social entrepreneurship is the development and funding of innovative solutions that directly address and fulfil social needs. Though a 'for-profit' initiative, the emphasis is on effecting social, economic, or environmental change.

Management in the Social Economy

The social service sector requires management professionals with a thorough grounding in the social ecosystem to ensure efficiency, quality, and sustainability of service delivery to the public. Required management competencies with a social perspective include human resources, finance, fundraising, marketing, organisational management, strategic management, social policy and administration, research and evaluation, the use of information technology in service delivery, etc.

Acquisition of management skills specific to the social ecosystem opens up a world of opportunities across organisations, governments, NGOs, global social organisations, foundations, etc. It offers an unbeatable combination of career growth and job satisfaction with the pride of knowing that one is applying learning and skills to truly make a difference.



Programme Overview

The Certificate Programme in Management of Social Initiatives is envisioned as a vehicle to nurture change-makers by giving them conceptual grounding on the three pillars of social initiatives, namely, Corporate Social Responsibility (CSR), Not-For-Profit Ventures, and Social Entrepreneurship.

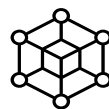
Participants will be introduced to the process of creating and managing social initiatives. This includes areas like understanding the ecosystem and its stakeholders; analysing the problem and developing a solution; impact measurement methods and processes; project planning, monitoring, and control; and stakeholder management and documentation.

The programme will culminate in a capstone integration by way of a multifaceted assignment wherein participants are expected to select a social enterprise, or social problem that interests them; research the subject; note findings or results; create a final social enterprise business plan or a concept document for an NGO or write a case study (a paper, short film, or multimedia presentation, for example) to demonstrate their learning acquisition or conclusions and give an oral presentation on the project to a panel of faculty and colleagues who will evaluate its quality.

Programme Highlights



Contemporary 11-month programme in management of social initiatives and social entrepreneurship



Capstone project to demonstrate learning pathway experience and outcomes



Conceptual grounding in social initiatives and self-discovery as agents of social change



IIM Kozhikode Executive Alumni status

Learning Outcomes



Thorough understanding of the social economy encompassing Charity/Philanthropy, NGOs, CSR, and Social Innovations/Social Enterprises.



In-depth knowledge of the social ecosystem including stakeholder definition, problem analysis, solution development, project management, impact measurement, etc.



Understand the practical aspects of developing a business model, identifying funding sources and approaches, and social venture creation processes and practices.



Ability to create a social enterprise business plan or a concept document or a case study.

Programme Curriculum

Foundation Module

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
- NGOs – Setting up and Management
- Charity/ Philanthropy
- Corporate Social Innovation (CSI)

CSR

- Corporate Social Responsibility – Introduction and Benefits
- Components of CSR and Section 135 – Head Covered
- Tracking and Reporting of CSR Projects

Managing Social Initiatives

- Social Impact Assessment
- Understanding the Ecosystem, Stakeholders
- Social Venture Opportunities: Analysing the Problem and Developing Solutions
- Project Planning and Management
- Monitoring and Control
- Stakeholder Management and Documentation

Public Policies in the Digital Age

- Technology, Innovation, and Public Policy
- E-governance, Strategic Foresight, and Futures Thinking

Capstone Project

- Participants presentations of wicked problem and pathways of social initiative.

Advanced Module

Introduction

- Managing and Leading Social Change

Social Entrepreneurship

- Social Entrepreneurship 1– Introduction, Meaning, Importance, Scope, Future
- Social Entrepreneurship 2– Challenges and Options
- Social Entrepreneurship 3– Performance Measurement Issues
- Funding Sources for Social Enterprises and Approaches
- Incubation and Support

Public Private Partnership

- Design and Implementation of PPPs

ESG Framework

- What is ESG Framework and How It Works
- ESG Reporting

Public Policy

- Leadership and Ethics for Public Policy Makers
- Public Policy Issues in A Globalised World and Policy Evaluation
- Policy Evaluation: Monitoring Techniques, Analytics Tools Cost-benefit Analysis, and Problems

Impact Assessment

- Evaluation and Impact Assessment Models and Analytics Matrix-1
- Evaluation and Impact Assessment Models and Analytics Matrix-2
- Integrated report - Feedback and way forward and Guest Lectures.

Pedagogy

The teaching approach will be highly interactive leveraging technology, and deploy diverse pedagogical tools and techniques including lectures, case studies, projects, and participants' experience-sharing.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.



Schedule

Sunday
03:30 pm to 06:30 pm

Duration

11 Months

Eligibility Criteria

- Diploma (10+2+3), or Bachelor's Degree or equivalent (10+2+3 or 10+2+4), or Integrated Master's Degree (10+2+5) or equivalent, from a recognised university (UGC/AICTE/DEC/AIU) in any discipline
- Minimum THREE years of work experience* after completion of qualifying education

*Internships and training experiences will not be considered as part of full-time work experience.

Who Should Attend

The programme is ideal for employees of social development organisations, NGOs, and philanthropic institutions and trusts.

Admission Criteria

Participants from corporate nominations and retail applications will be selected based on their overall profile and credentials at the sole discretion of IIM Kozhikode.

Attendance Criteria

A minimum of 80% attendance along with the successful completion of Integrative Project and Capstone are required for the award of certificate.



Evaluation

Evaluation of performance in the programme will be based on case analysis, projects and other written submission and presentation as required throughout the course.



Certification

- Participants who successfully meet the evaluation criteria (Successful completion of Capstone, Case analysis) and satisfy the requisite attendance criteria (80%), will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.
- Successful participants will also be accorded IIM Kozhikode Executive Alumni status.

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

Programme Director



Prof. (Dr.) Priya Nair Rajeev

Associate Professor, OB & HR Area

Head, Centre of Excellence for Social Innovation

Indian Institute of Management Kozhikode

Trained in Participant Centred Learning from Harvard Business School, Dr. Priya Nair Rajeev is a Ph.D. in Management Studies from IIT Madras. A gold medallist and university rank holder at the undergraduate, graduate, and postgraduate levels, she is a recipient of the Highly Commended Award 2011 in the Emerald/EFMD Outstanding Doctoral Research Awards-Management and Governance category. She heads IIM Kozhikode's Centre of Excellence for Social Innovation and is the Chairperson of OB & HR Area. The first woman to head programmes at IIM Kozhikode, she was earlier the Chairperson of the Executive Education programmes of the institute and has chaired the placements of the institute. In addition, she is a certified ESG Impact Leader.

Her recent book, 'Being an Impact Champion: Enacting Corporate Social Consciousness', intends to help young managers develop their standpoints and critical thinking skills to create a better world. She was also the Guest Editor of a Special Issue on Start-ups, Innovation, and Venturing for the Journal of Indian Business Research, Emerald, and an Editorial Board Member of the Human Resource Development Review, a Sage Publication. Her areas of interest include personal growth for high performance, emotional intelligence, social innovation, and women micro-entrepreneurs. A prolific trainer with 19+ years of research and teaching experience, she has conducted several management development programmes for corporates like Reliance Industries, RPG Group, John Deere, BEL, DRDO, Ministry of Ayush, Indian Army, and NWWA. She has served as an expert member of the Developmental Initiatives subgroup of the Kerala State Planning Board and continues her engagement with the Kerala Government by advising the WiSE Fellowship at the Gender Park. She is an Impact Consultant for Villgro and Prosoc and works with the National Commission for Women. A poet and a keen photographer, she has been the brand ambassador of Mahindra Thar.

Programme Fee

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

Note:

- *Taxes will be additional as applicable.
- All fees will be collected by 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:
 - In case the candidate rejects the offer issued by the Institute; and
 - In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.



Instalment Schedule

Instalment	Date	Amount (₹)*
I	At the time of Registration	20,000
	Within one week of offer roll-out	65,000
II	10 th December, 2023	60,000
III	10 th February, 2024	60,000
IV	10 th April, 2024	60,000

*Taxes will be added as applicable.

Programme Timelines

Last Date to Apply	Refer the Website
Programme Start Date	15 th October, 2023
Last Date to Apply	September 2024

APPLY NOW 



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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 Programme 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 has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like the 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.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIMK also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive programme providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIMK has successfully delivered close to 1,300 MDP programmes for the past two decades, training more than 41,000 participants from 150+ organisations – which also include several Fortune 500 companies – in the process.

			
2nd Atal Innovation Rankings (ARIIA) 2021	3rd NIRF India Rankings 2023: Management	4th (India) Financial Times Ranking (Open Enrollment Programmes)	72nd (Global)





TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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