

**A 12 Month Modular Programme  
for the Social Sector**

*Building competencies  
for the development sector*



# SPJIMR- An unmatched legacy

One of the Asia's and India's finest management schools, SPJIMR has successfully and consistently translated into reality its mission to "influence practice" and to "promote value-based growth" by initiating pioneering programmes, undertaking pedagogical innovations, and more importantly including the idea of social responsibility into the business management curriculum. One such pioneering programme that emerged out of SPJIMR's social commitment is Post Graduate Programme in Development Management (PGPDM).



## Location



The programme has the locational advantage of being situated in the financial capital with a large-scale presence of social sector, public policy, and corporate CSR actors. With over 250 plant species plus a campus lake, the 45 acres of campus in Andheri is an urban oasis, providing a very conducive location for the learning and reflection for the social change agents.

# Centre for Innovation in Sustainable Development

The Centre for Innovation in Sustainable Development (CISD) has been launched recently in 2022. The purpose of CISD is to build synergistic partnerships between academia, researchers, businesses, civil society, and policymakers towards creating and disseminating new knowledge/ research that showcases the what, how and why of sustainable development, and to explore innovative and technology-driven solutions that can help build a virtuous cycle of sustainable and inclusive growth.

While working on the broad agenda CISD in collaboration with PGPDM will take forward and amplify the work done in the erstwhile Centre for Education in the Social Sector since 2009 towards building the capacity of social sector professionals.

## Post Graduate Programme in Development Management

PGPDM is a 12- month modular programme, for professionals working in or intending to work for the social sector including NGOs, foundations, CSR functions of corporate/ for-profit organisations, social policy or welfare departments of governments and social enterprises.



*The PGPDM programme continues to enhance the effectiveness of development sector organisations and professionals, through contextualising management principles to the development sector, combining the best practices of field exposure to relevant management practices, and by building capability to amplify organisational and individual impact.*

**Prof Prabhat Pani,**  
Executive Director, CISD



*The PGPDM is designed to prepare leaders in and for the development sector who work on addressing the challenges of poverty, inequality, and other socio-economic problems. What could be a better place to develop passionate and competent leaders than SPJIMR, the institution which pioneered socially responsible management education in India.*

**Dr Tanojkumar Meshram**  
Programme Head, PGPDM



## Mission of PGPDM

*Enhancing the efficiency and effectiveness of the development sector organisations by building the capacity of development professionals and helping them create a more inclusive and sustainable society.*

# Why PGPDM?

In SPJIMR's endeavour to make a lasting impact on the social sector, the PGPDM programme aims to help development sector professionals to

Lead the social sector organisation with impact at scale

Contextualise and apply management principles to the social sector

Enhance effectiveness and efficiency of social sector organisations



## PGPDM journey so far



PGPDM journey started in **November 2011**

No of organisations participated **More than 285**



No of participants till date **More than 470**

Batches ongoing **19 & 20**



No of batches **Graduated 18**

## What makes PGPDM stand out?

Blending of theory and practice, enabling the participants to continue working in their organisations, and simultaneously apply the classroom learnings in their organisations

Interactive pedagogy with a focus on real-life problem-solving and case studies

Application exercises and field-based assignments and projects during the off-contact period to test and ensure the relevance of knowledge acquired in classroom settings to the participant's work environment

Mandatory mentor and, sponsoring, parent, or adopting organisation for every participant to help them apply their learnings and get support during such application

Mahir Milan- Special sessions organised for interactions with the practitioners and experts from the field

Manthan - Book reading sessions to inculcate reading habits and learn from the stalwarts in the field

Coverage of development-related subjects such as Understanding Society & Government, Theory of Change, Programme Design & Management, Sustainable Development Goals, Fund Raising & Resource Mobilisation, Programme Evaluation & Impact Assessment and cutting-edge ideas such as Design Thinking, Management of Change, Social Media & Digital Marketing and Technology for Development

Development management research project at the end of the programme to ensure that the key learnings of the programme find their way into the practical world of the participants and provide an avenue for exploring new ideas in the development sector

Regular reflections and feedback sessions with the programme head

## Who can benefit?

Development practitioners who aspire to play significant roles in their organisation

Professionals implementing social projects or activities through CSR initiatives directly or through partner NGOs

Non-development professionals who intend to work in the development sector

Government employees working in the arena of social policies and welfare, rural development, urban poverty, and sustainability

Professionals in funding organisations who raise resources, fund social initiatives and are keen to ensure appropriate utilisation of their funds

## Benefits to sponsoring, parent and adopting organisations

### The programme will

- Enhance the leadership and managerial competencies of your key people
- Enhance the effectiveness and efficiency of your organisation
- Help design innovative interventions, formulate new strategies and ensure their execution
- Raise funds through improved design of new and effective implementation of existing interventions
- Help you make an impact on scale and make difference in the lives of the underprivileged sections of the society

Programme  
Architecture

PGPDM:  
A modular  
programme

12  
Months  
3  
Terms

6  
Contacts of  
two weeks each,  
every two months

First and last contact  
on-campus and  
remaining four online

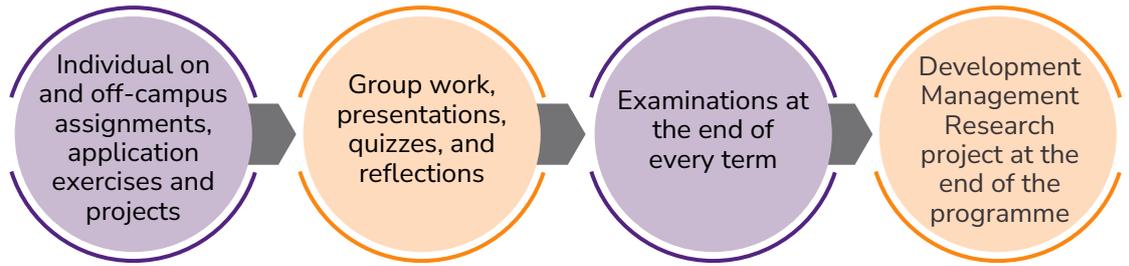


# Curriculum Structure 2022-2023

Courses		<b>Sr. No.</b>	<b>Learning the Building Blocks of Management</b>
	Term I	1	Fundamentals of Economics
		2	Fundamentals of Finance
		3	Fundamentals of Marketing
		4	Leading with Wisdom (Workshop) (Non-credit)
		5	Excel for Development
		6	Quantitative Methods
		7	Understanding Society & Government
		8	Strategic People Management
		9	Fundamentals of Strategy
		10	Leadership for Development Sector
			<b>Becoming well versed with Social Sector</b>
	Term II	11	Introduction to SDGs
		12	Theory of Change
		13	Basics of Programme Design
		14	Qualitative Research
		15	Basics of Project Management
		16	Programme Evaluation & Impact Assessment
		17	Information Technology for the Social Sector
		18	Management of Volunteers
		19	Behaviour Change Communication
		20	Legal Aspects & Governance of Social Sector Organizations
		21	Building & Communicating a Social Brand
			<b>Becoming a Skilled Professional</b>
	Term III A	22	Design Thinking: Innovative problem-solving for social sector
		23	Communication Skills
		24	Management of Change
		25	Fund Raising and Resource Mobilisation
		26	Social Media and Digital Marketing
		27	Negotiation Skills
		28	Field Visit
		<b>Gaining Proficiency</b>	
Term III B	29	Development Management Research (DMR) Project (over Terms II & III)	
	30	Manthan (Book Reading over Terms I, II & III)	
	31	Electives**	
		<b>**Electives</b>	
	E1	Social Entrepreneurship	
	E2	Advocacy and Networking	
	E3	Public Policy	
	E4	Management of CSR	
	E5	Philanthropy & Development: A Historical Perspective	
	E6	Development Finance	

# Evaluation

Evaluation is a continuous process covering both on-campus and off-campus periods. Participants are evaluated in each course on different components, including

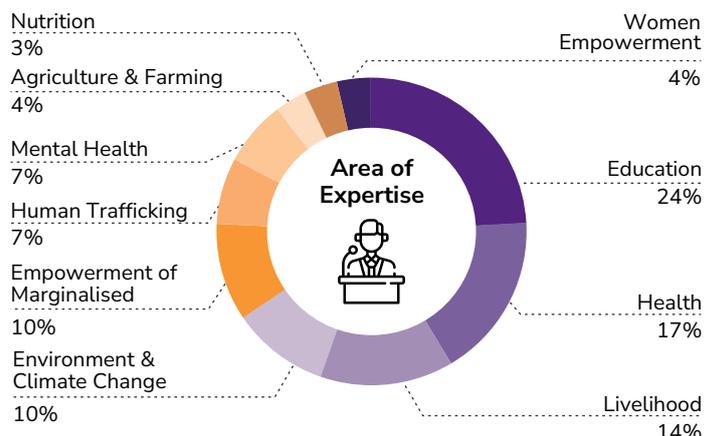
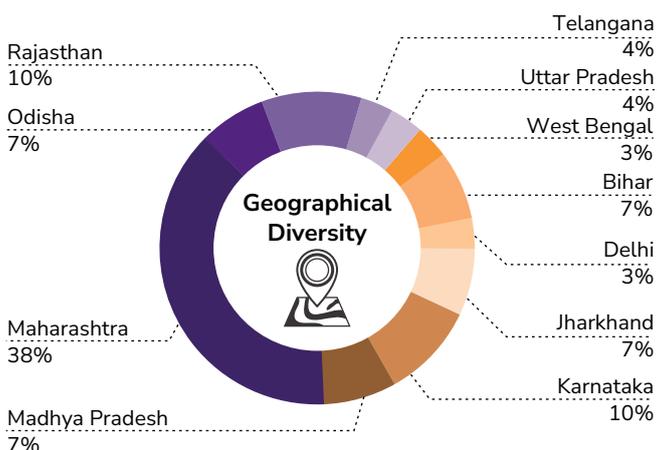
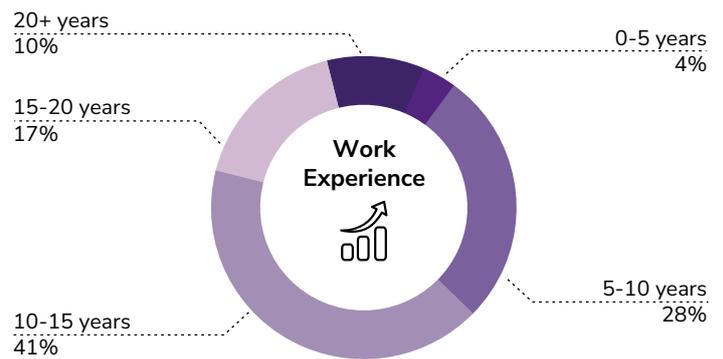


# Faculty profile

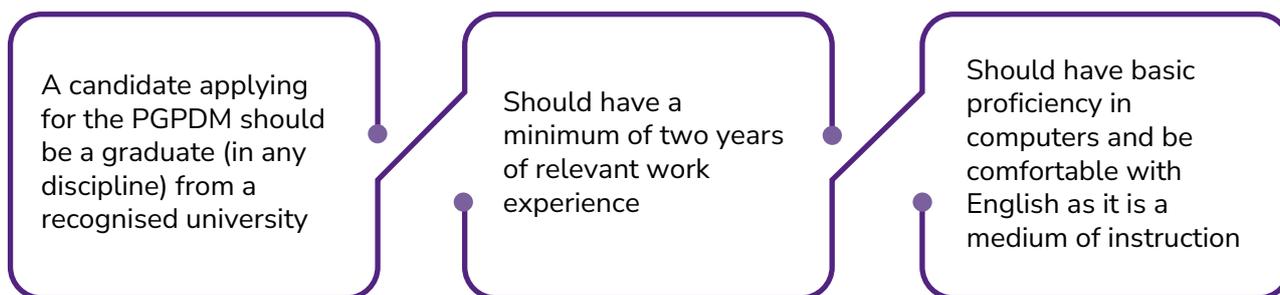
Thirty-two top-class faculty members-including core and adjunct faculty from SPJIMR and some visiting faculty from outside-teach in this programme. These faculty members have studied in or worked with top institutions/universities across the world such as Oxford, Harvard, Vanderbilt, Purdue, Brandeis, Michigan, Tulane, UC Berkley, London Business School, Aix-Marseille and IITs (Bombay, Delhi), IIMs (Ahmedabad, Calcutta, Lucknow), BITS Pilani, SPJIMR, Jamnalal Bajaj IMS, BIT Mesra, TISS, IRMA, Nirmla Niketan and other institutions of repute from India. They bring into the classroom an appropriate blend of theory and practice on one hand and management and development knowledge on another.



# Current participants profile



# Eligibility for admission



## Selection process

The applicants are shortlisted on basis of their profiles and information provided in the application form. The shortlisted candidates are called for an online personal interview with the faculty of SPJIMR. Based on the performance in the interview, candidates are selected and offered a seat in PGPDM.

Successful candidates will have to show original documents supporting educational qualifications, professional experience and their identity, address, etc. on the day of reporting at the campus. Any discrepancy found between information provided in the application form and supporting documents might lead to cancellation of admission without repayment of the application processing fee.

## Programme fee

### I. Participants from corporates / international NGOs:

Rs. 3,00,000 (Three Lakh only) + GST as applicable.

Payment terms: In advance – 2 options

- a) Full payment Rs. 3,00,000 + GST as applicable:  
Qualifies for Lump Sum concession (5%) + Early Bird
- b) Term-wise payment: Rs. 1,00,000 + GST as applicable x 3 Terms

### II. Participants from NGOs or those who are self-sponsored

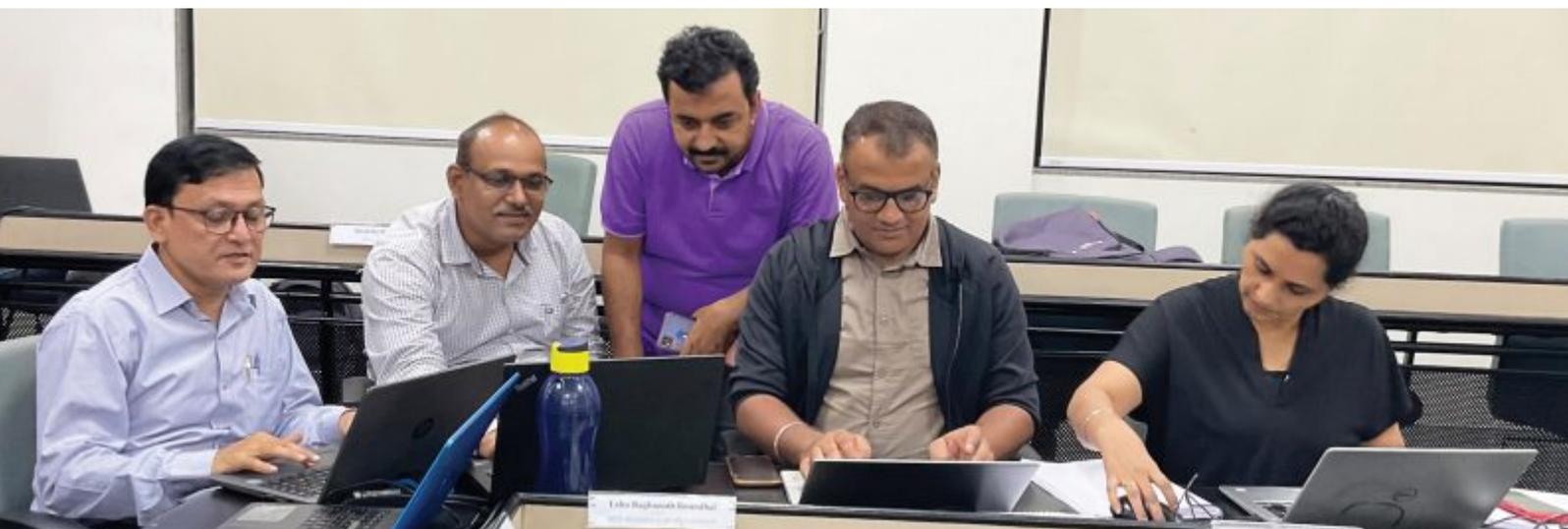
Rs. 1,50,000 (One Lakh Fifty Thousand only) + GST as applicable.

Payment terms: In advance – 3 options

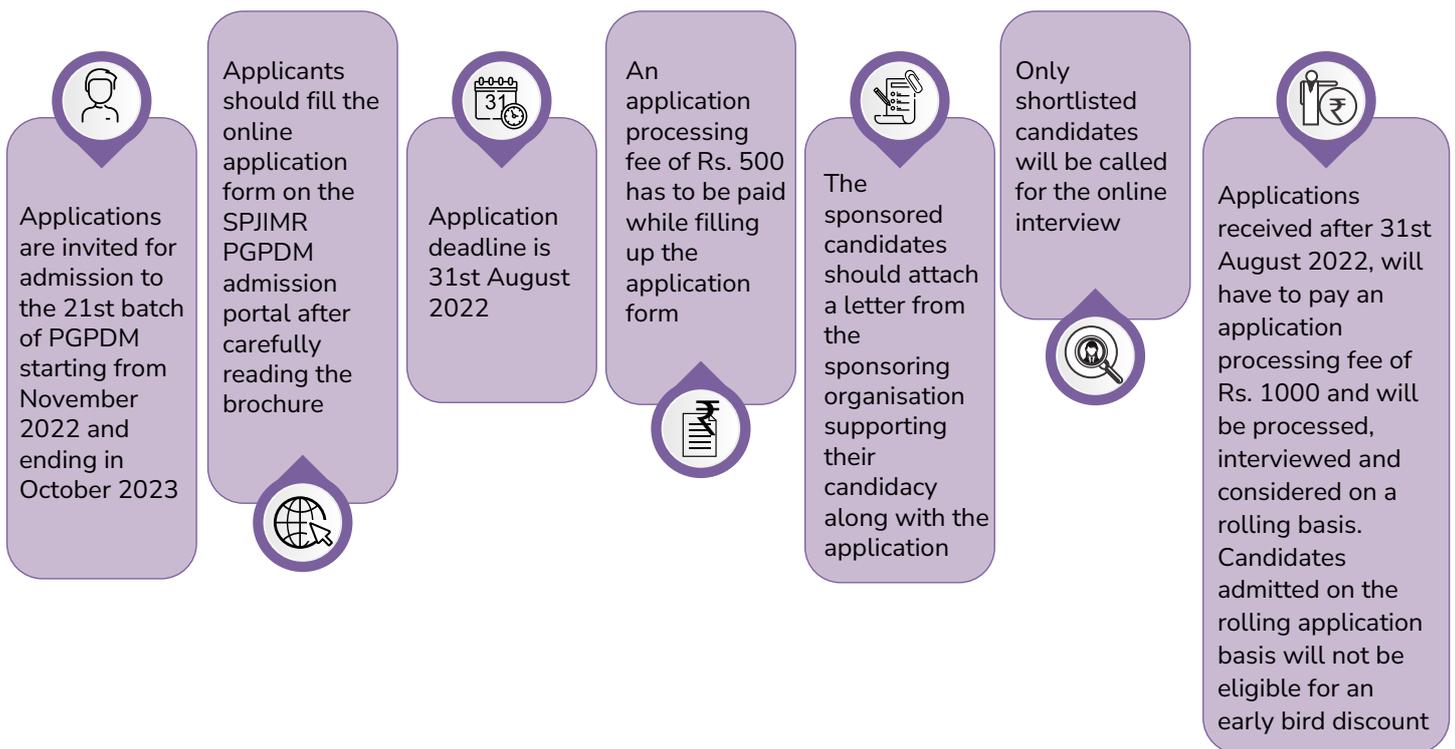
- a) Full payment Rs. 1,50,000 + GST as applicable:  
Qualifies for Lump Sum concession (5%) + Early Bird
- b) Term-wise payment : Rs. 50,000 + GST as applicable x 3 Terms
- c) Equal Monthly Instalments (EMI) - Rs. 16,252 per month for 11 months. First EMI payment will have to be made for the confirmation of admission & for the remaining 10 EMIs, Post Dated Cheques will have to be submitted on the day of reporting

### Fee Concession:

Segment	Early bird	Lump-Sum	For 2 or more persons
For Corporates / International NGOs	Rs. 3000	Rs. 15,000	Rs. 10,000 each
For NGOs	Rs. 1500	Rs. 7,500	Rs. 5,000 each



# Application process



## How to apply

Visit this page  
<https://admissions.pgpdm.spjimr.org/>  
and follow these steps:

- 1 Create your login
- 2 Verify email
- 3 Fill the application form online
- 4 Upload required documents
- 5 Pay application fee
- 6 Submit the form



## Current participants' speak

“PGPDM covers multiple courses which are relevant to any social sector professional. I am able to envisage the broader scope of the programme beyond my limited job description and contribute meaningfully to the larger ecosystem of the social sector. PGPDM has been facilitating my professional growth and my management has accepted PGPDM as part of my KRA.”

**Arpita Kayal**

Programme Coordinator

IPE Global Centre for Knowledge and Development, New Delhi

“In my opinion, SPJIMR's PGPDM programme is one of the best in India for the people working in the development sector. The curriculum embodied in the hybrid model provided me with the opportunities to learn and apply management concepts in the real world of non-profits. My learning experience has been enriched by the diverse teaching styles of some of the most talented faculty in the country and around the world. I am a proud course participant.”

**Maulik Sisodia**

Executive Director

Tarun Bharat Sangh, Jaipur

“Immediately after the end of the first PGPDM contact, I was able to put a lot of what I had learned into practice. The case studies and the discussions not only improved my understanding of various subjects but also provided me with tools and frameworks to address a comparable issue at my organisation. I've been able to develop deep relationships with other participants, and a few organisations have already started collaborating.”

**Brototy Mishra**

Co-Founder & Chief Impact Officer

Claylab Education Foundation, Mumbai

## Alumni speak

“Joining PGPDM has been one of the best decisions of my life. True to its reputation, SPJIMR offered the best education modules, pedagogy and faculty to maximise the course effectiveness. We were guided by both college professors and domain experts to give the best of the theory and practice. The modular nature of the course offered us time to soak in learnings and implement them through assignments to be done in our organisations. One of the best and unrecognized aspects of this programme is the profile of the participants. I could interact with and learn from NGO founders, senior managers, grassroots workers and CSR managers. Their insights were valuable additions to the formal teaching.”

**Laxmikant Deshpande**

Senior Manager, Wetland Management & Environment Sustainability

Godrej & Boyce, Mumbai

“The PGPDM is quite relevant for the people working in the development sector. Upon completion of the course, one becomes confident, personally, and professionally, and can contribute more meaningfully to the organisation. I personally feel proud to have pursued this programme at SPJIMR, Mumbai.”

**Siba Sankar Mahapatra**

General Manager, Administration, CSR & Liaison

Hindalco Industries, Aditya Birla Group, Silvassa



# Participants' organisation speak

"I have been a mentor to a few participants since 2012 and can say that the programme made an impact in terms of a better quality of interventions and improved outcomes across various sectors. The people who completed PGPDM have become change-makers.

We, at Kotak Education Foundation, are happy to see some of our employees joining and immensely benefiting from the programme. It is my firm belief that people who want to bring qualitative change in their development work should make use of this programme which has been changed recently to suit the needs and convenience of working professionals."

**Thomas Adaikalam**

Head, Volunteering, Engagement & Partnerships  
Kotak Education Foundation, Mumbai

## An illustrative list of participants' organisations

Aditya Birla Group

Alert India

Alkem Laboratories

ASHRAY-AKRUTI

Association for Democratic Reforms

ATMA

BAIF

CARE India

Deesha Group

Dr. M. L. Dhawale Memorial Trust

eVidyaloka Trust

Excel Industries Ltd

Habitat for Humanity India

Haqdarshak

Head Held High Foundation

Hero MotoCorp Ltd

Intelehealth

JSW Foundation

Kotak Education Foundation

Lupin Human Welfare & Research Foundation

Magic Bus India Foundation

Mahindra & Mahindra

Om Creations Trust

Piramal Foundation

Pratham Education Foundation

Purnata

Quality Education Support Trust

Reliance Digital Retail

Reliance Foundation

SATHI

Snehalaya

St. Jude India Childcare Centre

Sterlite Technologies Ltd

Swades Foundation

Tarun Bharat Sangh

Tata Power

Tata Trusts

The Akshaya Patra Foundation,  
TISS

VAAGDHARA

Vichar Samiti

Vigyan Ashram

Vivekanand Research & Training Institute

Vodafone

World Health Organisation





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