



CENTRE FOR NGO MANAGEMENT AND SOCIAL BUSINESS

Founding Organization

Santiniketan Society for Youth Empowerment

Santiniketan, Bolpur, West Bengal

**NGO MANAGEMENT
& SOCIAL BUSINESS
CERTIFICATION
PROGRAMME**

**CERTIFICATE APPROVED BY
NATIONAL COUNCIL FOR
VOCATIONAL TRAINING
AND EDUCATION (NCVTE),
GOVERNMENT OF INDIA**

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Vision

- ◆ To setup and develop an innovative and interdisciplinary centre of excellence to offer hands-on and practical training programmes on NGO Management & Social Business.
- ◆ To do research to improve and evolve efficient managerial tools and techniques to enhance quality of management of civil society organizations, non-governmental societies and social business.
- ◆ To promote initiatives and create support for the well-being of weaker and disadvantaged section of communities in rural and urban areas.



Mission

Our mission is to make substantive difference to people lives by way of:

- ◆ Understanding and learning modern management tools and techniques while implementing events, training programmes and projects for the community.
- ◆ Device new framework for NGO management and pioneering social business in changing economic and social environment.
- ◆ Collaborating with the community, govern-ment policy makers to efficiently utilize public and private resources to achieve maximum benefit to the vulnerable section of the society.



Focus

- ◆ To guide existing and future non-government organizations to learn management practices to improve the quality while delivering product and / or services to the community.
- ◆ To help non-government organizations regarding financial management, tax registration, marketing & strategic planning, use of social media and securing funds from corporate and government organizations.
- ◆ Conduct research and consultancy on Social Business.
- ◆ Opportunities for social enterprises with Government, Management Institutes and Startup incubators
- ◆ Customise training and teaching on Social Business
- ◆ Partnering with social businesses and micro-finance providers with a strong social mission



SANTINIKETAN SOCIETY FOR YOUTH EMPOWERMENT

Set up in 2003, Santiniketan Society for Youth Empowerment is registered under Societies Act, 1961. Over the last 17 years, we have been imparting training for Skill Building, and Leadership.

We have trained more than 5000 participants for various private and public institutions including Government of India and Government of West Bengal. We are also empanelled with West Bengal Swarojgar Corporation Ltd. (WBSCL) and Paschim Banga Society of Skill Development (PBSSD)

**About Santiniketan Society For
Youth Empowerment**



WHY WE WANT TO START TRAINING PROGRAMME ON NGO MANAGEMENT

One of the critical issues which we have witnessed during our interaction with NGOs is a lack of knowledge, guidance, experience and information. To fill this gap, we propose to conduct Training Programmes on NGO Management with special focus on Social Business.

PROPOSED COURSE ON NGO MANAGEMENT

At Santiniketan Society for Youth Empowerment, we have developed a unique course to assist existing staff and executives of NGOs to learn modern management techniques and practices to improve delivery quality to the community.



6 Months Certificate Programme on NGO Management

□ INTRODUCTION

- ◆ Purpose of Life
- ◆ Secret to Success
- ◆ Employment prospects in Social Sector
- ◆ Why get into Social Business

□ HOW TO START AN NGO

- ◆ How to start an NGO
- ◆ How to apply for Registration
- ◆ How to conduct NGO meetings

□ MANAGING AN NGO

- ◆ How to manage finance for NGO
- ◆ Maintaining accounts of NGO
- ◆ How to get tax exemption for NGO
- ◆ How to register for FCRA clearance
- ◆ What statutory compliance is required for NGO
- ◆ Filing of statutory returns

□ INCOME GENERATION

- ◆ Creating Organization Structure
- ◆ Income Generation Strategy
- ◆ Strategic Planning
- ◆ Creating Business Plans
- ◆ Leadership
- ◆ Role of MIS



□ MARKETING OF AN NGO

- ◆ Marketing Plan
- ◆ Brand Development and Promotion
- ◆ Communication Plan
- ◆ Securing Funds from Sponsors and Funding Agencies
- ◆ Use of Social Media for marketing
- ◆ What is CSR and how to secure Funds from CSR

□ STARTING SOCIAL BUSINESS

- ◆ What is Social Business
- ◆ How to start a Social Business
- ◆ Creating a plan for Social Business

3 Months Certificate Programme on NGO Management

□ MANAGING AN NGO

- ◆ How to manage finance for NGO
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1 Month Certificate Programme On Marketing Of NGO

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1 Month Certificate Programme On Starting Social Business

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NGO MANAGEMENT AND SOCIAL BUSINESS COURSE FEES STRUCTURE



6 Months Certificate Programme on NGO Management

Course Fees	GST@18%	Total Amount Payable
₹ 14,000	₹ 2,520	₹ 16,520

3 Months Certificate Programme on NGO Management

Course Fees	GST@18%	Total Amount Payable
₹ 7,000	₹ 1,260	₹ 8,260

1 Month Certificate Programme On Marketing Of NGO

Course Fees	GST@18%	Total Amount Payable
₹ 3,000	₹ 540	₹ 3,540

1 Month Certificate Programme On Starting Social Business

Course Fees	GST@18%	Total Amount Payable
₹ 3,000	₹ 540	₹ 3,540

SPECIAL OFFER TO GRADUATE STUDENTS AND SOCIAL ACTIVISTS



Our society offers a special facility for Graduates and interested participants. If the participants pay their fees as a donation to Santiniketan Society for Youth Empowerment (SSYE), it will be entitled to receive tax credit under section 80G of the Income Tax Act.



- ◆ The lessons will be sent online in PPT format for study
- ◆ Participants will receive Multiple Choice Questionnaire (MCQ). After filling up the MCQ, they will have to submit it online for evaluation
- ◆ Once the coaching is over, they will have to attend an online interactive session with our Panel of Consultants to clarify their doubts as well as acquaint themselves with the practical aspects of Compliance Management
- ◆ On completion of their chosen course, they will need to appear for an Online Knowledge Test
- ◆ On successful completion of the programme, the participants will be awarded Certificate of Participation approved and issued by National Council for Vocational Training and Education (NCVTE), Government of India



SANTINIKETAN SOCIETY FOR YOUTH EMPOWERMENT

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