

Certificate Programme in NGO Management

CNM 1

INTRODUCTION TO NGO MANAGEMENT

Block 1: Concepts and Functions of NGOs: NGOs: An Introduction - NGO Environment - Issues in NGO Management - Problem Identification

Block 2: Strategy and Planning: Elements of Strategy - SWOT Analysis - Process of Management

Block 3: Communication Skills: Importance and Scope of Communication Skills - Interpersonal and Group Communication - IT and Web Application - Reporting

CNM 2

MANAGEMENT FUNCTIONS

Block 1: Administration of NGOs: Legal Procedures - Office Procedure and Documentation - Basics of Accounting - Budgeting

Block 2: Marketing: Principles of Marketing - Social Marketing - Information, Education and Communication

Block 3: Project Management: Project Planning - Scheduling - Monitoring & Evaluation

Block 4: Resource Mobilization: Proposal Development - Fund Raising

CNM 3

HEALTH CARE MANAGEMENT

Block 1: Primary Health Care Management: National Health Policies - NRHM and Role of NGOs - NACP – III and other National Health Programmes - Role of NGOs in PHC

Block 2: Social Issues: Health and Environment - HIV / AIDS Social Context – Poverty - Gender and Health

Block 3: Skills in Health Management: Health Situational Analysis - Networking and Advocacy - Community Mobilization - Public Private Partnership in Health Sector