



PEACE INSTITUTE OF SOCIAL WORK

PROMOTING DEVELOPMENT MANAGERS



APPROVED INSTITUTE OF
MADURAI KAMARAJ UNIVERSITY



POST GRADUATE DIPLOMA IN
NGO MANAGEMENT

POST GRADUATE DIPLOMA IN
WATERSHED MANAGEMENT

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Approved Institute of Madurai Kamaraj University

- Promoting Development Managers

Vittalnayakkanpatty, NH-7, Dindigul Karur, Sukkampatty Post,
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Peace Institute of Social Work was initiated by Peace Trust an NGO working for child labour, Sustainable development, and water management issues for the past 31 years and worked locally and globally. Peace Institute of Social Works is launched in 2010 to address the need of small and medium sized NGO who involved in right based issues and development and take development at various levels in state of TamilNadu. The NGO felt the need for qualified, efficient resources in getting new project and managing efficiently the existing project and develop the community. There is a conflict situation in managing the civil society with in highly qualified and highly paid staff scope of employment being available in the business world has negative impact on the survival of civil society and efficient hands are not available.

Peace Trust in order to address the need and also provide opportunity to the socially committed young generations of men and women who are willing to work with NGO in first and second line of the organisation.

The courses are designed, conducted and Diplomas are issued by Madurai Kamaraj University. Peace Institute of Social Work is conducting the classes, arranging exposure and facilitates the courses.



THE COURSES ARE:

- ❖ PG Diploma in NGO Management
- ❖ PG Diploma in Watershed Management

TEACHING FACULTY:

The full time faculty team us professionally trained from India and abroad with international work exposure. The faculty include visiting members from reputed Indian and International NGOs. The initiatives is in partnership with international organizations for further enrich the input to the participants. A panel of well-known academics, NGO activists and business representatives support the institute in strengthening the candidates capacity. A special part of guest lecture from visiting officers from International NGOs from Europe and America.

METHODOLOGY:

Teaching comprises of a regular lecture by the faculty and field placement with NGOs / Business and combination of guest lecturers from eminent professionals. Student led and student centered approaches increase the value of their education, research, seminars, debates, students presentations, self assessment, individual tasks, group works, assignments and journal reading.

Every subject is planned in such a way that the student are kept occupied with mini projects, field visits and practical training as related to the subjects. A lot of emphasize is on learning practical aspects of managing different department activities effectively, which gives them valuable exposure in day to day NGO / Watershed administration.

FACILITIES:

Modern and well equipped class rooms, conference hall, teaching aids like video projector, OHP, flip charts, public address system, bus facility to all and hostel facility for women candidates are provided.

LIBRARY:

Library has a wide collection of books / CDs / compiled notes on NGO management / Watershed management insuring access to text books reference books and well stocked collection of reports from NGOs, National Development Agencies, International NGOs and United Nations. Many journals, magazines, newspapers, news bulletins and government publications are available in the library. Generally, two books are issued for a week period. Reservation and photocopy facilities are available in the library. The Library has institutional tie up with American and British council librariets in Chennai. The library remains open from 9.30 AM to 5.00 PM on all working days.

INTERNSHIP:

Preference will be given to Internship candidates with work experience in NGOs for a period of 6 months / 12 months.

SPONSORED CANDIDATE

The NGOs can also sponsor the candidates allowing them to take part in academic activities and continue to provide practical onsite training with their projects.

SYLLABUS FOR POST GRADUATE DIPLOMA COURSES

1. POST GRADUATE DIPLOMA COURSES IN NGO MANAGEMENT

Eligibility: Any Degree

Medium: English

Objective:

The course acquaints the students with the graduation in science and art on the process of managing and to develop in him / her and integrated approach to management problems. Case method and group exercises are introduced as part of the teaching methodology.

SUBJECTS:

- NGO Management
- NGO Accounting and Documentation
- Fund Raising
- Social Marketing
- Elective: Transfer of Technology

Class Time : Every Saturday

Fees: Rs.5000/-

No. of Students: 60

2. POST GRADUATE DIPLOMA COURSES IN WATERSHED MANAGEMENT

Eligibility: Any Degree

Medium: English

Objective:

To ensure water security for present and future. To create collective consciousness among the water users through the learners.

SUBJECTS:

- Principles of Water Management
- Water Resource Management
- Water and Land.

Class Time: Every Saturday

Fees: Rs.3000/-



No. of Students: 40

STUDY VISIT

Depending on the course structure and curriculum requirements study / field, visits are arranged appropriately.

BASIS OF ADMISSION:

Students are admitted purely in merit considering the past academic records, and their performance in group discussion, interview and their experienced NGO staff will have special preference, interview and their inclination to work in development sector.

PEACE INSTITUTE OF SOCIAL WORK

- **NGO Administrative Office:**
Peace Trust,
Near Police Colony,
Trichy Road, Dindigul 624005.
Tel: 0451-2410021, 2411281. Fax: 0451-2410372
- **Admission Office:**
H-2/30, Rani Mangammal colony, Dindigul 624001.
Tel: 0451-2461512.
Web: www.peacetrust.in
- **Campus:**
Vittalnayakkanpatty, NH7, Karur Road, Dindigul.
Tel: 04551-262277.



SYLLABUS FOR PG DIPLOMA NGO MANAGEMENT

Paper I-PRINCIPLES OF NGO MANAGEMENT

Unit 1: The Nature of Management: The definition of management, the management functions, management types, management skills, Managers role and functions.

Unit 2: Foundations of management understanding: Historical forces shaping management, Early management, Classical perspective, Management science perspective, Contemporary extensions, Recent historical trends.

Unit 3: Organizational goal setting and planning: Overview of goals and plans, The nature and purpose of planning, Types of plans, Steps in planning, The planning process, Strategies and policies, Premising, Decision making, Making planning effective.

Unit 4: Organizing: Overview of goals and plans, The organizing process - Organizing the vertical structure, Organizing the lateral structure - Balancing vertical and lateral structure, departmentation, Line and staff relationship, decentralization, Committees and groups.

Unit 5: Staff: Nature of staffing, Recruitment and selection of managers, Training and development of manager, Appraisal of managers.

Unit 6: Control: The importance of control - Relationship of control to strategic, Control techniques and methods, Multiple control systems, Characteristics of Effective control, Quality circles.

Unit 7: Emerging management issues: The nature of international management, Tailoring management styles to cultural values, Career management.

Paper II -NGO ACCOUNTING AND DOCUMENTATION

Unit 1: Fundamentals of Accounting: Booking, keeping, definition, objects, functions and purpose of accounting, branches of accounting - different, double entry and receipts and payments systems of accounting-Banking procedures and qualities.

Unit 2: Recording of transactions-kinds of accounts - Rules for recording transactions-books, journals, subsidiary books (cash book only) - preparation of Bank Reconciliation statement ledger accounts - balancing ledger accounts-trial balance: meaning: objectives, scope, errors and their rectification - maintenance of financial records and documentation. proforms vouchers, documents of fixed asserts-stock registers.

Unit 3: Final accounts and balance sheet: Adjusting entries-capital and revenue expenses: meaning, distinction -final accounts and balance sheet: Definition, objects and preparation of trading, profit and loss account and balance sheet.

Unit- 4: Accounts of Non- Trading Concerns: Receipts and payments accounts, income and expenditure, balance sheet of non trading concerns, maintenance of project accounts.

Unit- 5: Accounting information system: meaning and importance End users of accounting information Limitations of financial statements need for rearrangement and modification of financial statements- accounting Vs. Reporting formats of financial statements- Reporting to National and International Funding.

Unit- 6: Introduction: Manual Accounting Vs. Computerized Accounting: Introducing Tally Features, requirements, Procedures and Configuring Tally.

Unit- 7: Accounting Information: Menus in Tally, Managing groups- Types of Groups, Ledgers Types of Ledgers (Creation, display, Altering and Deleting in Tally).

Unit- 8: Vouchers: Types of Vouchers: Creation, Displaying, Altering and Deleting Vouchers in Tally.

Unit- 9: Inventory : various stock groups : Creation, Displaying, Altering and Deleting inventory category in Tally.

Unit- 10: Processing through Tally: Purchase orders, sales orders and Invoices.

Unit- 11: Preparation of Reports through Tally Trial balance Balance sheet, P&L Accounts, Stocks summary, Ratio Analysis, Display Menu, Accounts Books, Statement of Accounts, Statement of inventory, Cash/Funds flow summaries, Day Book.

Unit- 12: Various features of Tally Customizing Tally Tally Audit Backup and Restore-security in Tally.

Paper III -FUND RAISING

Unit 1: Historical role of philanthropy- achievements of philanthropy limitations- role of philanthropy today.

Unit 2: How to get started on Fund raising Strategies for getting started who to approach and why communication How to present your case.

Unit 3: Corporate Partnership pre-preparatory stage preparing stage Determining your needs. Identifying and prioritizing corporate partners preparation of basic communication materials, implementation Follow up and reporting.

Unit 4: Direct mail Contents of the mailer Types of mailers Mailing Factors of Success mailers Cost benefit analysis- Follow up Infrastructure Data Base Analysis and Reability.

Unit 5: How Event marketing need for events types steps for planning an event benefits-organizing events limitations of events internet applications for fund raising networking, exchange information building contracts- sharing experience lobbying.

Paper IV- SOCIAL MARKETING

Unit 1: Core concepts of marketing, 4Ps of marketing Essential of marketing Environment scanning for marketing marketing research.

Unit 2: Role of marketing with special reference to India segmentation, positioning and product life cycle.

Unit 3: Social marketing and its implications for NGOs, Social Marketing Institutions, Social marketing strategies marketing sanitation, education, family planning, afforestation and small savings.

Unit 4: Social Advertising importance positive and negative influences policy decisions and effectiveness.

Unit 5: Rural Marketing - International Marketing, emerging trends in Social marketing, Internet Marketing.

Paper V- ELECTIVE: TRANSFER OF TECHNOLOGY

Unit 1: Technology - Overview of Technology - Definition - Appropriate Technology - Process of Development - Conventional Technologies and Modern Technologies - Their Characteristics - Integrating Technology with Society - Technology Forecasting

Unit 2: Extension Education: Concept - Philosophy - Principles - Aims - Steps - Relationship with other social sciences - Role of Extension Education in Development - Characteristics of Extension

Unit 3: Communication: Concept - Definition - Meaning - Communication Process - Elements - Importance in Extension work-Communication models - Scope and functions - Feedback - Problems in communication - Types - Interpersonal and Mass Media.

Unit 4: Audio-Visuals: Communication and Extension approaches - Individuals, Group and Mass approach - Motivating the audience - Aids - Audio, Visual and audio-visual-other teaching aids- Communication through written words.

Unit 5: Advances in Training: Meaning - Importance - Concepts - Systems approach - Problem and prospects - Assessing training needs - Training models - Types Trainer's Role and ethics - Training methods - Micro Lab - Lecture - Case Study - Role Play - Brain Storming - Promoting team work.

SYLLABUS FOR PG DIPLOMA IN WATERSHED MANAGEMENT

PRINCIPLES OF WATERSHED MANAGEMENT

- Unit 1:** History of Irrigation in India
- Unit 2:** Water Distribution System Management.
- Unit 3:** Water Management for Paddy
- Unit 4:** Integrated Water Management Practices.

WATER RESOURCES MANAGEMENT

- Unit 1:** Modernization of Tank Irrigation in Tank.
- Unit 2:** Water management in Tank Irrigation in Tamilnadu.
- Unit 3:** Voluntary Organizations and People Participation Women Participation in Watershed Development.
- Unit 4:** Watershed Development Programme.

WATER AND LAND

- Unit 1:** Natural Resources Land Development of Ground Water.
- Unit 2:** Environment Aspects : Irrigation and Aspects of Health.
- Unit 3:** Irrigation and Management by Farmers.
- Unit 4:** Water Management and Minor Irrigation
- Unit 5:** Role of Watershed in Food Security.



TENTATIVE CLASSES FOR THE ACADEMIC YEAR 2015-16**PGDNGOM PAPER 1 PRINCIPLES OF NGO MANAGEMENT**

Date	Time	Covering Units	Resource Person
August 1:	10.00 AM-5.30 PM	Unit 1, Unit 2:	Dr. Mohan
August 8:	10.00 AM-5.30 PM	Unit 3, Unit 4	Mr. B. Walter Kennedy
August 22:	10.00 AM-5.30 PM	Unit 5, Unit 6	Er. Ruba Balan
August 29:	10.00 AM-5.30 PM	Unit 7	Dr. J. Paul Baskar

PGDNGOM PAPER 2 NGO ACCOUNTING AND DOCUMENTATION

Date	Time	Covering Units	Resource Person
September 5:	10.00 AM-5.30 PM	Unit 1, Unit 2:	Mrs. Prema
September 12:	10.00 AM-5.30 PM	Unit 3, Unit 4	Mrs. Prema
September 19:	10.00 AM-5.30 PM	Unit 5, Unit 6	Mrs. Prema
September 26:	10.00 AM-5.30 PM	Unit 7, Unit 8	Ms. Poopandiammal
October 3	10.00 AM-5.30 PM	Unit 9, Unit 10	Ms. Poopandiammal

PGDNGOM PAPER 3 FUND RAISING

Date	Time	Covering Units	Resource Person
October 17:	10.00 AM-5.30 PM	Unit 1	Dr. J. Paul Baskar
October 24:	10.00 AM-5.30 PM	Unit 2	Dr. J. Paul Baskar
October 31:	10.00 AM-5.30 PM	Unit 3	Dr. J. Paul Baskar
October 26:	10.00 AM-5.30 PM	Unit 4, Unit 5	Dr. J. Paul Baskar

PGDNGOM PAPER 4 SOCIAL MARKETING

Date	Time	Covering Units	Resource Person
November 7	10.00 AM-5.30 PM	Unit 1	Er. Thangapandian
November 14	10.00 AM-5.30 PM	Unit 2	Er. Thangapandian
November 21	10.00 AM-5.30 PM	Unit 3	Er. Ruba Balan

PGDNGOM PAPER 5 ELECTIVE: TRANSFER OF TECHNOLOGY

Date	Time	Covering Units	Resource Person
December 5	10.00 AM-5.30 PM	Unit 1	Dr.Thirunavukkarasu
December 12	10.00 AM-5.30 PM	Unit 2	Dr.Thirunavukkarasu
December 19	10.00 AM-5.30 PM	Unit 3, Unit 4	Dr.Thirunavukkarasu
December 26	10.00 AM-5.30 PM	Unit 5	Dr.Thirunavukkarasu

REFRESHER CLASS:

Date	Time	Covering Papers	Resource Person
May 23, 2016	10.00 AM-5.30 PM	NGO Management	Dr. Mohan / Mr. Walter Kennedy
May 24, 2016	10.00 AM-5.30 PM	NGO Accounting and Documentation	Ms. Prema / Ms. Poopandiammal
May 25, 2016	10.00 AM-5.30 PM	Fund Raising	Dr. J. Paul Baskar
May 26, 2016	10.00 AM-5.30 PM	Social Marketing	Er. Thangapandian / Er. Ruba Balan
May 27, 2016	10.00 AM-5.30 PM	Transfer of Technology	Dr.Thirunavukkarasu



CLASSES FOR THE ACADEMIC YEAR 2015-16**PGDWSM PAPER 1****PRINCIPLES OF WATER MANAGEMENT**

Date	Time	Covering Units	Resource Person
August 1:	10.00 AM-5.30 PM	Unit 1	Mr. B. Walter Kennedy
August 8:	10.00 AM-5.30 PM	Unit 2	Mr. B. Walter Kennedy
August 22:	10.00 AM-5.30 PM	Unit 3	Mr. B. Walter Kennedy
August 29:	10.00 AM-5.30 PM	Unit 4	Mr. B. Walter Kennedy

PGDWSM PAPER 2 WATER RESOURCE MANAGEMENT

Date	Time	Covering Units	Resource Person
September 5:	10.00 AM-5.30 PM	Unit 1	Mr. B. Walter Kennedy
September 12:	10.00 AM-5.30 PM	Unit 2	Mr. B. Walter Kennedy
September 19:	10.00 AM-5.30 PM	Unit 3	Mr. B. Walter Kennedy
September 26:	10.00 AM-5.30 PM	Unit 4	Mr. B. Walter Kennedy
October 3	10.00 AM-5.30 PM	Unit 5	Mr. B. Walter Kennedy

PGDWSM PAPER 3 WATER AND LAND

Date	Time	Covering Units	Resource Person
October 17:	10.00 AM-5.30 PM	Unit 1	Er.Thangapandian
October 24:	10.00 AM-5.30 PM	Unit 2	Er.Thangapandian
October 31:	10.00 AM-5.30 PM	Unit 3	Er.Thangapandian
October 26:	10.00 AM-5.30 PM	Unit 4	Er.Thangapandian

REFRESHER CLASS:

Date	Time	Covering Papers	Resource Person
May 23, 2016	10.00 AM-5.30 PM	Principles of Watershed Management	Mr. B. Walter Kennedy
May 25, 2016	10.00 AM-5.30 PM	Water Resource Management	Mr. B. Walter Kennedy
May 27, 2016	10.00 AM-5.30 PM	Water and Land	Er.Thangapandian

HONORARY / FACULTY:

Dr. J. Paul Baskar Chairman

Founder of Peace Trust, a 31 year old NGO working in Child Rights, Migrant Workers Rights and Climate Change issues, Skill training and Teacher Education, Environment Education and Climate Change are special areas he had contributed. He has done his Ph.D in Education with Environment Specialisation.

Mr. B. Walter Kennedy Principal

He had been working with NGO for 16 years and has teaching experience for 3 years.

Ms. Anitha Coordinator. She has B.E in Computer Science.

Dr. Thirunavukkarasu has specialized in Development Administration, Globalization and Panchayat Raj. Former staff of Gandhigram Rural University.

Dr. Mohan Ram Veterinary Doctor involved with number of NGOs around TamilNadu.

Er. Thangapandian is an Agriculture Engineer specializing on Bio Dynamics. He had worked in China as Chemical Engineer.

Er. Ruba Balan has Computer Engineer and MBA Degree in International Business.

Mr. Pillappan NGO Manager for long tenure in Madurai District.

Ms. Prema, Assistant Professor in Commerce with Peace College of Education.

Ms. Poopandiammal, Tally Specialist working with Peace Private ITI.

SUCCESSFUL CANDIDATES

Dr. J. Joseph Vincent, ART Trust, Madurai

"I have pursued the course PG Diploma in NGO Management at Peace Institute of Social Work. The course was very useful for my career. The Syllabus totally covers the needed material to run a NGO. I have passed in the exam in the year 2012-13."

Dr. Dola Mary Rose, Principal Madurai

"I joined the course PG Diploma in NGO Management. The course was very useful. The material and the syllabus units were very enough to work in a NGO. This course gave me many opportunities."

Mr. A. Chandrasekaran, MERDS Trust, Natham

"I pursued the PG Diploma NGO management in the 2014-2015 year. As I am heading a NGO, the course was very useful to me. The syllabus covers all the aspects of NGO Management, which is easy to understand the principles of NGO, the Fundraising and the Accounting paper is useful to deal with the NGO management. The Social Marketing paper was helpful to understand how to market your ideas in this society."