

**DISCIPLINE SPECIFIC ELECTIVE COURSE**  
**DSE HH 7C3: NGO MANAGEMENT, CORPORATE SOCIAL RESPONSIBILITY & FUNDRAISING**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical / Practice		
NGO Management, Corporate Social Responsibility & Fundraising DSE HH 7C3	4	2	0	2	Studied up to Semester VI	Nil

**Learning Objectives**

- To foster a foundational understanding of NGO structures, operations, and strategies for successful networking and fundraising.
- To build essential management skills and analytical abilities for effective NGO management.
- To cultivate an understanding of the concept of Corporate Social Responsibility (CSR) and its significance in developing economies and raise awareness about CSR initiatives undertaken in India.
- To create understanding about the processes and strategies for fundraising.

**Learning Outcomes**

- Demonstrate key management competencies and analytical skills required to address challenges in NGO operations.
- Explain the organizational structures and operational frameworks of NGOs and design effective strategies for networking and resource mobilization.
- Understand the concept of Corporate Social Responsibility (CSR) and its relevance and implementation in the Indian context.
- Develop practical knowledge of diverse fundraising strategies and apply these concepts to create effective fundraising plans for NGOs.

## SYLLABUS OF DSE HH 7C3

### Theory (Credits 2; Hours 30)

#### UNIT I: Development Organizations

10 hours

This unit provides an overview of development organizations, exploring their types, origins, and foundational frameworks. The critical aspects of credibility, accountability, and the sustainability of development actions are also addressed preparing students to evaluate and contribute effectively to development initiatives.

- Development Organizations – Types, genesis, vision, mission, values, ideological and legal frameworks
- NGOs/ Civil Society groups- historical and contemporary perspectives, Role in development
- Social capital, democracy, social transformation and change.
- Credibility, accountability and sustainability of development action

#### UNIT II: Corporate Social Responsibility

10 hours

This unit introduces the concept of Corporate Social Responsibility (CSR) and its connections to development. It traces the growth of CSR through historical and contemporary lenses, exploring both national and international scenarios. It also deals with the expansion of CSR initiatives including ideological, socio-economic, legal, and environmental perspectives.

- CSR- Definition, concept, linkages to development,
- Growth of CSR-historical and contemporary perspectives, national & international scenario
- Factors influencing growth of CSR in societies- ideological, socio-economic, legal & environmental perspectives
- CSR activities–nature, types, impact on development
- CSR & development organisations–relationships, functioning & impact on organisational functioning
- Government initiatives for promoting CSR

#### UNIT III: Dimensions of Fundraising

10 hours

This unit emphasizes the importance of fundraising, exploring its nature, sources, and techniques. Students will learn strategies for mobilizing financial and non-financial funding and analyze donor behaviour.

- Fundraising- importance, nature, sources and techniques. Principle and theories of Fund raising.
- Types of agencies funding development programmes, nature of support, inter-sectoral partnerships and synergies.
- Financial and Non-financial funding- nature, sources, mobilization strategies
- Donor Behaviour- needs of donors- economic, psychological and, sociological perspective; brand marketing and philanthropy
- Fundraising ethics, ethical decision making, code of Fundraising.
- Impact of fundraising on development organizations and initiatives

**PRACTICAL**  
**(Credits 2; Hours 60)**

- Case study of a national and an international NGO
- Case Study of CSR initiatives
- Visits to CSR projects
- Understanding CSR Strategies-objectives, approaches, roles and tasks of a corporate managers
- Fundamentals of Fundraising Planning, designing a plan for your own fundraising activity- with objectives, writing objectives, segmentation, positioning, branding and making the case for support.
- Designing Communication strategies to appeal to donors for fundraising.
- Audit communications to enhance their effectiveness in both monetary terms, compelling case for support
- Understanding project proposals for grants and developing fund raising plans and strategies.

**Essential Readings**

- Chatterji, M. (2014). Corporate Social Responsibility. New Delhi : Oxford University
- Communication, Governance. UK: Cambridge University Press.R. Kumar, S. L. Goel. (2005). Administration and Management of NGOs: Text and Case Studies Paperback. Deep Publications, India. ISBN 8176296015.
- Mandal, B.N (2012). Corporate Social Responsibility in India. Global Vision Publishing House: Delhi.
- Narang R.K. (2009). Corporate Social Responsibility-Replicable Models on Sustainable Development. New Delhi: The Energy & Resources Institute. Press.
- S. Chandra (2003). Guidelines for NGO Management in India. Kanishka Distributors, New Delhi. ISBN 978-8173916038.

**Suggested Readings**

- Abraham, A. (2003). Formation and Management of NGOs. Third Edition, Universal Law Publishing Co. Pvt Ltd., New Delhi. ISBN 9350350122.
- Agarwal, S.K. (2008). Corporate Social Responsibility in India, Sage publication Pvt. Ltd. <https://doi.org/10.4135/9788132100027>.
- D. Lewis (2001). Management of Non-Governmental Development Organization. Second Edition, Routledge, New York. ISBN 9780203002162.
- Grayson D., Hodges A. (2004). Corporate Social Responsibility- Seven Steps to Make Corporate Social Responsibility Work For Your Business. UK: Greenleaf Publishing Limited.
- Lewis. D. (2014). Non-governmental Organizations: Management and Development. 3<sup>rd</sup> Edition. Routledge. ISBN 9781138294097.
- Rasche, A; Morsing, M; Moon, J. (2017). Corporate Social Responsibility: Strategy,
- Subedi, N R, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual. International Centre for Integrated Mountain Development (ICIMOD). ISBN : 9291150830
- Sundar, P. (2013). Business and Community: The Story of Corporate Social Responsibility in India. New Delhi, Sage Publication. ISBN 978-81-321-0955-6.
- Til, J.V. (1988). Mapping the Third Sector: Voluntarism in a Changing Social Economy. Foundation Centre, New York. ISBN 0879542403.

**Note : Examination Scheme and mode shall be as prescribed by the Examination branch, University of Delhi from time to time.**