

**DISCIPLINE SPECIFIC ELECTIVE**  
**DSE HP 4C1 : NGO Management and Advocacy**

**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 and Advocacy	4	2	0	2	XII Pass	NIL

**Learning Objectives**

- To develop key management competencies and analytical in the management of NGOs.
- To develop understanding about the legal framework of NGOs and various issues/risk associated with NGOs.
- To develop basic understanding regarding the structure and functioning of NGOs with effective strategies for networking and fundraising
- To inculcate understanding of communication campaigning and advocacy with the importance of effective campaigning in achieving objectives and changing public policy through mediums like media, legislation, marketing, and advertising.

**Learning Outcomes**

The students would be able to:

- Gain an understanding of the unique nature of the non-government sector and distinguish it from the government (public) and business (for-profit) sectors.
- Explore the historical, theoretical, and legal perspectives on non-government organizations, as well as current trends and issues of consequence to non-government organizations.
- Develop an understanding of management techniques and leadership skills for enhancing the effectiveness of non-government organizations.
- Be able to design and assess the effectiveness of governance models, volunteer programs, organizational capacity, and inter-organizational relationships.

- Develop understanding of advocacy skills and knowledge and also key stages involved in developing an advocacy strategy.

## **SYLLABUS OF DSE HP 4C1**

### **THEORY (Credits 2; Hours 30)**

#### **UNIT I: Introduction to Non-governmental Organizations 10 Hours**

This unit introduces the concept and idea of non-governmental organizations, its relevance, and characteristics. It also provides an overview of the evolution NGOs, historical development of voluntary action with respect to the roles played by them within changing development frameworks.

- Meaning of NGO and GO and private sector
- Difference between Government Organizations and NGO
- Relationship between NGO, GO and private sector
- Characteristics of good NGO
- Structure of NGO
- Functions of NGO
- Classification of NGOs
- Historical evolution of NGOs
- Growth and status of NGOs in India
- Contribution and Role of NGOs in Development
- Mapping Voluntarism in the Third sector
- Challenges faced by NGOs.

#### **UNIT II: Management of Non-governmental Organizations 12 Hours**

This unit elaborates on the organizational structure and the various aspects of establishing and running an NGO. It focuses on the numerous challenges, problems and issues associated with NGOs. It elucidates about the different managerial strategies of NGOs, through planning, implementing, and monitoring activities strategically.

- Organizational types and structures
- Registration of NGO
- Legal Procedures for Establishment of NGOs
- Overview of Societies Registrations Act, India's Companies Act, Charitable Endowment Act and FCRA, Memorandum of Association and Bye Laws
- Tax Relief Under Section 80G
- Management of NGOs

- NGO management competencies
- Human Resource Management- Human Resource Policy, Staffing and Salaries
- Selection and training of Personnel
- Managing people and teams in NGOs
- Communication and Networking in NGOs
- Planning, Implementation and Evaluation strategy under NGO
- Fundraising
- Resource mobilization

### **UNIT III- Introduction to Advocacy**

**8 Hours**

This unit describes the concept of advocacy and campaigning highlighting its relevance, in the contemporary times. It focuses on the process of advocacy and planning an advocacy campaign. It explores the relationship between advocacy, programme communication and social mobilization through diverse platforms

- Concept and relevance of Advocacy
- Types or approaches of Advocacy
- Steps in planning an Advocacy Campaigns
- Tools and Techniques of Advocacy
- Elements of an advocacy strategy
- Advocacy Planning Cycle - planning advocacy campaigns for different stakeholders
- Case studies of advocacy campaigns
- Community Advocacy
- Media Advocacy
- Relationship between advocacy, programme communication and social mobilization

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

1. Visit to Non-government organizations
2. Profiling of NGOs
3. Evaluation of promotional/IEC materials developed by NGOs
4. Case studies and Evaluation of Advocacy Initiatives/ Campaigns
5. Planning an advocacy campaign

#### **Essential Readings:**

- R. Kumar, S. L. Goel. (2005). Administration and Management of NGOs: Text and Case Studies Paperback. Deep & Deep Publications, India. ISBN 8176296015.
- S. Chandra (2003). Guidelines for NGO Management in India. Kanishka Distributors, New Delhi. ISBN 978-8173916038.

- D. Lewis (2001). Management of Non-Governmental Development Organization. Second Edition, Routledge, New York. ISBN 9780203002162.
- Subedi, N R, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual. International Centre for Integrated Mountain Development (ICIMOD). ISBN : 9291150830
- Abraham, A. (2003). Formation and Management of NGOs. Third Edition, Universal Law Publishing Co. Pvt Ltd., New Delhi. ISBN 9350350122.

**Suggested Readings:**

- Sundar, P. (2013). Business and Community: The Story of Corporate Social Responsibility in India. New Delhi, Sage Publication. ISBN 978-81-321-0955-6.
- Agarwal, S.K. (2008). Corporate Social Responsibility in India, Sage publication Pvt. Ltd. <https://doi.org/10.4135/9788132100027>.
- Lewis. D. (2014). Non-governmental Organizations: Management and Development. 3<sup>rd</sup> Edition. Routledge. ISBN 9781138294097.
- 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**