



Let's Make a Just World

LEAD INDIA INSTITUTE FOR SOCIAL INNOVATIONS & SUSTAINABLE DEVELOPMENT

Educating Present, Inspiring Future, Empowering Entrepreneurship

AN ISO 9001-2008 CERTIFIED NOT FOR PROFIT ORGANIZATION FOR THE DEVELOPMENT OF NGOS

INSTITUTE OF SOCIAL INNOVATIONS PROGRAMME HIGHLIGHTS

THE PROGRAMMES COMBINES THE FUND-RAISING AND NGO MANAGEMENT, CPFR AND CPNA

THE CURRICULUM IS FLEXIBLE AND PROVIDES THE STUDENTS A CHOICE OF ELECTIVE COURSES UPTO 60% OF THE TOTAL CREDITS DURING THE PERIOD.

THE PROGRAMS OFFERED BY THE INSTITUTE IS RECOGNISED BY LEAD INDIA FOUNDATION.

THE STUDENTS WILL HAVE THE OPPORTUNITY TO SPECIALIZE IN VARIOUS SOCIAL MEDIA AREAS SUCH AS FACEBOOK, TWITTER, LINKEDIN, GOOGLE+, ORKUT, YOUTUBE ETC.

ON SUCCESSFUL COMPLETION OF THE COURSE, THE PROGRAM PROVIDES AN OPTION TO WORK WITH LEAD INDIA FOUNDATION WITH BEST PACKAGE.

EXPERIENCED FACULTY AND INNOVATIVE METHOD OF TEACHING WHICH COMPRISES OF A PROPER MIX OF THEORY AND PRACTICE THAT PROVIDES OPPORTUNITIES FOR PARTICIPATORY AND EXPERIENTIAL LEARNING.

PROGRAMME CURRICULUM IS PRUDENT MIX OF MANAGEMENT AND ALLIED COURSES.

EXCELLENT INFRASTRUCTURE WITH STATE OF

CREDIT BASED SOCIAL AND INDUSTRIAL INTERNSHIP DURING COURSE TAUGHT.

THE ART CLASSROOMS/LIBRARY/ IT FACILITIE

CONTINUOUS MENTORING OF STUDENTS FOR CAREER ADVANCEMENT. VARIOUS ACTIVITIES FOR STUDENTS' PERSONALITY BEST PLACEMENT INSIDE AND OUTSIDE INTERNATIONAL ORGANIZATION.

IN COLLABORATION WITH :-

ASU Lodestar Center
for Philanthropy & Nonprofit Innovation
ARIZONA STATE UNIVERSITY

ASU is #1 in the U.S. for Innovation

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CPFR-CPNA

(2 Year Professional & Job Oriented)

PROGRAMME

DUAL SPECIALISATION



LIID

LIID, an initiative of LEAD INDIA FOUNDATION, is established as a social innovations school. Innovation, quality, and excellence are the key driving forces of the school which have translated the vision of these institutions into a reality over a short span of time. Today, the school vibrates with not only world class curricular activities but also with myriad of activities like international conventions, symposia, conferences, student competitions, conclaves, short-term industry relevant programmes, cultural activities etc.



The Institute

Founded on the vision of Mr. Manoj K. Pattanik, the Institute of social Innovation, Lead India Foundation, earlier known as Lead India came into existence in 2014. Embodying the principles of entrepreneurship, excellence and professionalism, it imparts top-class non-profit education and aims to produce new generation social entrepreneurs and managers to meet the present need of NPOs.

The school believes in serious academic pursuit and encourages original and innovative organization thinking with regard to national and internationally relevant ideas, and policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

LIID, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of the non profit industry. The organizational infrastructure and amenities of the Institute are comparable to any reputed institute around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies and strategy implementation sessions are held as part of the future non profit managers' everyday work schedule.

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PROGRAMMES

THE INSTITUTE, CURRENTLY, OFFERS THE FOLLOWING PROGRAMMES

Two Year Programme

- ☛ Certificate in Professional NGO Administration & Fund Raising

One Year Programmes

- ☛ Certificate in Professional Fund Raising (Full Time)
- ☛ Certificate in Professional NGO Administration (Full Time)

Three Months Programmes

- ☛ Certificate in Professional NPO Project Management
- ☛ Certificate in Professional Indian Patent Law for NPO
- ☛ Certificate in Professional IP Law for NPO
- ☛ Certificate in Professional Digital Media Management for NPO
- ☛ Certificate in Professional Social Media Optimization for NPO
- ☛ Certificate in Effective Grant Proposal Writing
- ☛ Certificate Program in Digital Marketing For Nonprofit



CERTIFICATE IN PROFESSIONAL FUND RAISING & NGO ADMINISTRATION

This is an innovative programme that combines the innovation between social transformation and social media i.e. CPFR AND CPNA. The one year course comprise of Two Semesters. The Programme provides an opportunity to exit at the end of the year. On successful completion of the year, a CPFR Certificate is awarded to the students who wish to exit the Programme at this point. On successful completion of the subsequent two years, a CPFR-CPNA Certificate will be awarded. The medium of instructions, of the Programme, is English.

After undergoing this programme, the students should be able to:

- Inculcate a global mindset / Digitally Empowered
- Analyse socio-political-economic environment of non government organizations
- Communicate effectively in different contexts
- Develop functional and general management skills
- Demonstrate leadership, teamwork, and social skills
- Evaluate different NGO problems using analytical and creative, and integrative abilities
- Develop ethical thinking

Graduate Attributes

- Social Responsibility & Integrity
- Communication
- Leadership
- Problem Solving
- Entrepreneurship
- Environmental Consciousness



PEDAGOGY.....

The main pedagogical methods are lectures, work & learn, case studies, and project works. These are further supplemented and complemented with in classroom research, role-plays, simulations, syndicate discussions, etc. The actual mix of pedagogy varies with the nature of a course.

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Curriculum

The course curriculum is so designed that it provides the student a basic understanding about the fund raising skills and trains them in effective communication. The programme also strives to inculcate the entrepreneurship skills. With this kind of the curriculum, the students are better prepared to explore various opportunities available in the management profession.

CERTIFICATION IN PROFESSIONAL NGO ADMINISTRATION & FUND RAISING

DUAL SPECIALIZATION Duration: 2 years Fees: Vary from intake to intake

Semester - I

- NGO English - I & IELTS
- NGO Mathematics - I
- Principles of Micro Economics
- Principles of Financial Accounting
- Fundamentals of Information Technology
- Crowd Funding & Online Fund Raising
- Company Accounts/NGO
- Logic and Critical Thinking
- Introduction to Indian Society
- Corporate & Foundation Fundraising

Our IELTS courses are managed by



Semester - II

- Foundations of Fundraising
- Annual Giving
- Capital Campaign
- Individual Major and Leadership Gifts
- Planned and Estate Gifts
- Prospect Research
- Technology- Enabled Fundraising
- Support Services and Volunteer Leadership
- Management and Accountability

Semester - III

- Introduction to Indian NGO Environment
- Government and NGO
- Introduction to NGO Statistics
- Cost of NGO Accounting
- Introduction to Industrial Psychology & CSR
- Oral Communication & soft skills in NGO
- Elements of Management
- NGO Admin & Mana- II
- NGO Mathematics - II
- Principles of Macro Economics

Semester - IV

- Fundamentals of Financial Management
- Introduction to Operations Research
- Introduction to Ethics and Corporate Social Responsibility
- Introduction to Organizational Behaviour
- Introduction to Environmental Management

CERTIFICATION IN PROFESSIONAL FUND RAISING (CPFR)

Semester - I

- NGO English - I & IELTS
- NGO Mathematics - I
- Principles of Micro Economics
- Principles of Financial Accounting
- Fundamentals of Information Technology
- Crowd Funding & Online Fund Raising
- Company Accounts/NGO
- Logic and Critical Thinking
- Introduction to Indian Society
- Corporate & Foundation Fundraising

Our IELTS courses are managed by



Program Fee: 4350 USD
Course Duration- 1 year

Semester - II

- Foundations of Fundraising
- Annual Giving
- Capital Campaign
- Individual Major and Leadership Gifts
- Planned and Estate Gifts
- Prospect Research
- Technology- Enabled Fundraising
- Support Services and Volunteer Leadership
- Management and Accountability

CERTIFICATION IN PROFESSIONAL NGO ADMINISTRATION (CPNA)

Semester - III

- Introduction to Indian NGO Environment
- Government and NGO
- Introduction to NGO Statistics
- Cost of NGO Accounting
- Introduction to Industrial Psychology & CSR
- Oral Communication & soft skills in NGO
- Elements of Management
- NGO Admin & Mana- II
- NGO Mathematics - II
- Principles of Macro Economics

Semester - IV

- Fundamentals of Financial Management
- Introduction to Operations Research
- Introduction to Ethics and Corporate Social Responsibility
- Introduction to Organizational Behaviour
- Introduction to Environmental Management

Program Fee: 4350 USD
Course Duration- 1 year

IN COLLABORATION WITH :-



SHORT TERM COURSES

CERTIFICATE IN PROFESSIONAL SOCIAL MEDIA OPTIMIZATION FOR NPO

Course Content optimization

- Introduction to Social Media Platforms (Facebook, YouTube, LinkedIn and Twitter), Tools and Techniques
- Advanced Social Media Strategy, Execution, and ROI Measurement
- Social networking and Facebook
- Video Marketing using Youtube
- Micro-blogging and Twitter
- Marketing through LinkedIn
- Blogging for NGOs
- Viral Marketing & Promotion For Donors
- Campus Reputation Management

Program Fee: 899 USD

Course Duration- 3 months

CERTIFICATE IN PROFESSIONAL NPO PROJECT MANAGEMENT

Topics covered

- Project Management Essentials
- Project Integration Management
- Project Scope Management
- Project Time Management
- Project Cost Management
- Project Quality Management
- Project Human Resource Management
- Project Communications Management
- Project Risk Management
- Project Procurement Management

Program Fee: 1500 USD

course duration: 50 hours

CERTIFICATE IN PROFESSIONAL DIGITAL MEDIA MANAGEMENT FOR NPO

Course Content optimization

- Search Engine Marketing - How to market your products by running ads on Search Engines
- Search Engine Optimization - How to get your website listed among top search engine results
- Web Analytics - How to make NGO Promotion decisions from the digital media metrics
- Email Marketing - How to build users lists, deliver emails and generate relevant clicks
- Social Media Marketing - how to build social media brand, and generate leads
- Inbound Marketing - Use campus marketing techniques such as content marketing to attract customers and generate Donors by earning their trust

Program Fee: 899 USD

Course Duration- 3 months

CERTIFICATE IN PROFESSIONAL INDIAN PATENT LAW FOR NPO

Course Content optimization

- Fundamentals of Intellectual Property
- Intellectual Property Management
- Patent Law Fundamentals
- Patent Opposition, Infringement and prosecution
- Patent strategies and Litigation

Program Fee: Rs. 899 USD

Course Duration- 3 months

CERTIFICATE IN PROFESSIONAL IP LAW FOR NPO

Course Content optimization

- Understanding the IP Ecosystem
- Fundamentals of Intellectual Property
- Protection & Enforcement of Intellectual Property
- Intellectual Property Licensing and Franchising
- Intellectual Property Valuation Methodologies & Case Studies
- Strategic Issues in Commercialization of IP

Program Fee: 799 USD

Course Duration- 6 months

All these courses are eligible to get a monthly stipend of Rs. 5,000. All the students will get in hand experience as the course is designed in a work and learn platform with few in person classes and online classes.



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CERTIFICATE PROGRAM IN DIGITAL MARKETING FOR NONPROFIT

Course Content optimization

- Introduction to Digital Marketing
- Digital Marketing Planning and Strategy
- Website Optimization
- Digital Advertising (PPC, Digital Display and YouTube)
- Affiliate Marketing
- Email Marketing
- Mobile Marketing
- Social Media Marketing
- Web Analytics
- Search Engine Optimization (SEO)
- Content Marketing
- E commerce Marketing

Program Fee: 2450 USD

Course Duration- 6 months

CERTIFICATE IN EFFECTIVE GRANT PROPOSAL WRITING

Course Content optimization

- Connecting Grant Makers And Grant Seekers
- Non Profit Project Starting
- The Principles Used For Lean Six Sigma
- Managing A International And National Project
- Tools Of A Grant Proposal – Part 1
- Tools Of A Grant Proposal – Part 2
- Tools Of A Grant Proposal – Part 3
- Completing The Grant Writing Project
- Stakeholders Management For Grant Proposal Writing

Program Fee: 2450 USD

Course Duration- 6 months

ENRICHMENT COURSES

One Enrichment course, from the following list, shall be offered in each semester:

1.	Yoga & Total Health	10.	Use of Spreadsheet
2.	Accelerated Learning	11.	Group Discussion and Interview skills
3.	Creativity	12.	Outbound Teamwork
4.	Personality Development & Business Etiquettes	13.	Value Clarification
5.	Creative Writing	14.	Career Planning and Goal Setting
6.	Industry Analysis	15.	Science & Technology
7.	E-commerce	16.	Gender & Disability Sensitivity
8.	Phonetics	17.	Innovation Management
9.	Time Management		

THE FIRST AND SECOND SEMESTER OF THE PROGRAMME WILL BE IN-LINE WITH THE REGULAR OTHER PROGRAMME OF THE INSTITUTE.



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Beyond Academics

We believe that it is our responsibility to develop our students as managers right on the campus while they are still students. The institute considers students as active partners in managing the Institute and its activities such as conferences, guest lectures, seminars, placement, etc., and ensures that they play an active role in the life of the Institute rather than being passive recipients. The time that students spend at the campus, is designed to be the most fulfilling periods of their lives.

Co-curricular and Extracurricular Activities

Students are encouraged to plan, organize and participate in various co-curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates a spirit of leadership and an understanding of different aspects of management. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of well accomplishment of a job. Students get to recognize their talents and skills in the process. and are inspired to develop themselves further. Many of the regular annual activities are organized by students in the school.



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Admissions

Number of Seats: 60

Out of the total intake, fifteen percent of the seats is allocated for admission to NRI/NRI sponsored students. Over and above fifteen percent seats are also allocated to Persons of Indian Origin (PIO) / Foreign Students / Children of Indian workers of Gulf countries and South East Asia and SAARC countries.

Eligibility

- Candidates should have passed Higher Secondary Certificate (HSC) Examination (10+2) or any other equivalent Examination recognized by Lead India with minimum 60% aggregate marks and English as one of the subjects.
- Candidates should not be more than 45 years of age as on 1st July 2017.
- Candidates appearing for HSC exam can also apply provided they furnish the proof of having met the minimum eligibility criteria at the time of personal interview.

Application Procedure

Written Test

Applicants are required to appear for National Level Admission Test to be conducted by the Lead India one Month before. Please visit the website for more details on:
www.givegloballyfoundation.org

The last date for submitting the application for written test (see the important dates)

In addition, the candidates should also apply separately to Lead India Foundation.

LIID Application Form

Application Form

- Application form will be available on our website www.givegloballyfoundation.org or by E-mail request at info@leadindiafoundation.org. Fill-in the application form and submit it along-with payment of Rs. 200/- by credit card/debit card / net banking.
- The application will remain open for registration and submission till the last date of submission for the semester.

Offline Application Form

Offline application form can be downloaded from the website and the completed application form can be sent along with a DD of Rs. 200/- drawn in favour of "Lead India" payable at Gandhinagar. Completed application forms must reach the Institute by **(before 2 months)**. Incomplete forms are liable to be rejected summarily.

Selection Process

Candidates shortlisted on the basis of their performance in the Admission Test will be called for Personal Interview. The interview will be conducted in selected cities which will be announced later. The candidates will be finally selected for admission based on the their performance in the Admission Test, Personal Interview and Academic Performance in SSC & HSC.

The following weightages will be given to each component of the selection criteria:

- Admission Test : 50%
- Personal Interview : 30%
- Academic Performance : 20%

Stipend based study

All the students will be provided a stipend up to 10,000 INR for their work during The study. This is applicable only for CPFR and CPNA students if they are not sponsored by any organization or company.

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Important Dates

ONLINE/OFFLINE APPLICATION FORM AVAILABLE FROM: www.givegloballyfoundation.org

SPRING (JAN.) SUMMER (MAY) FALL (SEP.)

First Priority date of Application Submission:	Aug. 30	Mar. 30	Jul. 30
2nd Priority date of Application Submission:	Sep. 15	Apr. 15	Aug. 14
Final Priority date of Application Submission:	Sep. 30	Apr. 30	Aug. 31

IMPORTANT NOTICE:

Intimation on entrance test 15 days prior to the class All the students need to pay the entrance fees of Rs. 5000/- to receive the call letter. This fees will be adjusted in the admission fees If the candidate gets the admission. If no admission then the money will be refunded after a deduction of Rs. 250/- as handling cost.

All communication with regard to the admissions will be done online or through electronic mails, so the candidates are advised to keep a track of the online information at our website (<http://www.givegloballyfoundation.org>) and their emails provided in the application forms.

ADDITIONAL INFORMATION ON ADMISSION

Foreign Nationals/PIO/NRI Tuition Fee: US\$ 4850 or equivalent in Indian Rupees per annum

Tuition Fee* : USD - 4350 per annum + other applicable fees for the CPFR / CPNA per annum

Gulf & South East Asia Tuition Fee: US\$ 4850 or equivalent in Indian Rupees per annum

International Student Processing Fee: Rs 25,000/-

Examination Fee: Rs. 5,000/-

For CPFR & CPNA, the fees applicable to the regular CPNA programme of the Institute shall apply

Activity Fee: Rs. 10,000/- per annum

SUCCESSFUL STUDENT SUBMITTING THE APPLICATION MAY ELIGIBLE FOR SCHOLARSHIP AS MENTIONED BELOW*

On or before 1st Priority Date will get a Scholarship up to	50% (of course fee)
On or before 2nd Priority Date will get a Scholarship up to	30%
On or before 3rd Priority Date will get a Scholarship up to	10%

***Subject to proof best performance in Education Record and Entrance Test**

***Condition Apply**



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INFRASTRUCTURE

The Campus

The main campus of the Institute is situated about 10 miles from Indianapolis Airport, on the heart of Indianapolis. A 3000 sq.ft. wi-fi campus in picturesque surroundings provides a refreshing environment, stimulating intellectual alertness and creativity. The campus has an ambience that motivates students to grow. The Institute building, which is centrally air-conditioned, has several amphitheatres, flat classrooms, an auditorium with the capacity of 60 seats, computer centre, a communication lab, a fully automated library, an art gallery, faculty and administrative blocks, conference rooms, and other facilities. Modernity, aestheticism, and grandeur characterize the buildings. The campus also has modern sports facilities. The overall atmosphere is distinguished by serenity, which is conducive for intellectual pursuits.

Classrooms

The classrooms are air-conditioned and equipped with multimedia and audio-visual equipment to facilitate effective learning. Classrooms are designed to promote maximum interaction between the faculty and students. Each classroom has internet connectivity through wireless local area network.

Computing Facilities

Computing facilities for the students include a well-equipped lab. A state-of-the-art gigabyte network connects every corner of the Institute. Every student and faculty member has a networked personal computer at his or her disposal. High-speed servers running on a variety of platforms to suit all kinds of requirements support the entire network. A 64mbps dedicated optic fiber leased line and wi-fi hotspots enable round the clock internet connectivity. The Institute has also acquired the latest software, namely SPSS and Oracle, among others. Internet and Intranet mail servers are available to students and faculty round the clock.



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Library Resource Centre (LRC)



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Organization Who Will Be Linked For Placement

The library provides access to a wide range of management and business information sources that include leading national and international business periodicals in addition to an impressive collection of business databases, digitized corporate annual reports, and CDs/DVDs. The library has more than 28,000 volumes of books.

The library subscribes to 14 databases- around 7000 e-journals are subscribed through databases such as EBSCO's Business Source Complete, Elsevier's Science Direct: Business, Management & Accounting package, Emerald Management 150, JSTOR archival e-journal package and Oxford e-bundle.

The library subscribes to ISI Emerging Markets database which provides trade related information from all over the world. The financial and economic databases subscribed by the library are Centre for Monitoring Indian Economy's- Prowess, Industry Analysis Service and States of India, Ace Equity and Ace Mutual Fund from Accord Fintech and Newswire18.

The library also subscribes to Indiastats.com and has Springer e-books collection. The library is fully automated and accessible on the campus LAN and operates on specialized library software Alice for Windows. The user-friendly package facilitates issue and return of books with biometric identification, online access to the catalogue, i.e. Web catalogue. The library has adopted the latest information technologies like CD, DVD, multimedia kits, bar code scanners, and text and graphic scanners for effective use of library services



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**A LEADER IS ONE WHO,
KNOWS THE WAY;
GOES THE WAY;
SHOWS THE WAY.**



Mr. Manoj K Pattanaik
Founder of Lead India.

Vision becomes reality when a true leader takes charge. Foundation is laid for an aggressive growth with more than 500+ NGO members, the energy of social development are roaring to reach the pinnacle of progress.

All our members are Alchemist of Advancing Lead India Network.

We are with all, in the journey of redesigning the socio-economic state of our society.

**A bright new institution rises to a new beginning
with great visionaries making it shining**

People believed in our vision, trusted our leadership. Pledged their support. As Lead India Foundation awakens to a brilliant future, may you Lead the society on the path of development and good governance setting benchmarks of a joint venture of LEAD INDIA network.

CREATING TALENTS TO TACKLE THE NEEDS OF GLOBAL GOALS



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