

Tenth Development Management Appreciation Programme (DMAP)

16-28, November 2009

DMAP



Tata-Dhan Academy
DHAN Foundation
Madurai



Programme Background

The development sector, especially the NGO sub sector, had not realised the importance of professionalism until recently. Development was not considered as a profession. As a result, development work was like rendering assistance of non technical nature, which involved educating people on various development issues and promoting highly diverse and unstructured activities. The need for techno managerial assistance to the undeveloped communities was realised later which required people with multidisciplinary knowledge and training in managerial concepts and methods. With increasing competition among NGOs to attract dependable client bases and to implement development programmes in a sustainable manner, the need for professionalism in the sector has increased many-fold. There is a



growing need for NGOs to diversify their activities and improve their efficiency and effectiveness. This calls for the need for equipping NGO professionals with multiple competencies and their continuous upgradation.

Realising the need for professional management skills among development leaders and managers, DHAN Foundation started offering their Development Management Appreciation Programme (DMAP) from the year 1997. This was later on offered by Tata-Dhan Academy. This 10th DMAP is being offered to middle level professionals of the development sector. The programme is designed with a view to provide a comprehensive management education within a short span of two weeks. The programme covers diverse areas of management and development disciplines that are relevant for the sector.

Programme Objectives

- To introduce the participants to the principles, techniques and concepts of development

management by exposing the participants to multi disciplinary management and development functional areas.

- To impart managerial skills required for the effective management of development programmes and organisations.
- To provide a conceptual understanding on the changing environment of the development sector.
- To expose the participants to different ways in which development professionals have tried to handle different situations in varying contexts.

Programme Design

The Development Management Appreciation Programme (DMAP) is a two week intensive, full time residential programme for middle level professionals of NGOs. Case method of teaching will be the main pedagogy requiring rigorous class preparation and group discussions from the participants. The participants are expected to prepare for the sessions in small groups and contribute to class participation to enable cross learning. The programme is designed to contain four interdependent and interrelated modules; development perspectives, management for development, HRD and institution building and communication for development. The courses of different modules will be offered simultaneously. The programme starts with dealing basics of development management and progresses gradually to more complex and advanced courses.

Module 1: Development Perspectives

This module deals with livelihood issues, poverty and its measurement, social development programmes and research methods for development. The courses will attempt to dwell on macro issues of development simultaneously exploring the depth of the issues. The participants will be able to appreciate the changing trends and approaches in the sector.

Module 2: Management for Development

This module aims at imparting knowledge and skills relevant for development professionals on areas like accounting, projects, marketing, finance, etc. This module will equip the participants for improved efficiency and effectiveness in managing

development organisations and programmes. As the courses are intended for middle level development professionals who have not undergone any formal education in development management, a holistic approach is adopted to impart knowledge of basic managerial subjects, without losing specificity at the same time.

Module 3: Human Resources Development and Institution Building

This module aims at making the participants to explore their self, understand the dynamics of leadership and imparts skills and knowledge of human resources development and management.

Module 4: Development Communication

This module intends to impart communication skills of the participants in the development context. The courses are designed such that a participatory learning occurs with the active involvement of the participants.

A half day workshop is a part of the programme in which the participants will share the different activities of their organisations and try to relate their experiences with classroom learning, which in turn will lead to better understanding and enhance cross learning. The participants will also visit some field locations to understand a few innovative development themes.

Pedagogy

The programme will invite intensive participation from the participants to facilitate mutual learning among the participants. The programme will employ a diverse and appropriate pedagogical method that includes case analysis and discussions.

Faculty

The faculty members of Tata-Dhan Academy who have vast experience in the development sector will form the core faculty for the programme. In addition, experts from different development organisations will act as resource persons for some of the modules.

Participants

The programme is designed for middle level development managers who have not had any formal education in management. The participants are expected to have more than two years of experience in the development sector at a managerial level. In

addition, they are expected to have a working knowledge of English as the medium of instruction is English. As the programme is demanding in terms of their time and attention, the participants are expected to be completely free from all their routine responsibilities during the course of the programme.

Venue

The programme, being completely residential, will be held at Tata-Dhan Academy campus in Pulloothu, 12 kms from Madurai. The campus is well equipped with classrooms, a library, a computer lab, etc. and recreation facilities like sports complex.



Fees

The total programme fee is Rs 15,000 per participant which covers tuition, course materials, board and lodging of the candidates. The fee should be paid in the form of a demand draft in favour of "Tata-Dhan Academy" payable at Madurai.

Application

To apply, please complete the enclosed application form and send it to the Academy so as to reach us on or before October 31, 2009. Application forms may also be downloaded from our website www.dhan.org. The Academy will select the candidates based on their experience and merit and confirm the selection. The full amount of the fees is expected to be paid before the commencement of the programme.

Important Dates

Last Date for	
Receiving Applications	31 October 2009
Date of Reporting	16 November 2009
Programme Commencement	16 November 2009
Programme Conclusion	28 November 2009

About Tata-Dhan Academy

Tata-Dhan Academy is promoted by DHAN Foundation, a pioneering grassroots organisation and Sir Ratan Tata Trust (SRTT), Mumbai to identify, nurture and groom young graduates, into development professionals through its flagship 23-month long academic programme in development management, the PDM. The programme is a careful blend of classroom and field segments. Till date eight batches of PDM students have graduated from the Academy and are working with disadvantaged communities on various issues. The Academy aims at and is working towards becoming a Centre of Excellence in Development Management.

In addition to long duration programme and research, the Academy has identified short duration Development Management Programmes as its core purpose to enable the world of practice. The thematic programmes include Development Management Appreciation Programme (DMAP), The Art of Upscaling Microfinance (ART Programme). Micro Insurance, Social Development Research Capacity building (SDRC) and Leadership Education in Advancing Development (LEAD). The purpose of the programmes is to professionalise the development sector in general and NGOs in particular to augment their efficiency and effectiveness.

About DHAN Foundation

DHAN Foundation is a Development organisation working towards bringing significant changes in the lives of the poor through innovative themes. The organisation runs several field programmes and Activities to help the poor.

DHAN's Community Banking Programme is building on the self help and collective action of the poor. It has an emphasis on creating access to microfinance services that include savings, credit and insurance to poor women through their own self managed institutions. These institutions are enabling them to address their other development needs also. The tankfed agriculture programme aims at rebuilding the small scale reservoirs spread across the countryside for benefiting small holder agriculture and providing access to drinking water. DHAN's experimentation projects and activities are on making rainfed agriculture more remunerative; making information technology to serve the poor; and democratizing the Panchayats through local action.

The salience of the programmes of DHAN are placing high quality human resources to work with the poor, organising them into self managed organisations to avail their entitlements and run their services on a cooperative and self help basis. DHAN always works in collaboration with individuals and organisations including the government and business.

As of March 2009, DHAN was working with around 7 lakh families spread over many parts of the country through its network of more than 200 offices and 700 full time staff, most of whom have professional qualifications.

For further information contact

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