VIVEKANANDA INSTITUTE FOR LEADERSHIP DEVELOPMENT
(An initiative of Swami Vivekananda Youth Movement)

MASTER IN DEVELOPMENT MANAGEMENT
MDM
RECOGNIZED BY UNIVERSITY OF MYSORE

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Build a Challenging and Fulfilling career in the DEVELOPMENT SECTOR

"Education is the manifestation of the perfection already in man."
- Swami Vivekananda
Development Sector - Heralding New and Challenging Opportunities

Development is such a complex process that experts have defined it in various ways. While some would like to view it from an economic lens, most people nowadays are veering around to looking at development from social, cultural, political and other dimensions affecting human life and progress.

We at SVYM believe that development is the constant expansion of human capabilities. This definition of development, though abstract in nature, actually manifests itself tangibly – often as securities and liberties for communities and individuals. These could be political, social, religious, economic, linguistic, food-related, gender-related, agricultural, and much more. Manifestations of these tangible securities and liberties are indicators of a developed community/state/nation.

The Development Sector today is in need of critical manpower with relevant qualification and experience both in social sciences and managerial sciences which would expectedly and positively impact National Development at large.

Development Management - a Fulfilling Career

Development Organizations work in a complex, highly diverse and sometimes turbulent environment. There is a need for managing the Organizations with professionalism as good as a corporate house. Organisations and sectors are facing a rapid change like never before with globalization increasing the opportunities for more growth and renewed initiatives.

Presently, there are very few university accredited courses which build the capabilities of qualified and competent individuals who can raise to the challenges in the development sector.

With a view of addressing this critical need, V-LEAD started a unique Post Graduate Course in the year 2005, currently known as Master in Development Management (MDM), which is recognized by the University of Mysore.

This unique course has the blend of social work concepts as well as the managerial component, which gives a decisive edge to aspiring students pursuing the course.

Swami Vivekananda Youth Movement

Swami Vivekananda Youth Movement (SVYM) is a registered, voluntary, development Organization started in the year 1984. It is engaged in building a new civil society in India through its grassroots to policy-level-activities in Health, Education, and Community Development sectors. Acting as a key promoter facilitator in the community’s efforts towards self-reliance and empowerment, SVYM is developing local, innovative and cost-effective solutions to sustain community-driven progress.

SVYM is also rooted to its values of Satya, Ahimsa, Seva and Tyaga, which is reflected in its program design and delivery, transactions with the stakeholders, resource utilization, disclosures and openness to public scrutiny. Buying in support from the community, working in healthy partnership with the government and corporate sectors and sharing its experiences with like-minded organizations have been the hallmark of SVYM’s evolution over the past 29 years.

University of Mysore

The University of Mysore, established in 1916, is the sixth University established in the country and the very first in the princely state of Mysore. The University of Mysore has 122 affiliated colleges with 65,000 students and 39 Post Graduate Departments offering 60 post graduate courses to 3,500 students.

During last nine decades Mysore University has been in the forefront of innovative higher education programs. Now it has extended its support to the cause of higher education beyond its campuses. It has affiliated colleges with good academic and infra-structural facilities to offer Post Graduate courses. It has entered into a Memorandum of Understanding with reputed and credible institutions to carry out research and post graduate courses, which are not available in the university campuses. It is in keeping with this innovative spirit that the University of Mysore has entered into collaboration with the Vivekananda Institute for Leadership Development, Mysore (a unit of Swami Vivekananda Youth Movement), enabling us to offer Master in Development Management Course.

Recognizing the academic credibility and long yojana service to the cause of higher education the National Assessment and Accreditation Committee (NAAC) of U.G.C. has awarded Five Star Status to the University of Mysore, very few Universities in the country carry Five Star status.

Student Speak

Every individual has a dream of leading a successful life through performance and excellence. V-LEAD illuminates the same through its MDM course. The course not only enriches leadership skills, but also imparts wide range of knowledge and skills for the development sector.

- Amritpal Tigga

MDM course enables the students to have a broader perspective on the development sector. It enhances the students to face challenging roles in NGOs and corporate sector with its inter-disciplinary approach. The course also focuses on bringing out the inner potential of each student.

- Don Dominic

The faculty are drawn from various backgrounds and have wide range of experience. Therefore field experiences are brought into class room discussion. MDM course is different from other courses since it has both management and social subjects. The course has also helped me to improve written and spoken English.

- Sukadiya Nirmala Kanayalal

This course is very good not only in the relevant field of work but also has an impact on our life. I have spent my last 2 years here in V-LEAD and have come to realize that we not only learnt subjects but also learnt various skills, habits for reading magazines and books.

- Akshitha S
V-LEAD

6. Course Structure
The course consist of:
- 14 Core Subjects
- 3 Electives
- Apprenticeship / Research Based Project

First Semester
- Introduction to Development Sector
- Sociology of Development
- Indian Economy
- Self-empowerment & Development
- Project Management

Second Semester
- Water Resource Management
- Accounting & Auditing
- Law & the Development Sector
- Research Methods
- Apprenticeship

Third Semester
- Marketing & Relationship Mgmt.
- Sustainable Technologies and Development
- Human Resource Management
- Elective I - Community Based Health Management
- Elective II - Community Based Education Management
- Apprenticeship

Fourth Semester
- Financial Management in Development
- Justice
- Elective I - Micro Finance & Micro Enterprise (OR) Tribal Development
- Elective II - Rehabilitation & Resettlement (OR) Gender & Development
- Project Work

7. Facilities
- Hostel
- Canteen
- Library with internet facility

8. Highlights of the Course
- Value based education
- Leadership orientation
- Expert faculty
- Guest lectures by industry experts
- State - of - the - art - Infrastructure
- Placement assistance
- Soft skills training
- Earn while you learn scheme
- Internship program.

9. Fee
Affordable fee structure

10. Education loan and Scholarship
Since the course is recognized as a professional post graduate degree, student can avail educational loan from any bank.
Government scholarships are available for SC/ST students.
Institutional merit based scholarships are facilitated.

11. Career Avenue
Vivekananda Institute for Leadership Development has a strong network of reputed International and National level Development organisations of the country. V-LEAD facilitates placement of qualified candidates. All the previous batch students are well placed.

12. Placement
MDM students have wide job opportunities in the following sectors
- Non-Government Organisations (NGOs)
- Government
- Corporate Foundations
- Corporate Social Responsibility Cells (CSR)
- Third Sector Research Departments in Universities & Academic Institutions
- Co-operative Sector
- National & International Development Agencies
- National & International Donor Agencies

The Organizations where our students have already been placed include (List not exhaustive)
- Deshpande Foundation
- Green foundation
- CIF International, Bangalore
- READS, Bellary
- River valley for rural development
- Karnataka Slum Clearance Board, Bangalore
- Swami Vivekananda Youth Movement
- Association for Physical Disability, Bangalore

Vivekananda Institute for Leadership Development (V-LEAD)

Vivekananda Institute for Leadership Development (V-LEAD) an initiative of Swami Vivekananda Youth Movement (SVYM), Mysore was established in the year 2002 with the aim of serving India by building the capacities of individuals & institutions for the Development Sector. With the motto of combining commitment with competence, V-LEAD has been offering training to the Youth, NGO’s, the Government and the Corporate Sector, customizing programmes on Leadership, Management and a wide array of functional skills required for this sector.

The Institute has been identified as a Resource Centre by Lal Bahadur Shastri National Academy of Administration, Mussoorie. The organisation is associated with the Government of Karnataka’s Administrative Training Institute (ATI) and Abdul Rehman Saab State Institute of Rural Development (ANSSIRD). V-LEAD is a Regional Resource Institution working for a unique Educational Leadership Management project in collaboration in association with Azim Premji Foundation.

V-LEAD has been pioneering professional management courses for the development sector with its unique post graduate course, Master in Development Management (MDM) which is recognized by the University of Mysore.
V-LEAD is also actively involved in community development initiatives and has been serving as a field laboratory for innovative, scalable and replicable models of Development.

V-LEAD aims at establishing a sustainable and unique platform for enhancing knowledge, skill and competence among development partners. The Institute is imparting Training and Capacity building programs to NGOs, Government personnel, Corporate professionals and Youth in the following areas.
- Enlightened Leadership
- Adaptive Leadership
- Performance Leadership
- Stress management
- Personality development
- Soft skills and Life skills
- Behavior management at workplace
- Transactional analysis
- Documentation and Reporting
- Monitoring and Evaluation.
Master in Development Management

The Master in Development Management course is designed to prepare students to be ready for a career in the Development Sector and to nurture Professionals who can "hit the road running" from day one. These pre-qualified managers are in huge demand in our country's 3.3 million Non-government development organizations. Cooperatives, Corporate Foundations, Corporate social responsibility cells, National and International Donor agencies, Third sector Department in Universities and also International development agencies like the United Nations.

V-LEAD is continuously striving to effectively contribute to the challenge of nurturing leadership and excellence amongst the student community through value based management Education. Management Education has to be brought down to the masses from an elitist platform. At the same time, students who gear up to work in the Development Sector need relevant employable skills. The wide array of development programs implemented by Swami Vivekananda Youth Movement provides diverse learning opportunities to MDM students. V-LEAD has been an ideal platform for students and professionals seeking exposure from grass root level activities to research and advocacy at National and International levels.

It is with this focus, that our MDM course has soft skills training integrated within course with a clear emphasis on employability thereby ensuring tangible placements to every student who goes through our system.

V-LEAD Faculty:

V-LEAD draws its faculty from the creamy layer of academicians and practitioners who bring in their proven experience for the MDM Course. As a specialist in their chosen field, the faculty spearheads innovations in promoting experiential learning through case studies, simulations, presentations and other group activities. Faculty at V-LEAD having scholastic exposure in India and abroad include: (List not exhaustive)

Dr. R. Basheerabnaman - MBBS, MPA, M.Phil, Founder SYVM, Frank Rhodes Professor, Cornell University, USA & Adjunct Professor, University of Iowa, USA,
Mr. Ramesh S. Kilkeri - EMBA, DBM (Environment Management), Adjunct Assistant Professor, International Programs. University of Iowa, USA.
Dr. Brigadier R. S. Rajan, VSM - MBBS, MS, MCH, MNAMS Doctoral Level teacher at the Pune University, Served the Indian Army Medical Corps for 36 years.
Mr. S. Sudarshan - M.A., M.Phil (English), PGDELT, Director - V-LEAD, Business & Spoken English, Communication Skills, Personality Development & Soft Skills trainer.
Mr. Sham N. Kasheyp - MS Computer Science, MS Agricultural Economics, Senior Research Officer, GRAAM, Mysore.
Dr. Shankar G - Ph.D., Sociology, Research Consultant, Resource Person IGNOU, Expert in Gender Studies.
Dr. D. Rajha - Ph.D., Psychology, M.A. Sociology, Consultant Researcher, Mysore.
Mr. Basavaraju R - MBA, Deputy Director of GRAAM SYVM, currently pursuing his Ph.D at the Institute of Development Studies, University of Mysore. Project Planning, Monitoring and Evaluation are his areas of expertise.

MDM Course Preview

The Master of Development Management is a TWO-YEAR (Four Semester) Course / offered by V-LEAD which is recognized by the prestigious University of Mysore. Candidates who successfully complete all the four semesters of the Two year course will be awarded Master in Development Management degree by University of Mysore. Upon the successful completion of the First and Second Semesters of this course, candidate will be awarded a Post Graduate Diploma in Development Management by the University. The University has evolved this course as a unique Inter-Disciplinary Academic Programme. The university has constituted a separate Board of Studies for the academic governance of the course. MDM is primarily a field-based course. There is compulsory Apprenticeship during Second and Third Semesters carrying 100 marks each, and during the Fourth Semester a candidate has to do a Project Work for 200 marks. Fifty percent of the total marks are earmarked for Internal Assessment. The Specialty of this course is experiential learning, facilitated by the subject experts with vast knowledge and experience of working in the Development Sector.

1. Course Objective

The program aims to prepare students for top LEADERSHIP and MANAGEMENT roles in Development Organizations.

2. Eligibility

Candidates with a minimum of 45% of the aggregate marks in Degree course of University of Mysore or any other recognized University considered equivalent thereof are eligible to apply for this course.

3. Intake

The total intake shall be 40 students as per the university guidelines

4. Admission procedure

Admission to Master in Development Management is made strictly in accordance with the basic qualifying degree and the entrance examination.

5. How to apply

Prospectus and applications can be obtained by paying Rs. 100/- in cash by hand or DD drawn in favour of VILD, payable at Mysore. Those who want by post may send Rs. 125/- by money order. It can also be downloaded from our website: www.vild.edu.in. The downloaded application should accompany a DD of Rs. 100/-

Make a difference to the world you live in

The development sector is an ideal vocation for those willing to contribute their mite for making our world a better place to live in. Today, there are millions of development organizations in the world working on an immensely broad-range of social economical and political issues.

If you are someone with concern for the society and have the ability to utilize a blend of pragmatism and idealism to address social issues, you are fit to work in the development sector. So, go ahead and build a career in the development sector and make a difference in the world that you live in.