

# Workshop Report

## NGO Management & Fund-Raising Skills

### Department of Social Work, MANUU

#### 7<sup>th</sup> & 8<sup>th</sup> February 2026.



مولانا آزاد نیشنل اردو یونیورسٹی  
**Maulana Azad National Urdu University**  
(A CENTRAL UNIVERSITY ESTABLISHED BY AN ACT OF PARLIAMENT IN 1998)  
ACCREDITED WITH "A+" GRADE BY NAAC

## TWO-DAY WORKSHOP

On

# NGO MANAGEMENT & FUND - RAISING SKILLS

### Resource Persons



**Adv. Nitin Bhagwan Salve**  
Finance Manager &  
Legal Consultant, Pune



**Mr. Maitreya Hyaling**  
Development Sector Professional  
& Consultant, Mumbai



7 & 8 February 2026



Venue: Dept. of Social Work



**Dr. Siddharth Gangale**  
Workshop Convenor,  
Dept. of Social Work



**Prof. Md Shahid Raza**  
Head,  
Dept. of Social Work

Organised by

**Department of Social Work**

Maulana Azad National Urdu University, Hyderabad

## 1. Introduction

The Department of Social Work organized a two-day capacity-building workshop on **NGO Management and Fund-Raising Skills** on 7th and 8th February 2026. The program aimed to strengthen participants' conceptual clarity, managerial competence, legal understanding, and practical skills in mobilizing resources for non-profit organizations.

The workshop brought together students, scholars, and practitioners interested in careers in civil society, development administration, and project leadership. The training combined lectures, presentations, demonstrations, and participatory group work.



*Felicitating of Resource Person Mr. Maitreya Heyling (second from left) by Dean of Academics Prof. Mohd Shahid (extreme right), Head of Department Prof. Md Shahid Raza (third from right), and convener of the workshop Dr. Siddharth Gangale (extreme left)*



*Felicitating of Resource Person Adv. Nitin Bhagwan Salve (in the shawl) by Head of the Department, Prof Md Shahid Raza (opposite to resource person)*

## 2. Objectives of the Workshop

The workshop was designed to:

- Develop understanding of NGO governance and institutional structures.
- Familiarize participants with legal compliance, registration processes, and tax provisions.
- Build competencies in proposal writing and donor mapping.

- Strengthen knowledge of budgeting and financial accountability.
- Introduce diverse fundraising strategies including digital and CSR routes.
- Encourage strategic thinking through mission, vision, and SWOT exercises.

### 3. Resource Persons

The sessions were conducted by distinguished experts from the development and legal sectors:

- **Adv. Nitin Bhagwan Salve**, Finance Manager & Legal Consultant, Pune.
- **Mr. Maitreya Hyling**, Development Sector Professional & Consultant, Mumbai.

The workshop was convened by **Dr. Siddharth Gangale**, and guidance was provided by **Prof. Md Shahid Raza**, Head, Department of Social Work.

### 4. Day-1 Proceedings (7 February 2026)

The programme began with registration followed by the inauguration and introductory remarks welcoming the participants. Ms. Shama Fatima anchored the session and welcome the participants to the workshop. Ms. Darakshan Parween and Ms. Sadaf Fatima introduced the esteemed resource persons Mr. Maitreya Hayling and Adv. Nitin Bhagwan Salve respectively. Convener of the workshop Dr. Siddhartha Gangale introduced about the mandate of the workshop. Prof. Md Shahid Raza, Head, Dept. of Social Work gave vote of thanks. Prof. Mohd Shahid, Dean Academics, gave his best wishes to participants and encouraged them for optimum benefit out of workshop in terms of learning. Inaugural session was also joined by distinguished faculty members Dr. Aftab Alam, Mr. Israr Alam, Mr. Abu Osama, and Dr. Abul Salim Khan from the Social Work Department.



*Prof. Mohd Shahid, Dean Academic, Prof. Md Shahid Raza, HOD, Dept. of Social Work, Dr. Siddharth Gangale, Convener of the Workshop (upside to downward) during inaugural session of Workshop*

### **Session 1: Foundations of NGO Management & Governance**

Adv. Salve explained the legal and structural framework of NGOs, describing the institutional “skeleton” required for effective functioning. Participants also examined the broader NGO landscape and types of voluntary organizations. The methodology included presentation, discussion, and a quiz.

### **Session 2: Governance & Board Management**

The speaker clarified distinctions between governance and management, roles of boards versus executive staff, and the importance of ethical leadership and accountability.

After lunch, the focus shifted toward compliance.

### **Session 3: Legal Compliance**

Participants received practical orientation on registration under Society/Trust/Section 8 formats, along with tax exemptions such as 80G and 12A. Real procedural challenges faced by organizations were discussed.

### **Session 4: Mission, Vision, Values & SWOT**

Mr. Hyling conducted an interactive group exercise where participants drafted organizational statements and carried out SWOT analysis. This helped translate theory into planning practice.

**The day ended with collective reflection and sharing of key takeaways.**

## **5. Day-2 Proceedings (8 February 2026)**

The second day opened with an energizer and recap activity linking previous learning with fundraising themes.

### **Session 1: Fundraising Essentials & Proposal Writing**

Mr. Hyling mapped the funding ecosystem—foundations, government, multilateral agencies, and individuals. Participants learned how donors evaluate credibility, impact, and governance.

### **Session 2: Grant Proposal Writing**

The anatomy of a strong proposal was explained, especially problem statements, objectives, outputs, outcomes, and persuasive narratives. Demonstrations provided clarity on structuring applications.

### **Session 3: Budgeting & Digital Fundraising**

Key distinctions between direct and indirect costs, cost-sharing, and financial justification were discussed. Digital strategies such as crowdfunding, social media campaigns, and recurring giving models were introduced.

**Post-lunch sessions concentrated on financial systems.**

### **Session 4: Financial Management & Accountability**

Adv. Salve detailed budgeting, reporting, audit requirements, internal controls, and transparency mechanisms necessary for donor confidence and statutory compliance.

### **Session 5: Corporate Partnerships (CSR)**

Mr. Hyling emphasized moving beyond one-time grants toward diversified and sustainable income streams through corporate engagement.

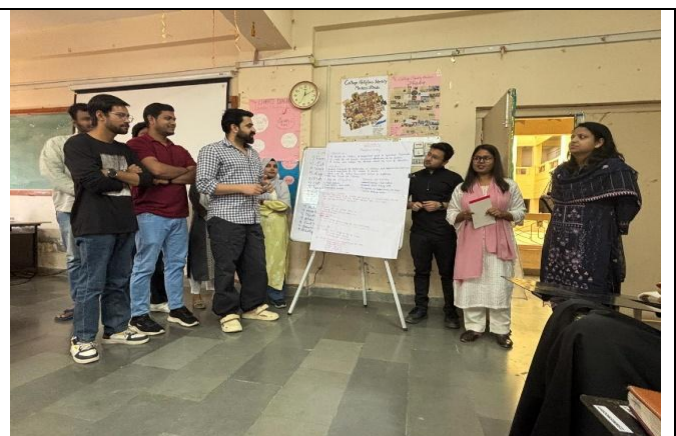
The workshop concluded with participant reflections, valedictory remarks, and certificate distribution.

## **6. Participation**

A total of 52 participants benefitted from the workshop. Participants include students from the Social Work Department, Department of Sociology, and Department of Computer Science at Maulana Azad National Urdu University. Students of Osmania University also participated in the workshop. Faculty members and research scholars of the Department of Social Work were also actively engaged in the workshop. They all were actively engaged in discussions, raised operational questions, and contributed to group tasks. The participatory format enabled peer learning and practical exposure.



**Participants' Engagement During Group Activity**



**Group of Participants Presents their Group Activity**

## 7. Outcomes of the Workshop

By the end of the two days, participants were able to:

- Understand NGO legal architecture and governance systems.
- Identify compliance pathways and financial responsibilities.
- Draft basic proposal components.
- Prepare preliminary budget frameworks.
- Recognize multiple fundraising avenues, including CSR and digital tools.
- Apply SWOT for organizational strategy.



*Post Valedictory Group Photo Session: Participants, Resource Persons, Convener of Workshop and Head of Department of Social Work*

# **TWO-DAY WORKSHOP**

ON

# **NGO Management & Fund-Raising Skills**

## **7<sup>th</sup> & 8<sup>th</sup> February 2026**

---

 Workshop Concept Note: NGO Management & Fund-Raising Skill

---

### 1. Introduction & Rationale

This workshop is designed to address how to formed Non-Governmental Organisations (NGO) need for effective governance, operational efficiency, and resource mobilization within Non-Governmental Organizations (NGOs). In an increasingly competitive funding landscape, NGOs require advanced management techniques and professional fund-raising strategies to maximize their impact and ensure long-term viability. This program offers practical skills and strategic insights to empower NGO leaders, managers, and staff to drive organizational excellence and secure crucial financial resources.

### 2. Workshop Objectives

- **Strengthen NGO Governance:** Implement best practices for legal compliance, ethical conduct, and effective board management.
- **Enhance Operational Efficiency:** Apply strategic planning, monitoring, and evaluation (M&E) tools to improve program delivery and impact assessment.
- **Master Fund-Raising Strategy:** Develop a comprehensive, diversified, and sustainable fund-raising plan tailored to their organization's mission.
- **Improve Proposal Writing:** Write compelling and high-quality project proposals that meet donor requirements and clearly articulate impact.
- **Engage Diverse Donors:** Effectively approach and manage relationships with corporate (CSR), individual, government, and institutional donors.

### 3. Target Audience

- MSW students, Research Scholars, NGO Founders, Directors, Mid-level NGO Staff aspiring to management roles and Executive Leadership,

#### 4. Proposed Workshop Duration

Duration: 2 Days (e.g., 10:00 AM - 5:00 PM daily)

#### 5. Proposed Workshop Modules & Content

Module	Core Topics	Key Outcomes/Deliverables
<b>I. Strategic NGO Management &amp; Governance</b>	<b>Legal and Ethical Frameworks (Compliance, Transparency)</b>	<b>NGO Governance Checklist</b>
	<b>Role of the Board and Leadership</b>	<b>Developing a Theory of Change</b>
	<b>Strategic Planning and Institutional Development</b>	<b>Setting SMART goals for the organization</b>
<b>II. Effective Program Design &amp; M&amp;E</b>	<b>Need Assessment and Problem Analysis</b>	<b>Sample Logical Framework/M&amp;E Plan</b>
	<b>Designing a Log-frame and Theory of Change</b>	<b>Impact Assessment Metrics</b>
	<b>Monitoring, Evaluation, and Learning (MEL)</b>	<b>Stakeholder Analysis Matrix</b>
	<b>Donor Mapping and Diversification Strategy</b>	<b>Personalized Fund-Raising Strategy Outline</b>
<b>III. Fund-Raising Essentials &amp; Strategy</b>	<b>The Fund-Raising Cycle and Donor Stewardship</b>	<b>List of Potential Funding Sources (Institutional/CSR/Individual)</b>
	<b>Budgeting for Proposals and Financial Reporting</b>	<b>Sustainable Funding Model Concepts</b>
	<b>Anatomy of a Winning Proposal (Executive Summary, Problem, Solution)</b>	<b>Critique and Review of Sample Proposals</b>
<b>IV. Proposal Writing &amp; Documentation</b>	<b>Developing a Clear and Compelling Narrative</b>	<b>Best Practices in Budget Presentation</b>
	<b>Common Pitfalls and Donor Expectations</b>	<b>Drafting an effective Letter of Inquiry (LOI)</b>

Module	Core Topics	Key Outcomes/Deliverables
V. Specialized Fund-Raising Techniques	Corporate Social Responsibility (CSR): Pitching to Businesses	Individual Giving Strategy (Online/Offline)
	Individual Giving: Digital Campaigns and Donor Retention	Drafting a Case for Support
	Institutional Funding	Elevator Pitch Practice

## 6. Methodology

The workshop will employ an interactive and practical learning approach, including:

- **Case Studies:** Real-world examples of successful and unsuccessful NGO strategies.
- **Group Exercises:** Collaborative development of log-frames, donor profiles, and fund-raising plans.
- **Expert Presentations:** Core concept delivery by seasoned NGO professionals and fund-raising experts.
- **Hands-on Practice:** In-session proposal drafting and peer-to-peer feedback.
- **Q&A/Panel Discussions:** Open forums to address specific organizational challenges.

## 7. Expected Outcomes & Impact

This workshop will contribute to the strengthening of the civil society sector by directly enhancing the capacity of participating organizations, leading to:

1. **Increased Financial Sustainability:** A clear path to diverse and recurring funding.