

Management Development Program (MDP)

Data-driven decision making for the Social Sector

Leveraging Data for Social Impact

Date: 8th to 10th May, 2025

Venue: [Great Lakes Institute of Management, Gurgaon campus](#)

Who can attend: NGO (Non-Governmental Organization) Managers, Social Development Sector Professionals & CSR (Corporate Social Responsibility) Professionals; **this form can also be filled by HR/L&D managers to nominate relevant employees from their respective companies to attend the program.**

Program Fees: ₹25,000/- per participant + GST (includes accommodation for 2 nights, meals, reading materials & resources)

Group Discounts: 20% off for minimum 3 confirmed participants, 30% off for minimum 5 confirmed participants from the same organization

Course Overview:

This 3-day on-campus certificate program is designed to equip NGO managers, Social Development Sector Professionals and CSR Professionals with essential data analytics skills to enhance decision-making, measure impact, and optimize resource allocation.

Through practical case studies with focus on livelihood projects as case studies, hands-on exercises, and real-world applications, participants will learn how to collect, analyze, and visualize data for improved project outcomes.

Day wise Schedule

Day	Session Name	Time
Day 1: Basics of Data Analytics and Impact measurement, in the social sector	Session 1: Inauguration <ul style="list-style-type: none"> • Welcome speech: <i>Dr. Jones Mathew, Principal, Great Lakes</i> • Welcome speech: <i>Mr. S Patara, Development Alternatives</i> • Overview of program: <i>Dr. Sanghamitra Bhattacharyya, Great Lakes</i> <i>Facilitators: Great Lakes & Development Alternatives Faculty</i>	9:00 AM to 9:30 AM
	Session 2: Introduction and context setting <ul style="list-style-type: none"> • Understanding role of data in Social Development Projects • Importance of data-driven decision-making • Overview of data types in the social sector <i>Facilitators: Development Alternatives Faculty</i>	9:30 AM to 11:00 AM
	Tea/Coffee Break	11:00 AM to 11:15 AM
	Session 3: Data collection and Management <ul style="list-style-type: none"> • Data collection methods (surveys, digital tools, interviews) • Ensuring data quality and accuracy • Ethical considerations in data management <i>Facilitator: Dr. Harish Kumar, Great Lakes</i>	1:15 AM to 12:45 PM
	Lunch Break	12:45 PM to 1:45 PM
	Session 4: Introduction to data analytics <ul style="list-style-type: none"> • Basics of descriptive and inferential statistics • Data cleaning and preprocessing • Hands-on exercises with Excel/Google Sheets • Statistics for Decision making (probability theories) <i>Facilitator: Dr. Jaya Priyadarshini, Great Lakes</i>	1:45 PM to 3:15 PM
	Tea/Coffee Break	3:15 PM to 3:30 PM
	Session 5: Monitoring & Evaluation with Data Analytics <ul style="list-style-type: none"> • Introduction to M&E frameworks • Key Performance Indicators (KPIs) measuring Social Impact • Impact assessment strategies 	3:30 PM to 5:00 PM

	Facilitators: Dr. Bappaditya Mukhopadhyay, Great Lakes, & Development Alternatives Faculty	
Day 2: Advanced data analytics: Tools and assessments	Session 6: Data Visualisation and Story-telling <ul style="list-style-type: none"> Principles of effective data visualization Appropriate representation of the data Case study: Using data for impact reporting Facilitator: Dr. Jayatu Sen Chaudhury, Great Lakes	9:00 AM to 11:00 AM
	Tea/Coffee Break	11:00 AM to 11:15 AM
	Session 7: Advanced Data Analytic tools <ul style="list-style-type: none"> Introduction to Power BI Real-world application of data analytics Facilitator: Dr. Jayatu Sen Chaudhury, Great Lakes	11:15 AM to 12:30 PM
	Lunch Break	12:30 PM to 1:30 PM
	Session 8: Predictive Analytics for Social Development projects, using generative AI <ul style="list-style-type: none"> Basics of predictive modelling (multiple linear regression) How predictive analytics can enhance NGO/CSR decision-making Case study on data-driven program planning Facilitators: Dr. Jayatu Sen Chaudhury & Dr. Bappaditya Mukhopadhyay, Great Lakes	1:30 PM to 3:00 PM
	Evening Tea Break	3:00 PM to 3:15 PM
	Session 9: Introduction to Geographic Information System (GIS) and Data mapping <ul style="list-style-type: none"> Mapping social development projects and social impact Practical demonstration with GIS tools Facilitator: Dr. Bappaditya Mukhopadhyay, Great Lakes	3:15 PM to 4:30 PM
Day 3: Practical applications and Implementation for decision-making	Session 10: Data-driven decision-making (using logistic regression) <ul style="list-style-type: none"> Case studies leveraging data analytics Developing data strategies for NGOs Hands-on group exercises Facilitator: Dr. Bappaditya Mukhopadhyay, Great Lakes	9:00 AM to 10:30 AM
	Morning Break	10:30 AM to 10:45 AM

	Session 11: Real-world project analysis (Participants work on real-world datasets) <ul style="list-style-type: none"> • Conducting data analysis and generating insights • Creating impact reports <i>Facilitator: Dr. Bappaditya Mukhopadhyay, Great Lakes</i>	10:45 AM to 12:30 PM
	Lunch Break	12:30 PM to 1:30 PM
	Session 12: Group work & Action plan discussion <ul style="list-style-type: none"> • Presentation by participants <i>Facilitators: Dr. Bappaditya Mukhopadhyay, Great Lakes, & Development Alternatives Faculty</i>	1:30 PM to 3:00 PM
	Evening Tea Break	3:00 PM to 3:15 PM
	Session 13: Latest trends in the field <ul style="list-style-type: none"> • Emerging trends in data analytics for the social sector • Creating a data-driven culture in the organization • Course summary <i>Facilitators: Dr. Bappaditya Mukhopadhyay, Great Lakes, & Development Alternatives Faculty</i>	3:00 PM to 4:30 PM
	Session 14: Conclusion <ul style="list-style-type: none"> • Presentation of certificates to participants: <i>Dr. Jones Mathew, Great Lakes & Mr. S Patara, Development Alternatives</i> • Vote of Thanks: <i>Dr. Sanghamitra Bhattacharya, Great Lakes</i> 	4:30 PM to 5:00 PM

For more information, you can email us on - coesd.ggn@greatlakes.edu.in