

Frontline Leadership for Social Impact

CERTIFICATE PROGRAM

PEOPLE MANAGEMENT

COMMUNICATION MANAGEMENT

STRATEGIC EXECUTION

PROJECT MANAGEMENT



Frontline Leadership for Social Impact Certificate Program

WHY THIS PROGRAM?

Frontline professionals play a vital role in India's social sector. As the primary interface between organisations and communities, they bring deep contextual understanding, trusted relationships, and on-ground experience that are essential to effective program delivery.

However, despite their contributions, many face barriers to advancing into managerial or leadership roles due to limited access to structured training in leadership and development management. This not only restricts their growth but also limits the sector's ability to build leadership from within.

The **Frontline Leadership for Social Impact Certificate Program** addresses this challenge by equipping frontline professionals with core leadership and development management skills. In doing so, it strengthens the sector's leadership pipeline from within—creating a cadre of grounded, capable leaders who can drive greater impact, improve program outcomes, and build more resilient social purpose organisations.

WHY AN ALL WOMEN COHORT?

As per the report - "Regional consultations on talent management in the Indian social sector" (Indian School of Development Management (ISDM) & Centre for Social Impact and Philanthropy (CSIP) - Ashoka University, 2022), there emerged a skewed gender ratio within the sector. Although women constitute 53 percent of the workforce in the social sector, which is comparatively higher than in other sectors, only 34 % hold managerial roles, and a mere 19 % occupy leadership positions (Dasra, 2015, Leading from the front: Investing in women's leadership in India's social sector.). These figures highlight the underrepresentation of women in decision-making roles within the sector, which reflects deeper issues in how organisational talent is nurtured. Building greater equity in workplaces must begin with an inside-out approach; only then can we hope to drive meaningful social transformation in the communities we seek to serve.

PROGRAM OBJECTIVE

The program is designed to empower frontline workers in the development sector to move into managerial roles by **strengthening their leadership skills, development management capabilities, and organisational effectiveness**. It aims to enable them to effectively apply their grassroots expertise to lead projects impactfully, contribute to decision-making, and grow in confidence and agency as leaders, which in turn contributes to the sustainability of the Social Purpose Organisation.

By the end of the program, participants will be able to:



Apply core principles and tools of development management—including compliance, governance, and fundraising—to improve project delivery and contribute to the long-term sustainability of Social Purpose Organisations (SPOs).



Approach real-world challenges with structured problem-solving and critical thinking, enabling informed, strategic decisions that bridge grassroots realities with organisational mandates.



Demonstrate foundational leadership and people management skills—including communication, delegation, and team coordination—relevant to first-line management roles in the social sector.



Articulate their personal leadership journey and vision for social impact, reflecting a deepened sense of agency, confidence, and readiness to take on expanded roles and responsibilities.



Nurture sectoral insight and practical project management abilities essential for leading with purpose, navigating complexity, and driving meaningful, sustained impact.

WHO IS THIS PROGRAM FOR?

This program is designed for frontline professionals from Social Purpose Organisations (SPOs) who work directly with communities in rural or urban areas. Eligible organisations should have been actively implementing social cause programs for at least five years.

Participants should currently be in community-facing, direct implementation roles and be identified by their organisation as potential future managers.

HOW DOES THE TRAINING PROGRAM BENEFIT THE PARTICIPANTS?

ORGANISATIONS



Build Leadership from Within:
Nurtures internal talent for managerial roles



Ensure Continuity & Retain Knowledge



Stronger Program Design:
Managers with Grassroot Insights



Boost Organisational Sustainability:
Trained leaders understand compliance, mandates, and fundraising

FRONTLINE WORKERS



Smooth Transition to Leadership:
Structured path to mid-management role



Essential Skills on Development Management

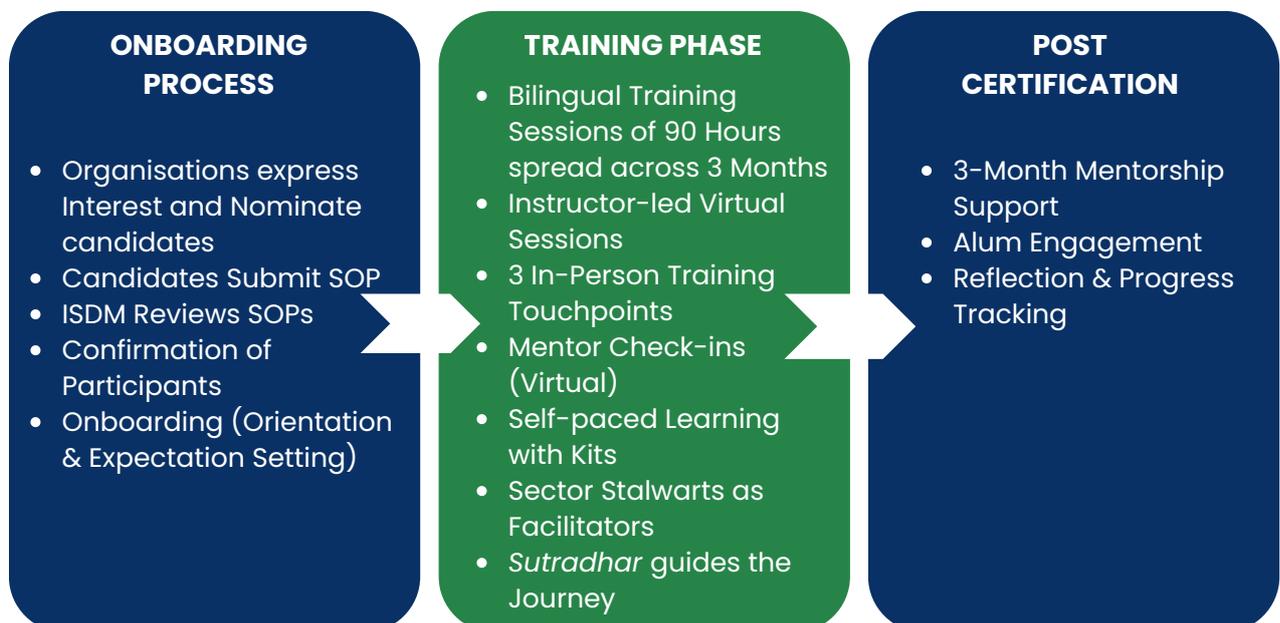


Increased Voice & Agency:
Encouraged to lead with confidence & clarity



Greater Visibility Within and beyond the organisation

LEARNING JOURNEY



FOUNDATIONAL COHORT

The foundational all-women cohort of frontline leaders was held from September to November 2025 in Mysuru, Karnataka. The first cohort comprised 30 participants from 13 SPOs across Karnataka

PARTICIPATING ORGANIZATIONS

SN	Organization	SN	Organizations
1	Involve Edu	7	EnAble India
2	Maitrayana Charity Foundation	8	Makkala Jagriti
3	Agastya International Foundation	9	Youth for Seva
4	Buzz India Trust	10	Meghshala
5	Quest Alliance	11	Dream a Dream
6	Manasa Centre for Development and Social Action	12	United Way Bengaluru
			Swami Vivekananda Youth Movement
		13	

FREQUENTLY ASKED QUAESTIONS

What is the cost for the participant organization?

The entire cost of training, accommodation, and food during the in-person sessions will be covered by the program. Organizations are expected to bear the travel costs to and from the training venue for their nominated participants.

What does the training curriculum cover?

Broadly, the curriculum includes the following themes:

- Leadership and People Management
- Internal and External Communication
- Budget and Expense Management
- Stakeholder Management
- Strategic Project Execution
- Project Monitoring
- Fundraising
- Self-Development

Are the eligibility criteria flexible?

Yes, we are flexible with the minimum educational qualification and age requirements, provided the organization is committed to creating pathways for the vertical growth of frontline workers who fall outside these criteria. However, the current role of the nominee must be community-facing, such as coordinators, associates, field officers, animators, community mobilizers, or outreach workers.

Please note that individuals already in managerial roles are not preferred unless they have only recently (less than 6 months) transitioned from a frontline position.

Can organizations nominate more than 4 candidates?

Given the limited number of seats and to ensure fairness across all participating organizations, we maintain a cap of 4 participants per organization.