



Vishwa Yuvak Kendra
(A Unit of Indian Youth Centres Trust)

Concept Note

**National Level NGO
Capacity Building Training in**



**RESOURCE
MOBILISATION
AND
ORGANISATIONAL
SUSTAINABILITY**



**28 July, 2026 to
01 August, 2026**



**Vishwa Yuvak Kendra,
New Delhi**

OVERVIEW

In today's rapidly shifting development landscape, civil society organisations remain the backbone of social justice and essential service delivery for marginalised communities. However, the sector is currently facing a "capacity gap" where grassroots passion often clashes with an increasingly competitive and sophisticated funding market. According to India Nonprofit Report- Role, Evolution and Impact by Dasra and Kearney, a staggering 72% of Indian NGOs operate with a funding deficit, largely due to an over-reliance on erratic, short-term grants and a lack of dedicated fundraising expertise. As the funding environment shifts from traditional charity to professionalised, data-driven partnerships with CSR and family philanthropy now providing up to 47% of capital for established organisations- NGOs are under unprecedented pressure to demonstrate measurable outcomes and strict regulatory compliance. Currently, 60% of organisations struggle with a lack of information on donor trends, while 70% report they do not know how to effectively expand their donor base.

To remain relevant, NGOs must transition from being simple service providers to strategic partners capable of managing operations with corporate-level efficiency. The Resource Mobilisation and Organisational Sustainability Training Programme by Vishwa Yuvak Kendra is specifically designed to bridge this gap, equipping development professionals with the critical tools for impact-oriented proposal writing, diversified resource planning and digital communication strategies necessary to serve the mission and mandate.

Objectives of the training programme

The overall objective of the training is to enhance the knowledge and essential skills of NGO functionaries regarding resource mobilisation and organisation sustainability with special focus on designing project proposals.

To understand the concept of resource mobilisation and its importance for NGOs

To understand the process for developing a step-by-step resource mobilization plan

To understand the funding landscape, fundraising strategies and donor expectations

To strengthen skills in budgeting and resource planning

To know the tools and techniques for writing result-oriented project proposals

To gain the insights on pitching proposals- a professional approach

To learn the use of digital communication tools

To understand the importance of collaboration and partnership

Understanding the Funding Landscape: A Solution-oriented approach

- Theme-based Funding: Local to Global Perspective
- Mapping the Funding Landscape
- Exposure to current giving trends across funding channels

Types of Resources for Mobilisation

- Financial Resources- Donor and Grants, Individual Donors, Fundraising events and campaigns,
- In-kind resources and human resources
- Strategic partnerships and alliances

Key Modules

Steps for Developing a Resource Mobilisation Plan

- Accessing organisational needs and identifying potential donors and partners
- Developing case support and engaging stakeholders for building partnerships
- Monitor and evaluate

Understanding writing project proposals

- Writing organisational profile
- Understanding organisation and donor requirements
- Framework of project proposals
- Best practices in Proposal Development: Do's and Don'ts

Pitching the proposal- A professional Approach

- Understanding how to pitch the proposals
- Key elements of successful proposal presentation
- A live, pitching experience with sector experts and actionable feedback

Compliance, reporting and measuring Impact

- Legal and ethical compliance
- Budgeting and financial management
- Impact measurement and evaluation

Key Modules

Participatory Monitoring and Evaluation

- Involvement of stakeholders and beneficiaries in assessment
- Building trust and ownership through inclusive M&E practices

Effective Social Media Management

- Ethical and responsible social media practices for social cause
- Storytelling and content creation for social impact
- Leveraging social media platforms for outreach and collaborations

Training Methodology

This training shall be conducted using diverse methods and tools following principles of adult and experiential learnings.



**Mixed-use of
Presentation**



**Case Study
Examples**



**Formal in-class
Interaction**



**Group
Activities**



**Experience
Sharing**

Eligibility Criteria

The training programme is designed for individuals, NGOs, CSR and MSW students actively engaged in development sector. Eligible participants include:

- o **Representatives of Registered NGOs (Society/Trust/Section-8 Company).**
- o **CSR professional, Govt. Agency personnel, and Development Professionals.**
- o **Understanding and functional knowledge of both English and Hindi language.**
- o **Education qualification preferably a graduate.**
- o **Professionals with at least 2 years of experience in resource mobilisation.**

Medium and Duration

The mode of the training programme will be a mix of Hindi and English language. The training will begin on 28 July 2026 and end on 01 August 2026

Who is this programme for?

- **Founder of NGOs that have been existing for a minimum of three years**
- **Fundraising professionals from NGOs**
- **Development sector leaders with more three years of experience**
- **Corporate executives exploring strategic partnerships**
- **Managers overseeing partnerships and alliance building**
- **Post-graduates having the education background of development studies**

Why you should attend?

- **You will get to interact with national-level experts and resource persons who specialize in designing proposals in development sector.**
- **You will get to learn how to develop a result-oriented project proposal.**
- **You will get to know of building intercultural working relationships with NGOs from other states.**
- **You will get to know of most recent arising methodologies that will help your organisations for its sustainability.**

Participation fee and process

Submitting a nomination is mandatory to participate in the training programme. Please complete your nomination through the provided Registration Link: www.vishwayuvakkendra.org by June 30, 2026. All the nominations will be reviewed by our selection committee and selected participants will receive a selection letter via email. Upon receiving the selection letter, participants would be required to pay a registration fee of **Rs. 3540/- (Rs. 3000 Fee + Rs. 540 GST @18%)**. Once the payment is confirmed by our Finance Department, a final confirmation letter will be sent via email.

Please note that participation fee is to be paid at time of participant selection process. Since, prior registration is mandatory, the payment shall be made through online mode. And, the details are as under: -

Name of the A/c Holder	Vishwa Yuvak Kendra
Account No.	15230100020938
Bank Name	Federal Bank
Branch Name	Connaught Circus Extension, New Delhi
IFSC Code	FDRL0001105

Course Faculties

The resource mobilisation and organisational sustainability training programme offered by Vishwa Yuvak Kendra led by a distinguished group of professionals who bring decades of hands-on experience in development sector. The diverse set of faculties, domain experts and resource persons of national and international repute would facilitate the training contents. Most of the trainers would include senior development professionals, leading corporate heads, government officials, academicians, etc.

Certification

Successful participants shall be felicitated with course certificate issued by Vishwa Yuvak Kendra. The completion of the training will be based on 90% attendance in-class.



Disclaimer: The certificate image is for illustrative purpose only and may be subject to change at the discretion of VYK.

Training Date & Venue



Vishwa Yuvak Kendra,
Chanakypuri, New Delhi



July 28 - Aug 01, 2026

Contact Information

For more information or clarification, you may contact the course coordinator:

Mr. Manjunath K. at +91 9686372286 or via email at manjunath@vykonline.org

For any additional support or special requests, you may also write to us at vyk@vykonline.org

About Vishwa Yuvak Kendra

Vishwa Yuvak Kendra (VYK) is a non-government service oriented voluntary organization established in 1959 by the then executive committee of the Indian Assembly of Youth. which felt that if the youth of the country has to be put to work, it has to be developed on scientific lines and that there was a need for establishing a National Youth Centre for training the youth on a continual basis. The committee also visualized the centre as an international meeting place for young people from all over the world. Since a centre of this type had to have a certain permanency, it was decided to set up an independent trust, which would command the necessary respect and support. With this philosophy and objective and with the active support of Pt. Jawaharlal Nehru, VYK came into existence and since then it has been imparting training and capacitating youth in various fields such as agriculture, entrepreneurship, environment, NGO capacity building, women and youth empowerment, contributing to SDGs and nation building initiatives.

VYK is one the largest and unique grass root level youth organizations in the world, which integrates power of the youth based on the principle of voluntarism, self-help and community participation. The organization is engaged in nurturing the talent of youth right from its inception and also inculcating values of being responsible citizens equipped with the requisite leadership attributes and enable them to become change agents of socio-economic transformation. Initially, the focus of the training program was confined to its own premises. However, in the recent years the organization has widened its horizons and partnered with various regional and local NGOs and offers state level capacity enhancing programs pan India. The partnership model works by engaging with other local NGOs and imparting 2-3 day training on relevant topics and themes including NGO management, fund raising, micro-finance, disaster management, leadership and communication skills. India, with its unique characteristic of being one of the most multi-lingual, and multi-ethnic nations in the world, is equipped with people having innate sense of unity coupled with a genuine respect for diversity. VYK has incorporated the Indian ethos of Sarva Dharma Samabhava into its organizational approach in real sense and has integrated it into its training programs.



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