



GOA INSTITUTE OF MANAGEMENT  
PORIEM CAMPUS, SANQUELIM, GOA  
0832 - 2366700/10



## MANAGEMENT DEVELOPMENT PROGRAMMES



# Issue to Impact: Measuring Social Impact Through Dashboards

This MDP is geared to enable participants to identify key indicators of social development and use state of the art data-analytics tools to create impact.

2– 3 December 2023 | In-Campus |  
Executive Certificate from GIM

# Overview

Inclusive growth initiatives form the backbone of developmental agencies around the world. The term encompasses multiple dimensions. Hence, quantifying the right parameter of development becomes paramount to ensure major socio-economic transitions.

Since data-analytics' tools are dramatically altering economic structures, it is important to use them to extract value from data of inclusive growth initiatives. The beauty of data lies in the art of storytelling through its interpretations. So it should come as no surprise that performance dashboards must be used by developmental agencies.

Dashboards allow the organizations to easily pull in, update and visualize the important data they're collecting. Hence, dashboards can play a significant role in helping to scale impact by leveraging the power of analytics.

## Last date of registration

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10<sup>th</sup> Nov 2023

## Duration

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2 Days – 6 Sessions

Day 1: 9:30 AM to 5 PM

Day 2: 9:30 AM to 1 PM

## Format

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In-campus



# Who Can Attend?

**Level:** Junior/Middle  
Management

**Functional Area:** Developmental  
Sector, Social Entrepreneurs,  
Social Start-ups, CSR arm of firms,  
Philanthropic Organizations

***Prior Knowledge of Excel is an  
advantage but not necessary.***



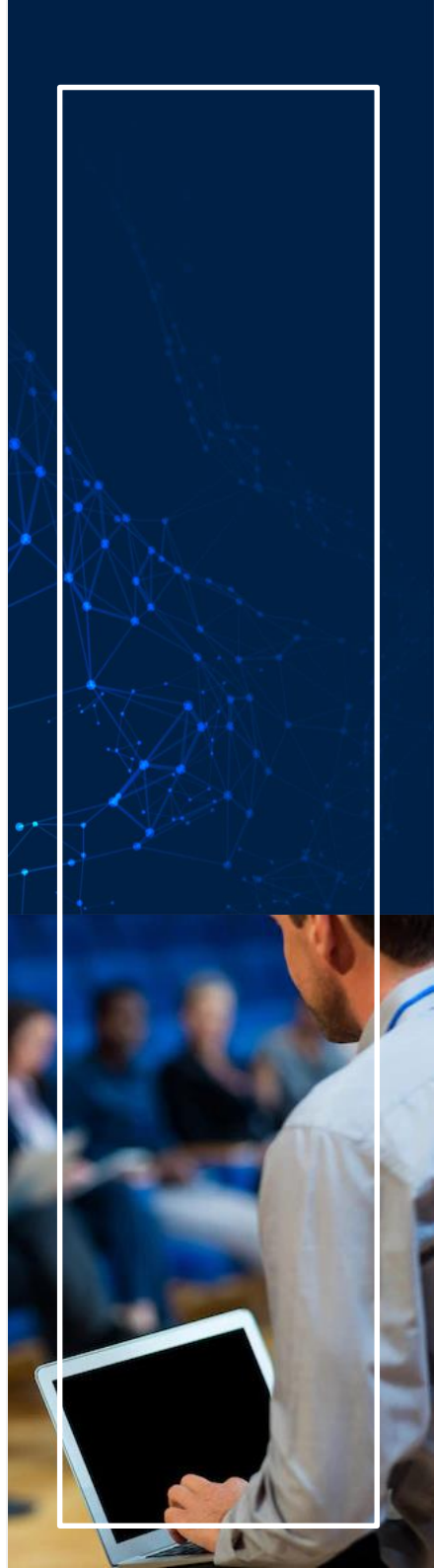
# Highlights/Outcomes

## Outcomes of the program:

- Understanding the dynamics of social development
- Quantifying social development by identifying indicators
- Learning Excel functions and creating a dashboard using them
- Storytelling using data for social impact

## Pedagogy

- Lecture sessions
- Hands on exercises using datasets on Excel



# Programme Modules

## 1. Understanding Social Development Parameters

Understanding the meaning of social development and indicators used for quantifying them.

## 2. Introduction to Excel

Learning the basics of Excel: Data entry, calculation, formulas, pivot and plotting graphs.

## 3. Building Dashboards

Use the previous module concepts to build a Dashboard in excel for representation of the data.

## 4. Using Dashboards for Data Visualisation and Story Telling

Using the dynamic dashboard to understand the implications of data and its role in social impact

# Programme Coordinator

## Abhishek Naresh

Dr. Abhishek Naresh is an Assistant Professor of Economics at the Goa Institute of Management. He holds a Ph.D. from IIM Bangalore. He has been part of various research projects, like Developing Learning Outcome Rubrics (TISS Mumbai), Design Thinking for School Children (INSEAD, Singapore) etc. He was associated with PRADAN as part of a study group on Network of NGOs in Jharkhand. Previously, he has worked with Teach for India to drive learning outcomes in low income school in Delhi. He specialises in data analytics to empower people and drive sustained inclusive growth.



## About Centre for Social Sensitivity and Action (CSSA)

The Centre For Social Sensitivity and Action (CSSA) at the Goa Institute of Management (GIM) acts as a bridge between GIM and the external community of which we are part. The Centre for Social Sensitivity and Action (CSSA) at GIM plays a crucial role in inculcating among students values of sensitivity, responsibility, and empathy to enable them to build a sustainable business and society.

CSSA contributes to GIM's mission of "create knowledge and develop responsible and agile leaders at the forefront of cutting-edge business practices" by inculcating among students values of sensitivity, responsibility, and empathy to enable them to build a sustainable business and society.

<https://cssa.gim.ac.in/about-cssa-gim/>



# Course Fees

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Programme Fees: INR 20000 + 18% GST

The course fee covers 2 days of accommodation on a twin sharing basis, all meals, study material, and training kit. It does not include airport transfers, taxes, recreation etc.

The registration fees can be transferred through NEFT/IMPS. Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management Bank Name:  
HDFC Bank (Sanquelim Branch) IFSC Code: **HDFC0002361**

Account Type: Savings Account

UPI/Gpay/PayTM



[Click here](#)

FOR **REGISTRATIONS**

**MDP OFFICE  
GOA INSTITUTE OF MANAGEMENT  
PORIEM, GOA-403505**

**Mail: [mdpoffice@gim.ac.in](mailto:mdpoffice@gim.ac.in),  
Mobile: 9834161149**

To register click here

<https://register.gim.ac.in/mdp/index.php?mdp=072b030ba126b2f4b2374f342be9ed44>



## About GIM

Goa Institute of Management was established in the year 1993. It is an autonomous management school situated in Goa and affiliated to AICTE with accreditation by the NBA. This 29-year-old Institution offers a 2-year full-time flagship PGDM program to students. It also provides PGDM-Healthcare Management, PGDM- Big Data Analytics PGDM-Banking, Insurance and Financial Service, and Online MBA (PGDM) courses. GIM has been an active PRME member and currently is a PRME Champions School.

## Executive Learning @ GIM

The Management Development Programme (MDP) at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The program helps equip the participants with critical capabilities to succeed in an ever-changing global business environment.