

# **FORE Centre for Political Leadership and Governance**

## **Curriculum for All Courses- 2025**

### **Course Title:**

Diploma in Leadership in Public Policy Implementation

### **Duration:**

6 months (part-time/executive format, 24 weeks)

### **Fees: Rs 50,000**

### **Mode: Hybrid**

### **Introduction to the Course:**

This diploma is designed to equip mid-level professionals, aspiring leaders, graduate and undergraduate students with the knowledge, skills, and practical tools to effectively implement public policies. The program focuses on policy design, stakeholder management, leadership, performance evaluation, and strategic decision-making in governance, emphasizing both theoretical foundations and real-world applications.

### **Who Should Attend:**

- Government officials and public administrators
- Professionals in NGOs, think tanks, and international development agencies
- Policy analysts and advisors
- Individuals aspiring to take leadership roles in public policy and governance
- Graduate and undergraduate students interested in public policy.

### **Learning Outcomes:**

Participants will:

- Understand the frameworks and challenges of public policy implementation.
- Develop leadership, negotiation, and decision-making skills for governance.
- Learn stakeholder analysis, engagement, and collaborative governance techniques.
- Apply monitoring, evaluation, and risk management methods to policy initiatives.
- Design actionable implementation plans for real-world policy issues.

### Course Structure and Session Plan:

Month	Module	Key Components
1	Foundations of Public Policy	Policy cycles, governance structures, theories of policy implementation
2	Leadership & Decision Making	Leadership styles, ethics, strategic decision-making, team management
3	Stakeholder Engagement & Collaboration	Identifying stakeholders, building coalitions, negotiation, public-private partnerships
4	Resource Management & Operational Planning	Budgeting, human resources, logistics, project management in policy execution
5	Monitoring, Evaluation & Risk Management	Performance indicators, evaluation frameworks, risk assessment, corrective action strategies
6	Capstone Project & Policy Simulation	Designing an implementation plan for a real policy issue, presentations, peer review, feedback

#### Methodology:

Blended learning approach with lectures, case studies, group discussions, simulations, and practical exercises. Continuous assignments and capstone project ensure applied learning.

**Certification:** Participants who successfully complete all modules, assignments, and the capstone project will receive a **Diploma in Leadership in Public Policy Implementation**, endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

## **Course Title: Diploma in Intensive Leadership and Governance**

**Duration: 6 Months**

**Fees: Rs 50,000**

**Mode: Hybrid**

### **Introduction to the Course:**

The Diploma in Intensive Leadership and Governance is designed to equip aspiring leaders, policymakers, and change-makers with practical skills and knowledge in political leadership, governance, and public decision-making. Through a blend of theory, case studies, and experiential learning, participants will gain the tools needed to navigate complex political, administrative, and governance challenges in India and beyond. The course emphasizes leadership competencies, ethical governance, communication, and practical implementation of policy and governance frameworks.

### **Who Should Attend:**

- Undergraduate students aspiring for leadership roles in politics, governance, or social change.
- Young professionals seeking to strengthen their knowledge of governance and leadership.
- Social activists, NGO leaders, and youth volunteers engaged in community development.
- Individuals preparing for careers in public administration, political consulting, or legislative assistance.
- Government officials, Public Policy Professionals, Legislators

### **Learning Outcomes:**

Participants will:

- Understand the principles of democratic governance and public leadership.
- Develop critical thinking and decision-making skills for governance challenges.
- Gain insights into political systems, institutions, and processes in India.
- Enhance communication, negotiation, and public-speaking skills.
- Learn ethical leadership practices and inclusive governance approaches.
- Apply governance and leadership principles in real-world simulations and a capstone project.

### Course Structure and Session Plan:

<b>Week</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Week 1 and 2</b>	Foundations of Leadership	Leadership theories, models of political leadership, qualities of effective leaders
<b>Week 3 and 4</b>	Governance in India	Structure of Indian democracy, role of institutions, centre-state relations.
<b>Week 5 and 6</b>	Public Policy & Implementation	Policy cycle, agenda setting, case studies of successful/failed implementation.
<b>Week 7 and 8</b>	Ethics & Accountability in Governance	Transparency, corruption, Right to Information (RTI), good governance practices
<b>Week 9 and 10</b>	Political Communication & Media	Public speaking, campaigns, media management, social media for leadership
<b>Week 11 and 12</b>	Law, Constitution & Governance	Key constitutional provisions, separation of powers, judiciary's role
<b>Week 13 and 14</b>	Leadership in Practice	Crisis leadership, negotiation, coalition building, leadership simulations
<b>Week 15 and 16</b>	International Perspectives	Global governance models, lessons from developed democracies, UN & multilateral institutions
<b>Week 17 and 18</b>	Youth, Civil Society & Governance	Role of NGOs, activism, participatory governance, grassroots leadership
<b>Week 19 and 20</b>	Economic & Social Dimensions of Governance	Public finance, social welfare, education & health policy challenges
<b>Week 21 and 22</b>	Technology, Innovation & Governance	Digital governance, AI in policy, e-governance in India
<b>Week 23 and 24</b>	Capstone Project & Simulation	Real-world governance challenge, group project, presentation, and evaluation

**Methodology:**

- Classroom lectures and expert-led workshops.
- Case studies of governance models in India and abroad.
- Simulations of parliamentary debates, crisis management, and negotiation exercises.
- Group projects and capstone problem-solving tasks.
- Interaction with policymakers, legislators, and thought leaders.
- Field visits (local government bodies, NGOs, Parliament/Assemblies where feasible).

**Certification:** Participants who complete the capstone successfully will receive a **Diploma in Intensive Leadership and Governance**, endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

**Course Title: Electoral Strategy and Voter Engagement**

**Duration: 15 Days** (Intensive Training Programme)

**Fees: Rs 30,000**

**Mode: Hybrid**

**Introduction to the Course:**

In the age of data-driven campaigns and digital mobilization, electoral strategy and voter engagement have become essential tools for political professionals, campaign managers, researchers, and civic advocates. This 15-day intensive course equips participants with practical skills, theoretical foundations, and campaign-tested techniques to analyse, design, and execute effective electoral strategies.

Whether a participant is a political science graduate, campaign staffer, civil servant, journalist, NGO worker, or aspiring political consultant, this course offers insights into how modern democracies mobilize voters, build narratives, and shape public opinion through ethical and effective campaigns.

**Who Should Attend:**

- Students of Political Science, Public Administration, Journalism, or Law
- Political Party Workers and Campaign Volunteers
- Elected Representatives and Political Aides
- Journalists covering elections and politics
- Civil Society Members working on voter awareness
- Researchers in public policy or political behaviour
- Electoral consultants and aspiring political analysts

**Learning Outcomes:**

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

- Design and implement voter engagement strategies

- Analyse electoral data and voter behaviour
- Understand the use of technology in elections
- Frame narratives, slogans, and campaign messages
- Manage field operations and ground campaigns
- Leverage digital platforms for political communication
- Ensure ethical compliance and inclusivity in campaigns

### Course Structure and Session Plan:

Day	Session Topic	Key Components
Day 1	Introduction to Electoral Systems & Campaign Fundamentals	Types of elections, global trends, Indian electoral system
Day 2	Understanding Voter Behaviour and Psychology	Rational vs. emotional voting, identity politics, caste and class factors
Day 3	Constituency Mapping and Ground Realities	Tools for mapping, demography analysis, swing areas
Day 4	Data Analytics in Electoral Strategy	Use of surveys, polling data, past trends, segmentation
Day 5	Field Operations and Booth Management	Booth-level planning, Panna Pramukh model, door-to-door campaigns
Day 6	Political Communication and Narrative Building	Slogan crafting, image building, counter-narratives
Day 7	Digital Campaigning and Social Media Strategy	Twitter, Facebook, Instagram, WhatsApp groups, AI bots
Day 8	Electoral Laws, MCC, and Ethical Campaigning	Legal framework, Model Code of Conduct, case laws

Day	Session Topic	Key Components
Day 9	Mobilizing Marginalized and First-Time Voters	Gender, youth, minorities, rural-urban divides
Day 10	Fundraising and Resource Mobilization	Transparent funding models, campaign budgeting
Day 11	Alliance Building and Candidate Selection Strategies	Seat sharing, coalition strategies, ticket distribution logic
Day 12	Media Relations and Crisis Communication	Press briefings, damage control, dealing with fake news
Day 13	Simulation: Campaign Planning Exercise (Group Activity)	Participants build a mock campaign from scratch
Day 14	Field Visit / Interaction with Campaign Experts	Visit to political party war room / interaction with campaign managers
Day 15	Final Presentations + Certificate Distribution + Feedback	Presentation of campaign plans, peer review, course wrap-up

### Methodology:

The methodology will follow a blended, experiential learning approach combining interactive lectures, case studies, workshops, and simulations. Core concepts such as electoral systems, voter psychology, data analytics, and campaign laws will be taught through discussions and real-world examples, while hands-on exercises in constituency mapping, booth management, communication, and digital campaigning will build practical skills. Guest lectures and a field visit will expose participants to campaign experts and on-ground realities. The programme culminates in a group project where participants design and present a mock campaign, ensuring both conceptual grounding and applied learning.

**Certification:** Participants who complete the course and the final campaign simulation will receive a **Certificate of Completion**, endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

## **Course Title: Digital Tools and Techniques for Political Parties**

**Duration: 15 days** (90 hours, including workshops, fieldwork, and simulations)

**Fees: Rs 35,000**

**Mode: Hybrid**

### **Introduction to the Course:**

India's political arena is undergoing a **digital revolution**, with parties using technology to mobilize voters, counter misinformation, and optimize campaigns. This **15-day immersive course** provides hands-on training in cutting-edge digital tools tailored for Indian political contexts — from social media strategies in regional languages (e.g., Tamil, Bangla) to AI-driven voter outreach and ECI-compliant cyber hygiene.

Participants will explore **real-world case studies** (e.g., BJP's 2019 tech stack, AAP's WhatsApp governance model) and global parallels (e.g., Kenya's SMS campaigns). With India's **2024 general elections witnessing AI-generated content and deep fake risks**, the course also addresses ethical dilemmas, legal frameworks (IT Act, 2000), and grassroots digital literacy initiatives.

### **Who Should Attend:**

- Political party **IT cell teams, campaign managers, and candidates**.
- **MLAs/MPs** leveraging tech for constituency engagement.
- **Journalists and fact-checkers** tracking digital campaigns.
- **CSOs and researchers** studying tech's impact on democracy.
- Interested graduate and undergraduate students.

### **Learning Outcomes:**

Participants will:

1. Design **hyper-local social media campaigns** (ShareChat, Moj, WhatsApp Business).

2. Deploy **data analytics** (caste-wise voter mapping, sentiment analysis via Talkwalker).
3. Use **crowdfunding tools** (Ketto, Milaap) within ECI spending limits.
4. Detect **deep fakes/disinformation** (using Meta's toolkit or Logically.ai).
5. Implement **cybersecurity measures** (CERT-In's advisories for political entities).

### Course Structure and Session Plan:

Day	Session Topic	Key Components
Day 1	Introduction to Digital Politics	Evolution of digital campaigns in India, global trends
Day 2	Indian Political Ecosystem and Digital Landscape	Digital penetration, smartphone usage, internet demographics
Day 3	Social Media for Political Engagement (Part 1)	Facebook, Twitter/X, YouTube, Instagram basics for outreach
Day 4	Social Media for Political Engagement (Part 2)	Hashtag strategies, influencer collaborations, social media analytics
Day 5	WhatsApp, Telegram, and Grassroots Digital Organizing	Message crafting, group management, mobilization techniques
Day 6	Creating Campaign Content	Posters, short videos, reels, memes, and infographics
Day 7	Voter Data and CRM Tools	Building and managing voter databases, CRM platforms for political outreach
Day 8	Microtargeting and Behavioral Insights	Targeting strategies, AI/ML basics, psychographics
Day 9	Digital Ad Campaigns	Meta Ad Library, Google Ads, campaign budgeting and A/B testing
Day 10	Tools for Feedback and Listening	Surveys, polls, digital listening dashboards
Day 11	Misinformation and Fact-Checking	Identifying fake news, use of fact-checking tools like BOOM, Alt News
Day 12	Digital Safety and Cybersecurity	Protecting political data, secure communication, disinformation threats

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Day 13</b>	Legal and Ethical Dimensions	ECI guidelines, IT Act, data protection concerns
<b>Day 14</b>	Case Studies: India and Beyond	Lok Sabha, state elections, U.S. and U.K. campaign learnings
<b>Day 15</b>	Simulation & Final Exercise	Team-based simulation of a digital campaign; feedback and certification

**Methodology:**

- **Fieldwork:** Analyze live political tweets using Brandwatch.
- **Guest Lectures:** ECI officials, fact-checkers (e.g., Vishvas News), and digital strategists.
- **Ethics Workshops:** Role-playing debates on privacy vs. microtargeting.
- Instructor-led interactive sessions
- Hands-on demonstrations of digital tools
- Group discussions and peer learning
- Case study analysis of Indian and international political campaigns
- Simulation exercises for campaign planning and digital outreach
- Quizzes and short assignments

**Certification:** Participants who successfully complete the course and simulation exercises will receive a **Certificate of Completion** endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

**Course Title:** Grassroots Leadership and Community Mobilization

**Duration:** 15 Days

**Fees:** Rs 35,000

**Mode:** Hybrid

**Introduction to the Course:**

This course is designed to equip participants with the knowledge, skills, and practical tools required to lead and mobilize communities effectively. Focusing on grassroots leadership, participatory approaches, and inclusive development, the program enables participants to engage local populations, build trust, and implement community-driven initiatives that create sustainable impact.

**Who Should Attend:**

- Community leaders and activists
- NGO and civil society professionals
- Government officials working in rural and urban development
- Students and young professionals aspiring to work in community development

**Learning Outcomes:**

Participants will:

- Understand principles and practices of grassroots leadership
- Learn strategies for effective community mobilization and engagement
- Develop skills in participatory planning, advocacy, and conflict resolution
- Gain insights into designing and implementing sustainable community projects
- Enhance capacity for leading teams and fostering local partnerships

**Participants will:**

- Be able to conduct community needs assessments
- Apply participatory approaches to development projects
- Build and sustain community networks
- Lead campaigns, awareness programs, and local initiatives effectively

**Course Structure and Session Plan:**

Day	Session Topic	Key Components
Day 1	Introduction to Grassroots Leadership	Understanding grassroots leadership, roles, responsibilities, and ethics
Day 2	Community Mobilization Principles	Participatory approaches, trust-building, and stakeholder engagement

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Day 3</b>	Needs Assessment & Community Mapping	Tools for identifying local needs, mapping resources and stakeholders
<b>Day 4</b>	Leadership Skills for Grassroots Leaders	Communication, motivation, team-building, and conflict resolution
<b>Day 5</b>	Participatory Planning & Project Design	Designing community projects using participatory methods
<b>Day 6</b>	Advocacy and Policy Engagement	Strategies to influence local policy and decision-making
<b>Day 7</b>	Social Inclusion & Equity	Engaging marginalized groups and promoting inclusivity
<b>Day 8</b>	Communication Strategies	Community meetings, storytelling, social media, and public awareness
<b>Day 9</b>	Resource Mobilization	Fundraising, partnerships, and volunteer engagement
<b>Day 10</b>	Monitoring and Evaluation	Setting indicators, tracking progress, and learning from outcomes
<b>Day 11</b>	Case Studies of Successful Community Initiatives	Analysis of real-world examples
<b>Day 12</b>	Problem Solving & Conflict Management	Techniques for handling community challenges and disputes
<b>Day 13</b>	Field Visit / Practical Exercise	Hands-on engagement with a local community
<b>Day 14</b>	Group Project & Presentations	Developing actionable plans for community initiatives
<b>Day 15</b>	Wrap-up, Feedback & Reflection	Review, lessons learned, and next steps

**Methodology:**

Interactive workshops, case studies, role plays, field exercises, group discussions, and hands-on project work to provide practical experience in community mobilization.

**Certification:** Participants who successfully complete the course and simulation exercises will receive a **Certificate in Grassroots Leadership and Community Mobilization**, endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

## **Course Title: Civic Engagement and Advocacy Skills**

**Duration:** 10 days (60 hours, including workshops, field exercises, and advocacy simulations)

**Fees: Rs 25,000**

**Mode: Hybrid**

### **Introduction to the Course:**

In an era where **citizen participation** shapes policy and governance, this **10-day intensive course** empowers Indians with practical tools to drive social change, influence decision-makers, and strengthen democratic engagement. Combining India's unique civic context with global best practices, the program covers:

- **Grassroots mobilization** (RTI filings, peaceful protests, community organizing)
- **Digital advocacy** (social media campaigns, e-petitions, countering misinformation)
- **Policy influencing** (engaging with MPs, drafting public submissions, budget analysis)
- **Legal frameworks** (Fundamental Duties, Article 19 freedoms, protest laws)

With case studies from **successful Indian movements** (e.g., Right to Food Campaign, #Me too India) and international parallels (#BlackLivesMatter), participants will learn to navigate both **street-level activism and institutional channels** for impact.

### **Who Should Attend:**

- NGO workers and community leaders
- Student activists and youth parliament participants
- Government officials handling public grievances
- Corporate CSR professionals
- Journalists covering civic issues

## Learning Outcomes:

Participants will:

1. Design **impactful advocacy campaigns** (online/offline)
2. Use **RTI, PILs, and grievance redressal mechanisms** effectively
3. Build **coalitions across caste/class divides**
4. Counter **digital authoritarianism** (IT Rules 2021 implications)
5. Practice **ethical advocacy** (avoiding "slacktivism")

## Course Structure and Session Plan:

Day	Session Topic	Key Components
Day 1	<b>Democracy 2.0: India's Civic Landscape</b>	– Fundamental Rights vs Duties – Case: Anti-CAA protests
Day 2	<b>Tools of Change: RTI, PILs, Grievance Redressal</b>	– RTI filing simulations – CPGRAMS portal demo
Day 3	<b>Digital Activism &amp; Countering Misinformation</b>	– Hashtag activism – Fact-checking tools (AltNews, Factly)
Day 4	<b>Peaceful Assembly &amp; Protest Laws</b>	– Legal limits (Section 144) – Case: Farmers' Protest 2020-21
Day 5	<b>Policy Advocacy: From Streets to Parliament</b>	– Pre-legislative consultation process – Lobbying ethics
Day 6	<b>Community Organizing</b>	– SHG models – Dalit women's movements (e.g., Nirbhaya Vahini)

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Day 7</b>	<b>Corporate Accountability</b>	<ul style="list-style-type: none"> <li>– CSR law advocacy</li> <li>– Environmental justice cases (Niyamgiri)</li> </ul>
<b>Day 8</b>	<b>Media as Advocacy Tool</b>	<ul style="list-style-type: none"> <li>– Op-ed writing</li> <li>– TV debate strategies</li> </ul>
<b>Day 9</b>	<b>Funding Social Change</b>	<ul style="list-style-type: none"> <li>– FCRA compliance</li> <li>– Crowdfunding (Ketto, Milaap)</li> </ul>
<b>Day 10</b>	<b>Capstone: Campaign Lab</b>	<ul style="list-style-type: none"> <li>– Teams launch live advocacy projects</li> </ul>

**Methodology:**

- Interactive lectures and expert sessions
- Case studies from India and global civil movements
- Hands-on exercises: writing RTIs, creating advocacy plans, campaign simulation
- Digital literacy training: infographics, social media strategy, video creation
- Peer collaboration, group discussions, and mentoring
- Simulation activities and action planning for local issues
- Field visits to MLA constituency offices, District Grievance Cells

**Certification:** Participants who complete the capstone campaign receive a **Certificate in Civic Leadership** endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

**Course Title:** Negotiation and Conflict Resolution in Politics

**Duration:** 5 Days (Intensive Program)

**Fees:** Rs 15,000

**Mode:** Hybrid

**Introduction to the Course:**

This course is designed to provide aspiring political leaders, policymakers, and governance professionals with the knowledge, tools, and techniques to effectively negotiate and manage conflicts in political environments. It draws upon international best practices, case studies from Indian politics, and practical simulation exercises to strengthen participants' ability to build consensus, resolve disputes, and lead with credibility in complex and often polarized political landscapes.

**Who Should Attend:**

- Young political aspirants and elected representatives
- Civil servants, public policy professionals, and legislative staff
- NGO leaders and social activists engaged in political advocacy
- Students of political science, law, public administration, and governance
- Individuals interested in leadership roles within political and governance structures

**Learning Outcomes:**

Participants will:

- Understand the theory and practice of negotiation in political and governance contexts.
- Learn conflict resolution frameworks applicable to multi-party and multi-interest settings.
- Analyze real-world political negotiation case studies (domestic and international).
- Practice negotiation and mediation skills through role plays and simulations.
- Develop strategies for consensus-building, coalition management, and sustainable peace.

**Course Structure and Session Plan**

Day	Session Topic	Key Components
Day 1	Foundations of Negotiation and Conflict Resolution	- Nature of conflict in politics - Types of negotiation (distributive vs. integrative) - Principles of effective political dialogue

Day	Session Topic	Key Components
		- Case study: Indian federalism and Centre–State negotiations
<b>Day 2</b>	Negotiation Dynamics in Political Environments	- Power, influence, and trust in negotiations - Role of culture, identity, and ideology - Stakeholder mapping in political disputes - Case study: Coalition governments in India
<b>Day 3</b>	Conflict Resolution Tools and Mediation Strategies	- Mediation, arbitration, and facilitation techniques - Role of political parties, civil society, and media - International perspectives on peace negotiations - Case study: Good Friday Agreement (Northern Ireland)
<b>Day 4</b>	Simulations and Role Plays	- Multi-party negotiation exercise (political coalition formation) - Conflict simulation (ethnic or regional disputes) - Mediation practice with peer feedback - Debrief and analysis of strategies used
<b>Day 5</b>	Leadership in Negotiation & Building Consensus	- Communication strategies for political leaders - Managing impasse and deadlock - Consensus-building in legislative processes - Capstone exercise: Simulated negotiation of a national policy issue - Closing reflections and learning consolidation

### Methodology:

- Interactive lectures and discussions
- Case study analysis (Indian and international contexts)
- Role plays, group work, and negotiation simulations
- Guest sessions with practitioners (political leaders, diplomats, policy experts)
- Reflection journals and peer feedback

**Certification:** Participants who successfully complete the course and simulation exercises will receive a **Certificate in Negotiation and Conflict Resolution in Politics** endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

## **Course Title: Women-Oriented Legislative Skills & Gender-Balanced Legislatures**

**Duration: 5 days** (60 hours, including workshops, case studies, and legislative simulations)

**Fees: Rs 10,000**

**Mode: Hybrid**

### **Introduction to the Course:**

Despite women constituting **49% of India's population**, they remain severely underrepresented in legislatures (only **14.4% in Lok Sabha 2024**). This **10-day transformative course** equips women leaders, policymakers, and allies with **gender-sensitive legislative skills** to navigate India's political landscape, advocate effectively, and accelerate progress toward gender-balanced governance.

This course is designed to build legislative capacities of women political leaders, aspiring legislators, and advocates of gender equality. It covers key areas such as legislative drafting, gender budgeting, debates, and committee work, while also addressing challenges like patriarchy in political parties, the need for intersectional policy design, and the international frameworks influencing gender parity in governance.

Using both Indian case studies and international best practices, the course empowers participants to become effective lawmakers, advocates, and champions of inclusive policy reforms.

### **The course covers:**

- **Structural barriers** to women's political participation (cultural norms, violence, financial constraints).
- **Legislative tools** to advance gender equality (e.g., drafting private members' bills on women's issues).
- **Global best practices** (Rwanda's 61% women MPs, Sweden's feminist foreign policy).

- **India-specific case studies:** Successes (e.g., Panchayati Raj 50% reservation) and challenges (delayed Women’s Reservation Bill implementation).

With a focus on **intersectionality** (caste, class, religion), participants will learn to leverage parliamentary procedures, media, and grassroots mobilization to amplify women’s voices in politics.

**Who Should Attend:**

**Women MLAs/MPs, councillors, and aspiring candidates.**

- **Male allies in legislatures** committed to gender equity.
- **Civil society leaders** working on women’s political empowerment.
- **Bureaucrats** implementing gender-sensitive policies.
- **Researchers** studying women’s political representation.

**Learning Outcomes:**

Participants will:

1. Master **gender-responsive budgeting** (e.g., analysing Union Budget’s "Nari Shakti" allocations).
2. Draft **women-centric legislation** (e.g., models from Kerala’s Gender Park).
3. Counter **online harassment and disinformation** targeting women leaders.
4. Build **cross-party women’s caucuses** (inspired by Bangladesh’s multiparty caucus).
5. Navigate **parliamentary spaces** amid gender biases (e.g., addressing interruptions).

**Course Structure and Session Plan:**

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Day 1</b>	Gender & Policy Foundations	– Gender Gap in Indian Politics: 73rd Amendment vs. Parliament’s resistance, “Missing Women” in state assemblies

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
		– Feminist Policy Frameworks: CEDAW, SDG 5, India’s National Policy for Women 2016
<b>Day 2</b>	Law-making & Finance	Legislative Drafting for Women: Private members’ bills (e.g., menstrual leave), Kerala’s Women’s Code – Gender-Responsive Budgeting & Public Finance: Tracking MGNREGA’s women-centric spending, Gender audit tools
<b>Day 3</b>	Safety, Media & Narrative Building	Violence Against Women in Politics: Cyberviolence case studies, EC’s safe campaigning guidelines – Media & Narrative Building: Countering stereotypes, Op-ed writing drills
<b>Day 4</b>	Alliances & Mobilization	Alliance-Building & Caucuses: Lessons from Odisha’s SHG-linked campaigns, Global examples (Rwanda) – Men as Allies: Male MPs championing gender bills, UN HeForShe strategies – Grassroots Mobilization: SHGs as political platforms, Digital tools for rural outreach
<b>Day 5</b>	Capstone Simulation	Mock Assembly: Teams present gender-equality bills to jury (ex-MPs, activists) – Wrap-up reflections & feedback

### **Methodology:**

- Analysing women’s representation metrics.

- Sharing experiences of institutional sexism.
- Expert-led sessions and guest lectures by women MPs, bureaucrats, and academics
- Group discussions, debates, and mock legislative sessions
- Case studies and role play on drafting bills and committee work
- Audio-visual content: campaign speeches, parliamentary clips, documentaries
- Skill-building exercises on data use, public speaking, and negotiation
- Peer learning and mentorship circles

**Certification:** Participants who complete the capstone receive a **Certificate in Gender-Sensitive Legislating** endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

**Course Title:** Political Campaign Fundraising and Resource Mobilization

**Duration:** 5 Days (Intensive Program)

**Fees:** Rs 15,000

**Mode:** Hybrid

**Introduction to the Course:**

Fundraising and resource mobilization are the lifelines of political campaigns. This course equips participants with the knowledge, strategies, and ethical frameworks required to raise funds and mobilize resources effectively while adhering to legal, transparent, and sustainable practices. It combines global best practices with case studies from India and other democracies to prepare participants for real-world campaign finance challenges.

**Who Should Attend:**

- Aspiring political leaders and party workers
- Campaign managers and political consultants
- Civil society professionals and advocacy group leaders
- Students of political science, law, public policy, and governance
- Individuals interested in election management and political finance

**Learning Outcomes:**

Participants will:

- Understand the role of fundraising in political campaigns and party structures.
- Learn the legal and regulatory framework governing political finance in India and internationally.
- Explore ethical and transparent fundraising methods.
- Develop skills for grassroots fundraising, digital fundraising, and donor engagement.
- Gain hands-on experience through campaign fundraising simulations and resource-mapping exercises.

**Course Structure and Session Plan**

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Day 1</b>	Foundations of Political Fundraising	- Importance of fundraising in modern campaigns - Overview of political finance in India and global democracies - Case study: 2014 & 2019 Indian General Elections funding patterns

Day	Session Topic	Key Components
Day 2	Legal and Ethical Dimensions	<ul style="list-style-type: none"> <li>- Election Commission of India rules on political funding</li> <li>- Foreign Contribution (Regulation) Act (FCRA)</li> <li>- Transparency, accountability, and ethical fundraising</li> <li>- International comparisons: U.S. Federal Election Commission, UK Electoral Commission</li> </ul>
Day 3	Fundraising Strategies and Resource Mobilization	<ul style="list-style-type: none"> <li>- Grassroots fundraising and small donor contributions</li> <li>- Events, membership drives, and donor networks</li> <li>- Digital fundraising (social media, crowdfunding, payment gateways)</li> <li>- Resource mobilization beyond money: volunteers, endorsements, in-kind support</li> </ul>
Day 4	Managing Donors and Building Sustainable Networks	<ul style="list-style-type: none"> <li>- Donor identification and segmentation</li> <li>- Communication strategies with donors</li> <li>- Corporate funding and electoral bonds in India</li> <li>- Case study: Use of small-donor fundraising in the Obama Campaign</li> </ul>
Day 5	Simulation and Capstone	<ul style="list-style-type: none"> <li>- Fundraising pitch simulation (participants design and present campaign fundraising plans)</li> <li>- Group work: Mapping resource mobilization strategies for a hypothetical political party</li> <li>- Debrief and expert feedback</li> <li>- Closing reflections and certificate ceremony</li> </ul>

**Methodology:**

- Interactive lectures with case study discussions
- Group work and fundraising simulations
- Role plays (donor meetings, campaign pitches)
- Hands-on sessions on digital fundraising platforms
- Guest lectures by campaign strategists, policy experts, and election law professionals

**Certification:** Participants who successfully complete the course and simulation exercises will receive a **Certificate in Political Campaign Fundraising and Resource Mobilization** endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.

**Course Title: Media Management for Political Leaders**

**Duration: 5 Days** (30 Hours | 6 hours per day)

**Fees: Rs 15,000**

**Mode: Hybrid**

**Introduction to the Course:**

In today’s political landscape, managing media effectively is critical for leadership, outreach, and credibility. This course equips emerging political leaders, campaign managers, and spokespersons with the knowledge and skills to engage with traditional and digital media, manage narratives, and respond strategically in high-pressure situations.

**Who Should Attend:**

- Young political leaders, party spokespersons, and aspiring candidates
- Campaign staff, communication officers, and digital media strategists
- NGO and civil society leaders involved in advocacy and outreach
- Graduate and undergraduate students and professionals interested in political communication and leadership

**Learning Outcomes**

**Participants will:**

- Understand the role of media in shaping political narratives
- Learn tools and strategies for engaging effectively with traditional media (TV, print, radio)
- Gain hands-on skills in managing social media platforms and digital storytelling
- Develop crisis communication strategies to handle misinformation and negative press
- Build a personal brand and sharpen public-speaking/media interview skills.

**Course Structure and Session Plan**

<b>Day</b>	<b>Session Topic</b>	<b>Key Components</b>
<b>Day 1</b>	Political Media Landscape	Role of media in democracy - Print, TV, digital, and new-age media

Day	Session Topic	Key Components
		- Case studies of political media strategies
<b>Day 2</b>	Crafting the Political Narrative	Message framing and storytelling - Press releases, op-eds, and media bytes - Writing exercises & peer review
<b>Day 3</b>	Media Engagement Skills	Managing interviews and press conferences - Public speaking drills - Guest session with a journalist/editor
<b>Day 4</b>	Digital Media Strategy	Social media campaigning (Twitter/X, Facebook, Instagram, YouTube, WhatsApp) - Data-driven digital campaigning - Handling fake news, trolls, and misinformation
<b>Day 5</b>	Crisis Communication & Simulation	Crisis communication frameworks - Political controversies & election-time case studies - Simulation: Mock press conference & media interview drills

**Methodology:**

- Interactive lectures and expert talks
- Case study analysis of Indian and global political campaigns
- Media simulation exercises (mock interviews, crisis drills)
- Group discussions and peer feedback
- Hands-on practice with digital tools

**Certification:** Participants who successfully complete the course and simulation exercises will receive a **Certificate in Media Management in politics** endorsed by the **FORE Centre for Political Leadership and Governance (FCPLG)**.