

SAFI GROUP OF INSTITUTIONS



WHERE
LEADERSHIP
EMBRACES
CHARACTER



PMA SAFI HR INSTITUTE

A Management Institute approved by AICTE

Rasiya Nagar, Vazhayur East P.O. Via Ramanattukara, Malappuram - 673633 Kerala, India

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Approved by



ABOUT US

PMA SAFI HR Institute is the human resources development arm of Social Advancement Foundation of India (SAFI), Approved by AICTE to offer different management and leadership educational programs.

Our Campus

Situated in Vazhayur, near Calicut, the institute is positioned on a captivating hill campus that spans over 100 acres. This picturesque setting provides a breathtaking aerial view, surrounded by verdant landscapes and commanding a serene vista of the Chaliyar River.

SAFI, a non -profit charitable educational trust set up in 2001 by a cohort of 40 eminent individuals, has the vision of creating professionally competent and socially responsible leaders capable of upholding ethical and human values in their work and personal conduct, even in the most challenging circumstances. The HR Institute is envisioned as the primary vehicle through which SAFI aims to actualize this overarching vision.



Our Vision & Mission

VISION

Our vision is to be a globally acclaimed academic institute of eminence, by cultivating leaders in different domains distinguished by a harmonious blend of competencies and character capable of participating effectively in the nation building process.

MISSION

Our endeavor is to provide cutting edge and innovative educational, training and research programs in HR Management, social sciences, science and technology and other disciplines for empowering society. Our focus is on holistic education, i.e., knowledge and skills integrated with values and character. We seek collaborations and partnerships with reputed global institutes to craft the best of offerings to our target groups.



Our Programs

The PMA SAFI HR Institute presents an array of programs meticulously curated to empower upcoming leaders with the essential skills, knowledge, and mindset required to thrive in the ever-evolving realms of human endeavour. Our objective extends beyond merely shaping professionals; we are dedicated to cultivating leaders endowed with ethical, professional, and social competency. Our programs are thoughtfully structured to seamlessly integrate academic rigor with practical insights, ensuring that our graduates emerge well-prepared to confront and conquer real-world challenges.



01

**PGDM
(Management)**

2 Years

Professionally competent,
socially responsible and
driven by ethics and Values

AICTE Approved.



02

**PGCM
(Public Policy &
Management)**

1 Year

Mastering Public Policy
frontiers as well as
Management techniques

AICTE Approved.



03

**PGCM
(Social Enterprise
Management)**

1 Year

Empowering for Social
Impact and Sustainability

AICTE Approved.

"The institute does not compete with other institutes, but collaborates with all to craft the most appropriate and rigorous programs suited for different target groups"



State of the Art
Campus Facilities



Ethical
Leadership



Socially Driven
Research and Projects



Field Immersion &
Job Opportunities



"Professionally competent, driven by ethics and values and socially responsible"

01

PGDM (Management)

(AICTE Approved)

The program is devoted to cultivating not only essential management and functional expertise, but also fostering a profound leadership mindset and competencies rooted in ethics, values and social responsibility. We go beyond mere rhetoric, integrating distinctive features into our curriculum and pedagogy, ensuring a transformative educational journey that shapes professionally competent ethical and socially responsible leaders.

Duration : 02 Years

Course Fee: ₹ 1,30,000 per year

Eligibility

A Bachelor's degree with Minimum 50% marks (45% for reserved category).

Preference for candidates who have qualified in CAT/XAT/ CMAT/ATMA/MAT/GMAT/ PMA SAFI HR INSTITUTE'S entrance examination.



Career Opportunities

CORPORATIONS/
BUSINESS
ENTERPRISES

NGOs AND
NON-PROFITS

GOVERNMENT
AGENCIES

Target Groups

Fresh graduates aspiring for a career in Management Leadership

Employees currently working in any business or non business organizations aspiring to have a career growth

What Makes this Program Unique?

01.

Abundant Field Immersion

02.

Holistic Leadership Development:
Corporate Visit, Internship, Out Board Training





02

"Mastering Public Policy frontiers as well as Management techniques"

PGCM (Public Policy & Management)

(AICTE Approved)

Our AICTE- approved PGCM (Public Policy & Management) is a unique offering, blending the intricacies of policy formulation and implementation with effective management and leadership strategies.

Duration: 01 Year

Course Fee : ₹ 1,00,000

Eligibility

Bachelor's degree in any discipline

Fresh Graduates: Any Bachelor's Degree with a minimum of 50% marks.(45% for reserved category)





Target Groups

The program is designed for working professionals from the following organizations, and fresh graduates aspiring for a career in Public Policy.

- > International Organizations
- > Industry Executives
- > Political Party Representatives
- > Consultancy Firms
- > Civil Service Aspirants
- > NGOs
- > Government Agencies
- > Government Officials

What Makes this Program Unique?

01.

Emphasis on Practical
Application of the Concept

02.

Policy-Driven
Curriculum

03.

Policy Leadership
Excellence

04.

Social Impact
Focus

05.

Networking
Opportunities



Crafting policy
professionals
for tomorrow!



"Empowering for Social Impact
and Sustainability"

03

PGCM (Social Enterprise Management)

(AICTE Approved)

At PMA SAFI HR INSTITUTE, we believe in the power of business to drive positive social change. Our PGCM program in Social Enterprises Management is a unique blend of business acumen and social responsibility, preparing leaders to manage enterprises that prioritize both profit and purpose.

Duration: 01 Year

Course Fee: 1,00,000

Eligibility

Currently Employed Applicants: They should have a Bachelor's degree in any discipline.

Fresh Graduates: Any Bachelor's Degree with a minimum of 50% marks.(45% for reserved category)





Target Groups

Fresh graduates aspiring to make a career in non-profit organizations, social impact business, NGOs, Trusts, etc.

Employees of Organizations (NGOs, Trusts, Social impact Businesses) who are currently working in a non-profit organization seeking to enhance their skills in managing and leading Social Enterprises.

Career Opportunities

A PGCM in Social Enterprise Management opens doors to impactful careers in various sectors, including:

- > Social Entrepreneurship
- > Impact Investing
- > Corporate Social Responsibility
- > Non profit Management
- > Community Development

What Makes this Program Unique?

01.

Field Immersion Opportunities

02.

Socially Responsible Curriculum

03.

Social Impact and Financial Sustainability

Life at SAFI

A sound mind thrives within a robust and healthy body

At SAFI, besides the academic facilities, we promote healthy living with facilities for sports and games fitness centers, green spaces for outdoor activities, leisure reading, nutritious dining options, recreational activities fostering social interactions, and mental health support services.



Chai Pe Charcha Talk Session with Mr. Ramees Ali, Founder and CEO, Interval



Placement Training Sessions



Industrial Visit at NeST Digital



PMA SAFI HR Institute team at 'Kochi Dialogue' by CPPR



Chai Pe Charcha Talk series by Mr. Ajit A Moopan, Former President, TIE Kerala and Founder President, KAN



Career Orientation Sessions



'Chai Pe Charcha' Talk session by Mr. Sharath N Nair, Centre Head, TATA Elxsi



Inaugural Ceremony of Induction Program by Mr. VKC Razak



Orientation session by CPPR



'Chai Pe Charcha' Talk session by Mr. Brij Mohan General Manager - Human Resources, Aster Hospitals, Kerala Cluster



Certification Course by IPTIF (IIT Palakkad)



Internship opportunity at TIE Kerala



Leadership Launchpad'25 -Three day Residential Camp



Spécialisation Orientation Sessions



'Trek to Leadership' during Residential Camp



Out Bound Training (OBT)

ACHIEVERS-INTERNSHIP



NADHI FAHAM T P
Intern



MUHAMMED AMEEN K P
Intern



SINAN AHMED P
Intern



AMMAR SALAMA
Intern



ABDUL MUSAVIR M
Intern



RAJIYA K P
Intern



JANNATHUL HUDA P
Intern



ASHIFA
Intern



ANSHA SHERIN P T
Intern



AMINA SABANA C P
Intern



MOHAMMED GAFOOR
Entrepreneurship Award Global student Runner up



MUHAMMED NASIM A P
Intern



ARSHAD K K
Intern



SUHAIL SIDHEEQ
Intern



THESNEEM MUBARAK E K
Intern



MUHAMMED YASIR P P
Intern



ACHIEVERS-INTERNSHIP



JAZEEL
Intern



SHAHDHA ABDUL RAHIM
Intern



TASNEEM
Intern



MISNA P
Intern



KRISHNA PRIYA AP
Intern



NAJA MP
Intern



NOULA KALAM
Intern



HIBA FATHIMA KK
Intern



HEBA BASHEER
Intern



RINSA RAHIMAN C P
Intern



FATHIMA HAIFA C M
Intern



VISHNUPRASAD V
Intern



MOHAMMED JASEEL O
Intern



ABDULLAH C T
Intern



HISHAM ABDURAHIMAN
Intern



ASLAHE PH
Intern



CORPORATE PARTNERS

Associated with eminent organizations nationally and globally

We have a large cohort of Corporate Partners with 40 eminent businessmen, educationists, philanthropists, and professionals from various walks of life.

They provide field immersion and internship and even employment opportunities for the really deserving students.



INTERNSHIP PARTNERS



**WORLD'S LARGEST
COMMUNITY OF
ENTREPRENEURS**
fostering entrepreneurship



SAFI- Industry Connect Centre (S-ICC)



SAFI Industry
Connect Centre

SAFI Industry Connect Centre (S-ICC) serves as the corporate relations wing of the SAFI Group of Institutions, facilitating placements, training programs, internships, and industry collaborations. It plays a pivotal role in bridging academia and industry, overseeing outreach initiatives for students across various departments of SAFI Institute of Advanced Study (Autonomous), PMA SAFI HR Institute, and SAFI IAS Academy.

Objectives

Establish long-term institutional partnerships with corporates, startups, and industry bodies to facilitate knowledge exchange, and workforce development Initiatives

Develop structured engagement programs, including internships, apprenticeships, certification program, industry immersion programmes, to enhance students' industry exposure and employability

Implement a data-driven placement , training strategy to optimize student recruitment outcomes.



Industry Interaction / Outreach Calendar for PGDM

Semester 1

Program	Duration
Bridge Course / Leadership Launchpad	1- 2 weeks
Industrial Visit / Market Environment Study and Presentation	One day
Internships (Optional)	15 to 30 days
Certification Program	2 to 4 days

Semester 2

Program	Duration
Leadership Launchpad (Residential Camp)	3 Days
Industry Immersion Program	7 to 15 Days
Orientation programme on specialisations	3 Days
Internship (Mandatory)	30 to 45 Days
Certification Program	3 Days

Semester 3

Program	Duration
Internship Review, Report and Assessment	
Industry Immersion / internship	5 to 7 Days
Certification Program (Specialisation based)	2 to 3 Days
Placement Training	3 Days

Semester 4

Program	Duration
Placement Training	2 days
Project	30 to 45 Days
Project review & Assessment	3 Days
Research Paper Presentation	30 to 45 Days
Placements	3 Days

Industry Interaction / Outreach Calendar for PGCM

Semester 1

Program	Duration
Bridge Course / Leadership Launchpad	1- 2 weeks
Industrial Visit	One day
Certification Program	2 to 4 days

Semester 2

Program	Duration
Leadership Launchpad (Residential Camp)	3 Days
Internship 1	30 to 45 days
Internship Review	
Internship 2	30 to 45 Days
Internship Review	3 Days
Placement training	
Placements	

The effort you
invest today shapes
the abundance you
enjoy tomorrow!








"Leadership excellence is achieved
through a blend of competence and
ethical conduct"



**FOR ADMISSION
AND RELATED
QUERIES**

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