

Online Coaching Workshop

Winning!

on Writing Proposals



**4 days per batch between
Sep 1st to 8th 2020**



Trainer and Workshop Facilitator:

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Why this workshop in current times?



- **Covid-19** may force **400 million** persons in India to fall deeper into poverty (ILO)
- CSOs, foundations, donors are **responding to challenges** by pandemic and are inviting proposals
- However, there is a **wide gap in the quality of proposals** required by donors and submitted by CSOs
- This workshop will **bridge** donors looking for serious proposals and committed CSOs looking for funds.



Focus – the key element in proposals



- A reviewer gets **only 10 minutes** per proposal for first screening
- If not selected in 10 minutes of screening, your proposal is **rejected**
- Sadly, most proposals **do not pass** the screening stage as they do not cover the 10 critical elements donors want
- Thus, donors are not able to fund **urgent issues..**
- And honest, effective CSOs **do not get funds** for most relevant programmes.

Why is this workshop unique?



- **Actually** write a winning proposal in Hindi or English
- **Our Promise** : Work hard and take away donor-ready concept note and proposal
- Use international **templates** (e.g. EU) and proven methods to produce high-quality proposals to beat your competitors. (As you know, the competition is intense).
- Each participant gets **personalized coaching** online
- Hence each batch consists of **only 25** participants
- Resource persons have **proven track record** of developing winning proposals
- Have **raised large funds** for UN and INGOs



Features of this workshop



- Possibly India's first bilingual proposal writing workshop in Hindi and English
- Separate sessions and timings for Hindi and English batches
- Hindi speakers can develop a complete proposal in Hindi
- Learn to develop critical components like Theory of Change, Logframes, Indicators
- Convert rough project ideas into credible complete proposals
- Peer review of proposals to test the soundness and enhance skills



Methodology



Learning by Fun through:

- Interactive presentations
- Peer Learning
- Online group chats
- Personal coaching and mentoring

Support and material to be provided

- All presentations and references
- Certificate of Completion
- Detailed comments on your concept notes and proposals
- Marks scored on each quality aspect to identify areas for improvement



Remember these important dates!



Date	Details
August 15 th 2020	Early Bird Registration closes Early Bird Concession English – Rs. 9,000; Hindi – Rs. 9,000 For foreign candidates – USD 150 USD
August 25 th 2020	Final Registration closes. Course Fees after Aug 15 2020 English – Rs. 10,000; Hindi – Rs. 10,000 For foreign candidates – USD 175 USD
August 31 st , 2020 6 p.m.	Last date for sending in completed Concept Notes in Hindi or English Note: Participants without Concept Note cannot participate in workshop
Sep 1 st , 2020	Course Starts Online.
Note	We recommend that at least 2 persons from one organisation attend the workshop for you to be able to discuss the proposal with each other

Course Schedule: English



Date	Details
Course Starts Online	Sep 1 st , 2020
Language	English
Session Time	11 a.m. to 1 p.m.
Session Dates	Sep 1 st , 3 rd , 5 th , 7 th (Total 8 hours)
Writing and Personal Coaching time	Sep 2 nd , 4 th , 6 th , 8 th (9 a.m. to 8 p.m.)
Slot booking	Personal Coaching Slot will be 30 minutes each and will be booked online by participants
Caution	Personal Coaching will be available only to participants who complete given tasks in time
Submission of final proposal	Sep 10 th 2020
Final Concept Note and Proposal in hand	Sep 12 th if you complete all tasks
Marks and Certificate	Sep 12 th 2020

Course Schedule: Hindi



Date	Details
Course Starts Online	Sep 1st, 2020
Language	Hindi
Session Time	4 p.m. to 6 p.m.
Session Dates	Sep 1 st , 3 rd , 5 th , 7 th (Total 8 hours)
Writing and Personal Coaching time	Sep 2 nd , 4 th , 6 th , 8 th (9 a.m. to 8 p.m.)
Slot booking	Personal Coaching Slot will be 30 minutes each for each consultation day and will be booked online by participants
Caution	Personal Coaching will be available only to participants who complete given tasks in time
Submission of final proposal	Sep 10 th 2020
Final Concept Note and Proposal in hand	Sep 12 th if you complete all tasks
Marks and Certificate	Sep 12 th 2020

Session Plan



Date	Sessions
Sep 1 2020	Introduction to critical components of Proposal and Concept Note Writing <ul style="list-style-type: none">- What are the 10 elements Donors require in a good proposal?- Theory of Change Basics and Group Work: Build Theory of Change for your project
Sep 2 2020	Writing: Revise Concept Note, Build TOC. Personal Coaching Time
Sep 3 2020	Introduction to Results <ul style="list-style-type: none">- What are Results? Indicators? Logframe/Results Framework- Build the Logframe/ Results Framework for your proposal
Sep 4 2020	Writing: Logframe. Personal Coaching Time
Sep 5 2020	Communicating Effectively <ul style="list-style-type: none">- Simplicity, Focus, Visualization, Data and other forms of evidence in your proposal- Proposal Writing - putting together the 10 elements of your proposal
Sep 6 2020	Writing your proposal. Personal Coaching Time. Send draft proposals to peers.
Sep 7 2020	Presentations <ul style="list-style-type: none">- Comments from peer review. Present your proposals to donor panel
Sep 8 2020	Writing Final proposal and Concept Note. Personal Coaching Time
Sep 10 2020	Submission of final proposal
Sep 12 2020	Final marks, final proposal and completion certificate

About Tathyashodh



- Tathyashodh was started by professionals with more than three decades of International Development Experience.
- It supports International NGOs and UN agencies for Monitoring, Evaluation, Knowledge Management and Trainings.
- We also develop proposals and multi-lingual mobile-based MIS systems including live dashboards.
- See <https://tathyaconsultants.com> for details.

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Looking forward to seeing you at the workshop!

Starting Sep 1 2020

Register before Aug 15 to get a concession

