

PROPOSAL WRITING

Definition:

Proposal is a persuasive document written as an offer to solve a technical problem or to undertake a project of a practical or theoretical nature.

Purpose:

- For suggestions.
- For solution of a technical problem requiring sophisticated professional skill.

Key Factors:

- Suggestion
- Specification
- Execution (Cost, Managerial, Technical)

Types:

- Solicited: Highly competitive.
- Unsolicited: It depends upon the excellence of the proposed plan.
- Preliminary: Shortly stating everything before the final proposal is submitted.
- Formal: To be submitted especially after the preliminary proposal is accepted.

Lay out:

Diversity of method with which it is written. Keeping in view the persuasive dimension, It has been flexible, audience-oriented rather than formal.

Some requiring elements:

--- Write by breaking the material into headings and sub-headings; be precise to the point---

- i) **Title:** The main goal/point of the proposal should be clearly reflected in the title.
- ii) **Abstract/Proposal summary/Background**
 - the entire proposal should be scaped in short, simple and direct statements. These points, therefore, can be viewed briefly.
 - a. A clear statement of the technical requirements your proposal fulfills.
 - b. An analysis of the problem your proposal solves.
 - c. The method of solution proposed by you
 - d. A description of the hardware required
 - e. An estimate of the significance of the end product resulting from the proposal.
 - f. The duration of the planned project.
 - g. A realistic cost estimate.
- iii) **Technical section:** an answer to the question *what the proposer will do?*
 - Most important section.
 - Contains technical details of an area in which you are an expert.
 - States the objectives, the nature of the problem
 - Defines clearly the possible performance mentioning both its limitation and scope.
 - Methodology.
 - Mention may also be made of the major technical problems and solution offered. Forecasts also the advantages gained therefrom.
- iv) **Management section:** an answer to the question *how is the plan executed?*
 - Personnel required: only the leading personnel are to be mentioned with their qualifications and professional background.
 - A description both of existing facilities and other facilities required.

- v) **Cost estimate:** Cost analysis of the following:
- Materials/equipments
 - Salaries of technical personnel's
 - Salaries and wages of other personnel's
 - Travels
 - Publications
 - Outside consultant services

vi) **Evaluation or follow-up:**

How will you disseminate your results?

- By sending documents
- By presenting a paper in professional conferences.

Think: Will the maximum effective output be possible with the smallest possible amount of money?
Will you meet all the objectives after the total execution of your planned project?

Hint

Page/ cover page:

<p><u>Title</u></p> <p><u>Submitted to:</u></p> <p><u>Submitted by:</u></p> <p>Month and year of submission</p>

1. Abstract/Proposal summary/Background

2. Technical section

- 2.1 Introduction
 - 2.1.1 Background
 - 2.1.2 Definition of the problem
 - 2.1.3 Objectives
 - 2.1.4 Scope and limitations
- 2.2 Proposed work
 - 2.2.1 Technical description/problems
 - 2.2.2 Methodology/study/approach
 - 2.2.3 Significance/solution offered

3. Management section

3.1 Schedule of work

3.2 Existing facilities

3.2.1 Workshop facilities

3.2.2 Water and Electricity

3.2.3 Laboratory space

3.2.4 Telecommunication

3.2.5 Others

3.3 Additional facilities required

3.3.1 Equipment and accessories

3.3.2 Materials

3.3.3 Others

4. Cost estimate:

4.1 Equipment

4.2 Materials

4.3 Salaries and wages

4.4 Travel

4.5 Other costs

5. Follow-up/ Evaluation:

Alternatively, a proposal may also be written keeping in view these/some of these points in order:

Title

1. Background
2. Objectives
3. Scope of the study
4. Limitation of the study
5. Study/approach/methodology
6. Manning schedule
7. Study team
8. Study period
9. Cost estimate
10. Job description
11. Output