



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



Online MDP on Writing Effective Proposals for Funded Projects

Two-Days MDP | MAY 7th & 8th, 2025 | IIPM Bengaluru



ABOUT THE PROGRAMME

In today's competitive research and business landscape, securing funding for projects is crucial for academic institutions, startups, NGOs, and corporate initiatives. However, writing a compelling and well-structured funding proposal requires a strategic approach, clear articulation of objectives, and a deep understanding of funders' expectations.

The 2-Day Online Management Development Program (MDP) on "Writing Effective Proposals for Funded Projects" is designed to equip participants with the essential skills and knowledge required to craft winning proposals. This program will guide researchers, academicians, professionals, and entrepreneurs through the entire proposal-writing process—from identifying suitable funding sources to structuring proposals effectively and addressing key evaluation criteria.

Through interactive sessions, real-world case studies, hands-on exercises, and expert insights, participants will gain a comprehensive understanding of proposal writing techniques that enhance their chances of securing grants and project funding.

Experience high-quality insights from eminent speakers from institutions synonymous with excellence and innovation like IIMs, IISc, ISEC, IIPM and IITs. This learning experience will help you to build the confidence and expertise required to transform ideas into fundable projects!

FOR WHOM

The program is designed for:

- Faculty members, researchers, academicians
- Professionals from NGOs, Corporate CSR teams, Think Tanks, and Government bodies
- Entrepreneurs and start-up founders looking for grant funding
- Postgraduate and doctoral students

PROGRAM LEARNING OUTCOME

After attending the 2-day program, the participants will be able to:

- **Identify Suitable Funding Opportunities** – Learn to assess and select appropriate funding sources for research and project proposals.
- **Structure a Winning Proposal** – Understand the key components of a compelling funding proposal, including objectives, methodology, and expected outcomes.
- **Develop a Realistic Budget Plan** – Gain expertise in preparing well-justified budgets, cost estimations, and financial planning for proposals.
- **Enhance Writing and Presentation Skills** – Improve clarity, coherence, and persuasiveness in proposal writing with evidence-based arguments.
- **Understand Impact and Project Sustainability** – Learn to define project impact, scalability, and sustainability strategies to strengthen proposals.
- **Navigate the Submission and Review Process** – Master best practices for submitting proposals, handling reviewer feedback, and improving funding success rates.

PEDAGOGY

- **Interactive Lectures & Expert Insights** – Conceptual discussions on proposal writing, funding strategies, and best practices.
- **Case Studies & Real-World Examples** – Analysis of successful and rejected proposals to understand key success factors.
- **Live Demonstrations** – Step-by-step guidance on structuring and formatting funding proposals.
- **Q&A and Consultation Sessions** – Dedicated time for participants to seek expert guidance on their specific proposal ideas.

TRAINING MODULES & COVERAGE:

Day 1: Fundamentals of Proposal Writing

Session 1: Understanding Funding Landscape (1.5 hours)

- Types of funding (government, international, CSR, private grants)
- Key funding agencies and opportunities in India and globally
- How to identify the right funding call

Session 2: Key Components of a Proposal (1.5 hours)

- Title and abstract
- Problem statement and significance
- Objectives and expected outcomes

Session 3: Research Design & Methodology (1.5 hours)

- Writing the methodology and approach
- Work plan and timeline development
- Ethical considerations and risk mitigation
- Assignment/Activity: Drafting a problem statement and objectives for a real or hypothetical project

Day 2: Advanced Writing & Evaluation Strategies

Session 4: Budgeting and Financial Planning (1.5 hours)

- Preparing a budget proposal
- Justification of expenses
- Matching funds and cost-sharing requirements

Session 5: Impact, Sustainability, and Evaluation (1.5 hours)

- Defining project impact and scalability
- Writing a strong sustainability plan
- Monitoring and evaluation techniques

Session 6: Proposal Review and Submission (1.5 hours)

- Common mistakes and how to avoid rejection
- Reviewing a sample proposal
- Best practices in submission and follow-ups

THE COURSE FEE (*Certificates will be provided to all the participants*)

Students & Research Scholars:	Rs. 1000/- including GST
Faculty and Academicians:	Rs. 2000/- including GST
Industry & Other Professionals:	Rs. 2500/- including GST

FOR MORE DETAILS:

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PROGRAMME COORDINATOR

Dr. Lavanya B T is an assistant professor in the area of Agribusiness Management at the Indian Institute of Plantation Management. She has Ph.D in economics with focus on Micro-level decision models in agriculture. Her experiences include University teaching, research consultancy and administrative role with State Government of Karnataka. As an ASEM DUO fellow at the Ghent University, Belgium, she had the unique opportunity to explore European policy making and agribusiness. Dr. Lavanya has also served as an Associate Director in evaluation authority with the State Government of Karnataka and as a nodal officer for Karnataka Government's internship program.

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PROGRAMME CO-COORDINATOR

Dr. Naveen B. Ramu is an Assistant Professor in Decision Sciences and Operations Management at the Indian Institute of Plantation Management Bangalore (IIPMB), with over 8+ years of experience spanning research, consulting, and IT. He holds a Ph.D. in Operations Management and Public Policy from the Indian Institute of Science (IISc), Bangalore, where he also completed his post-doctoral research. He received the Lok Sabha Research Fellowship from the Parliament of India to research on youth and women leadership in decision-making. He has taught courses in Business Analytics, Decision Sciences, Statistics, Entrepreneurship, and International Business Operations. His research interests include operations management, consumer analytics, service quality, public service delivery systems, and sustainable livelihood.

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For Registration & Payment, Click the Link or Scan QR Code

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