

Mastering the Art of Proposal Writing

A Workshop for Early-Career Professionals



NOVEMBER 2025

COURSE DURATION: 5 DAYS

Online – 4th, 7th & 21st November | Offline – 14th & 15th November

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➔ Introduction



In today's dynamic professional landscape, the ability to develop clear, compelling, and results-oriented proposals is an essential skill—regardless of the industry. To seek funds, pitch a new initiative, or respond to a call for proposals, ability to communicate ideas effectively can set one apart and unlock valuable opportunities. The “Proposal Writing for Early-Career Professionals” workshop is tailored for individuals at the start of their professional journey who are keen to develop strong

proposal writing skills. Combining practical techniques, real-world case examples, and interactive exercises, the workshop equips participants with the confidence and capability to develop clear, compelling, and well-structured proposals that effectively engage their target audience. This workshop will equip those who are new to proposal writing or looking to enhance their existing skills, with the tools to communicate their ideas with clarity, professionalism, and impact—helping one leave a strong and lasting impression in any professional setting.

➔ Course Objectives

By the end of this workshop, participants will be able to:



- Develop a clear understanding of the purpose, structure, and key components of effective proposals
- Build confidence in navigating the proposal development process from concept to submission
- Learn to critically analyze and respond to Requests for Proposals (RFPs) with clear, concise, and persuasive content
- Master the organization and formatting of proposals to enhance readability and maximize impact



Course Outline:

Key Topics to be Covered

- **Introduction to Proposal Writing**
 - Purpose and types of proposals
 - Tailoring proposals to meet specific needs
- **Reading and Analyzing Requests for Proposals (RFPs)**
 - Breaking down RFP requirements
 - Aligning responses with evaluation criteria
- **Core Components of a Proposal**
 - Problem Statement/Context
 - Objectives and Goals
 - Methodology
 - Expected Outcomes
 - Ethical Considerations
 - Monitoring and Project Team Structure
 - Budget and Timeline
- **Fundamentals of Project Budget Planning**
 - Aligning budget with project objectives and scope
 - Budget templates and formats
 - Identifying Budget Components (Direct vs. indirect costs, Personnel, equipment, materials, travel, overheads, and contingency)
 - Itemizing and categorizing expenses
 - Budget Justification and Narrative
- **Developing Gantt Chart/Timeline for Project Planning**
 - Identifying project phases and key deliverables
 - Creating a Work Breakdown Structure (WBS)
 - Assigning Timeframes and Milestones
 - Linking Budget to Project Timeline



PEDAGOGY

- Interactive Lectures and Mini-Tutorials
- Experiential Learning (Learning by Doing)
- Peer Learning & Collaboration
- Feedback-Driven Learning



Target Audience

(Social Scientist and Public Health Professionals)

- Lecturer, Assistant Professors /Teaching Assistants in academic institution/Colleges/Universities
- Researcher/Project Managers in research organisations
- Early-career employees in nonprofit organizations

COURSE FEE

INR 5000 Inc. 18% GST

(Fee covers course materials, tea and working lunch during training days; and training certificate upon successful completion)

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Refund Policy for Training Programs:

- ♣ Refund will not be entertained after the commencement of training program or after creating log-in credential for the participants.
- ♣ If the Participant needs refund of registration amount before the commencement of the program, GST will be deducted.

→ Resource Persons:



Dr. R. Sarala (Course Coordinator) is Professor & Dean of Research and Publications at IIHMR, Bangalore.

A Social Scientist with a Ph.D. in Sociology, she has over 15 years of experience in public health research, specializing in Evaluation, Implementation Research, Health Systems Strengthening, Social and Behavioral Change Communication (SBCC) in RMNCH + A, Early Childhood Care

and Development, Nutrition, and WASH, particularly among tribal and urban slum populations. She has led and contributed to projects funded by government and non-government organizations viz., ICMR, KEA (GoK), ICSSR, UNICEF, Sir Ratan Tata Trust, Alive & Thrive, Access Health International, United Way, HCL Foundation, and others. Dr. Sarala is skilled in both quantitative and qualitative research methodologies, with proficiency in tools such as SPSS and NVivo.



Dr. Usha Manjunath is the Director and Professor at IIHMR, Bangalore, with a Ph.D. in Total Quality Management.

With over 25 years of experience, she brings expertise in academics, health systems management, program implementation, and communication. Her research spans Total Quality Service Management, nutrition and health across the life cycle, IEC pre-testing for MCH, WASH,

women's empowerment, and mixed-methods research. She has led projects funded by GoK, GoI, UNICEF, WHO, Alive & Thrive, HCL Foundation, and others. Dr. Manjunath has also undertaken consultations including impact evaluations, market research, and strategic assessments. She has authored a book, published in peer-reviewed journals, and contributed to training modules and media on health sector issues.

FOR INQUIRIES, CONTACT US

+91-9535266665

trainings@iihmrbangalore.edu.in

www.iihmrbangalore.edu.in

Institute of Health Management Research

#319, Near Thimma Reddy Layout, Hulimangala Post,
Electronic City, Phase-I, Bangalore-560105