

International Training Programme On

Fund Raising, Writing Grant Winning Proposals and Developing Evaluation Criteria

**For Senior & Middle Level Development Professionals from
NGOs, Government / Financial / Funding Organizations and CSR
Oriented Companies**

**Venue Goa
(02-05 June 2014)**



Asia-Pacific Entrepreneurship Development Institute

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Need of the Programme

According to different reports of international development organizations, India is the world's third largest economy in terms of purchasing power parity (PPP). India's economy has been recording relatively better growth-rate when compared to the other developed countries. The numbers of millionaires, billionaires and high net worth individuals (HNIs) have been increasing year after year in India. There is economic forecasting that by 2030 India's expected growth will surpass any individual advanced economy except the United States of America. This is one side of the story of development in India.

The other side of the development scenario in India reflects that India is still having chronic poverty issues, children are malnourished and healthcare services are not reaching out to remote areas. Enrollment at school level among the poor families is very low. Farmers are committing suicides. Environment is de-grading. There is problem of safe drinking. Women face problem of violence and sexual harassment. Employability skills among the youth are very low. India still remains at the bottom level on the development indicators. Human Development Report 2013 released by the United Nations Development Programme (UNDP), ranked India at a low 136 among 186 countries on its human development index (HDI); a composite measure of life expectancy, access to education and income levels. The situation is aggravated with a fact that India's image on tackling corruption has not improved with Transparency International's Corruption Perception Index (CPI) placing it at 94th rank out of 176 nations in the year 2012. India earned a very low score of 36 on a scale from 0 (most corrupt) to 100 (least corrupt) due to corruption.

NGOs have played crucial role in India to bridge this gap of development dichotomy. For past six decades, NGOs have played crucial role in providing solutions to developmental challenges at the grassroots level. With approximately four million NGOs in India, India is the largest NGO-populated country on the planet. But the fact is that about 15000 NGOs are working effectively in India and generating resources and funds to implement development projects. Huge funds are available with Governments; both at the Centre and States levels in different Ministries and Departments under different schemes and projects to provide funds to the NGOs. ***But the fact is that majority of the proposals are rejected as these do not qualify selection criteria and get very low marks on evaluation parameters.***

Similarly, funds are available with international development and funding agencies for NGOs. But the fact is that less than 10000 NGOs filed FCRA return for the financial 2012-13. Many of them filed their return with zero grants. ***The reason is obvious for majority of the NGOs as they lack in skills of fund raising, writing grant winning proposals and understanding evaluation criteria.***

On 18 December 2012, the Lok Sabha approved the New Companies Bill 2012. This Bill has provision of mandatory spending of 2% of the profits of the companies on Corporate Social Responsibility (CSR). The list of activities in the Bill and procedure to spend this money opens new window of opportunities for NGOs to get funding from businesses for their projects. Additionally, the Department of Public Enterprises (DPE) has issued guidelines (2009 & 2013) to all Central Public Sector Enterprises (CPSEs/PSUs) to spend 1% to 5% of their net profit on CSR activities. Again the NGOs have been specified as one of the key partners to implement CSR projects. It is estimated that Rs.1800 crore per annum is available through PSUs additionally Rs. 8800 to Rs. 38000 crore per annum funding for CSR projects. ***Most of this funding will come to the development sector as the priorities for CSR spending has been aligned with development sector projects.***

Similar is the problem in other developing countries about institutional capacity of NGOs.

Objectives of the Programme

Keeping in view a large canvass of funding options available to NGOs in developing countries all over the world, this international training programme has been designed with following objectives.

- To explore difference sources of funding opportunities viz. Governments, international, CSR oriented companies, philanthropists, foundations, social media and web world.
- To understand the pre-requisites of fund raising and organizing required information for writing grant winning proposals.
- To sharpen knowledge of participants for understanding documents of Request for Proposal (RFP), Expression of Interests (EOI) and Governments Schemes.
- To develop skills of participants for developing Logical Framework Analysis (LFA), writing effective concept notes and proposals.
- To build competencies of participants for preparing budgets section of the proposals.
- To develop capabilities of participants for understanding of the evaluation criteria of proposals.
- To demonstrates on sustaining funding and partnerships by the NGOs with Governments, Philanthropic Foundations, CSR Partnerships, Donor Agencies and Cross-sector Partnerships.

Contents of the Programme

In the proposed programme, participants will be exposed to the overall perspectives and dimensions of fund raising, writing grant winning proposals and developing evaluation criteria. Following would be the specific contents delivery in the training programme.

- ⇒ Exploring market place, scope and opportunities of funding in changing NGOs funding scenario.
- ⇒ Preparing mandatory, statutory and legal documents to be supported by project proposals.
- ⇒ Analyzing Request for Proposal (RFP), Expression of Interests (EOI) and Governments Schemes, Projects and Programmes with the purpose of preparing project proposal.
- ⇒ Developing Logical Framework Analysis (LFA) for writing concept notes and proposals.
- ⇒ Exercises on writing effective concept notes, proposals and preparing budget section.
- ⇒ Understanding evaluation criteria, weightage system of the proposals and estimating weightage of the proposals prepared by self.
- ⇒ Analyzing processes of sustaining funding and partnerships.

Methodology of the Programme

Focus will be on development of knowledge, skills and attitude of the participants. The training methodology will be based on participatory learning. Case studies and simulation / group exercises will be extensively used to provide basic understanding of inputs. Besides classroom lectures, group discussions will also be extensively organized to facilitate the participants in exchanging their views, ideas, problems and prospects leading to mutual learning. Inputs will be equipped with training material and standard academic formats on practical aspects.

Outcome of the Programme

- ✓ By attending this programme development professionals of NGOs will improve on their skills of fund raising, writing grant winning proposals and understanding evaluation parameters for evaluating the proposals.
- ✓ Professionals of Government / financial / funding organizations will understand the processes related to request for proposals (RFPs), procurement, bidding and developing evaluation parameters for evaluating the proposals.
- ✓ Professionals of companies which are implementing development projects under CSR agenda or giving donations to NGOs will also understand the processes of RFPs, procurement, bidding and evaluating the proposals.

Who Can Participate

- Senior and middle level development professionals of NGO.
- Senior and middle level professionals of Government / financial / funding organizations.
- Senior and middle level professionals of CSR oriented companies.

About Asia Pacific EDI

Asia Pacific EDI is mentored by world renowned management gurus, economists, social scientists and development professionals from IITs, IIMS and other leading business schools of USA, Europe and India. Asia Pacific EDI is an institution of excellence in training, academic, research, publications, project management and consulting in the fields of corporate entrepreneurship, family businesses entrepreneurship, SMEs / new venture / start-up entrepreneurship, entrepreneurial education, social entrepreneurship, livelihood promotion, social development and women empowerment. Entrepreneurship development is the key engine of leadership development, economic growth, job creation, employment generation and poverty reduction.

Advisory Board Members

Dr. H. H. Mankad: Former Vice Chancellors of Narsee Monjee Institute of Management Studies, Mumbai & Mody Institute of Technology & Science, Lakshmanagarh.

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Dr. Lalit Kumar: Former Advisor Planning Commission, Government of India & Secretary NFCH, Ministry of Home Affairs, Government of India

Dr. Naresh Singh: (Founder President of Asia Pacific EDI & Convenor Advisory Board, Former Faculty of Narsee Monjee Institute of Management Studies, Mumbai

Faculty Team

Dr. Naresh Singh: B.A. (Honours.), M.A. (Sociology), M. Phil., Ph.D., M.B.A. (Finance)

Dr. Shalini Verma: B.A. (Honours), Diploma in Training & Development, M.A. (Journalism & Communication), M.A. & Ph. D. (English Literature)

Dr. Gajpal Singh: MBA, Ph.D. (Management), L.L.B., Formerly Director, S.D. College of Management, Muzaffarnagar, Uttar Pradesh

Dr. Meenakshi Kaushik: M.B.A., Ph.D. (Leadership Development) from Rajasthan University, Jaipur

Dr. Kalam Singh: M.A. (Sociology), Ph.D.

Ms. Buriata Eti Tofinga: Graduation (Victoria University of Wellington, New Zealand), Post Graduation (University of Sydney, Australia), Ph.D. pursuing on Social Entrepreneurship (School of Management & Public Administration, Faculty of Business & Economics University of the South Pacific, Laucala Campus, Suva, Fiji)

Mr. Jitendra Rajaram Verma: MBA Devi Ahilya University, Indore, Ph.D. pursuing in Management from Devi Ahilya University, Indore, Non-Fiction Writer & author of the famous non-fiction 'My Wise Countrymen'

Mr. Krishna Mohan: MBA-HRM (JNTU, Hyderabad), M.S. (Public Relations and Mass Communications, Sri Venkateshwara University, Tirupati), Ph.D. pursuing from RTM Nagpur University.

Mr. Uunmesh Gogwekar: Masters in Management Studies (MMS) Jamnalal Bajaj Institute of Management Studies, University of Mumbai. Formerly Vice President HSBC Bank

Mr. Devender Singh Negi: M. A. Himachal Pradesh University, Shimla, CAIIB (Certified Associate of Indian Institute of Bankers). Formerly General Manager SIDBI

Mr. Nooruddin Bombaywala: PGDM (Business Entrepreneurship), M.C.A., M.S. (University of North Carolina)

Mr. Mustafa Nadeem: M.B.A. (Finance)

Mr. Gaurav Khandelwal: PGDBM (Marketing), Welinkar Institute of Management, Mumbai

Ms. Ene Teemäe: Diploma in Commodities and Trade Management & M.A. (European Studies) from Faculty of Economics, University of Tartu, Estonia

Mr. Tonmoy Chatterjee: B. Com., Post Graduate Diploma in Management of NGOs (PGDMN)

Mr. Ratul BARMAN: M.A. (Philosophy), M.S.W.

Mr. Abhishek Chibber: B. Com (Honours), University of Delhi, MBA, ICFAI Business School, Gurgaon

Mr. Abhijeet Singh Chauhan: MBA (Marketing & IT), Devi Ahilya University, Indore

Mr. Gorakh Nath Dwivedi: MBA (Finance & HR), Devi Ahilya University, Indore

Training Details & Logistic Arrangements

Venue: The training would be conducted in centrally air-conditioned 3-star hotel in Goa. Details of the hotels will be sent on receipt of nomination form.

Travel: Goa is very well connected by air and train routes with rest of the India. It has direct flights from Mumbai, Chennai, Delhi, Ahmedabad, Hyderabad and Bangalore. It has direct trains from Mumbai, New Delhi, Ernakulam, Jaipur, Gandhidham, Nagercoil, Jodhpur, Trivandrum, Hapa and Mangalore. It also has luxury buses from Mumbai, Bangalore, Pune, Shirdi and Kolhapur. Direct as well as Via Mumbai International flights also operate.

Duration: Duration of the training programme will be 4 days

Accommodation & Food:

- Accommodation of participants will be for 5 nights.
- Check-in at noon of previous day of training start. Lunch and dinner will be offered that day.
- Check-out next day of training completion. Breakfast will be offered that day.
- Bed Tea, Pre-lunch Tea / Coffee and Post-lunch Tea / Coffee with Snacks.
- Buffet Breakfast, Vegetarian Lunch and Vegetarian / Non-Vegetarian Dinner

Sight Seeing: Small package of sightseeing in Goa is included.

Training Fee:

- **Fee per participant for Indian participants is Rs. 25,000/- and for foreigners US\$ 750** including taxes on **twin sharing** basis accommodation.
- **Fee per participant is Rs. 18,000/-** including taxes **for non-resident Indian participant.**

Payment Mode: Please make payment by Demand Draft / Cheque in favour of **Asia-Pacific Entrepreneurship Development Institute** payable at **Indore**. Fee can also be transferred through RTGS. Following are the details.

➤ Bank Name:	Bank of Baroda
➤ Bank Branch & Address:	373/374, Goyal Nagar, Indore – 452016, M.P. , India
➤ Account Holder:	Asia-Pacific Entrepreneurship Development Institute
➤ Account Number:	33220200000339
➤ IFSC Code:	BARB0GOYALN
➤ MICR Code:	452012015
➤ SOL ID:	3322
➤ SWIFT Code:	BARBINBBIND

Confirmation Dates: Please confirm your participation at least 15 days before the programme starts and send your fee and nomination form so that to make necessary arrangement and booking in the hotel.

Any Other Service:

- Training package does not include other services such as laundry, telephone calls, beverages and mineral water. For such other services or room services participants will pay by themselves.
- Participants will also bear to & fro travel expenses between their destinations and Goa by themselves.
- Participants will also bear to & fro local conveyance expenses between Airport / Railway Station / Bus Stops and Hotel.

Other Instructions: Please bring individual photo identity proof for check-in the hotel. (Pan Card/Election Card/Driving License/Passport).

Address for Correspondence: Send your filled-in nomination form, fee and one passport size photograph on following address either by speed post or courier or scanned email copy. Confirmation for registration will be done on first come first serve basis. Registration will be closed on the completion of optimum batch size.

Dr. Naresh Singh

President

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NOMINATION FORM

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International Training Programme on

Fund Raising, Writing Grant Winning Proposals and Developing Evaluation Criteria

(Goa 02-05 June, 2014)

(Use Separate Nomination for Each Participant)

Mr. / Ms.:

Date of Birth:

Gender:

Designation:

Experience:

Name of Organisation:

Address of Organisation:

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Phone No. of Organisation with STD code:

Cell No. of Participant:

E-mail of Organisation:

E-mail of Participant:

Draft/Cheque Detail: No: date: Amount:

Affix Candidate's
Passport Size Recent
Photo

.....
Candidate's Signature

DECLARATION

I, Designation
Organization on behalf of the participant declare that in the
event of any sickness, accident or any other mishap with the participant during the travel and training
programme, participant and myself both shall not hold Asia Pacific EDI responsible in any way and would
bear all costs / damages arising out of any such eventuality.

.....
(Signature of Head of Organization / Reporting Authority)
Seal of Organization

Place:

Date: