

2-day online training on
How to Write a Powerful Concept Note?
 29th -30th September 2025
 11.00 AM – 01:00 PM & 02:00 PM – 04:00 PM via Zoom

Concept:

First impression is the best impression! ☺

A **Concept Note** is perhaps the first short and sweet expression of a project idea or an intriguing theme taken up for consideration. An ideation, presented in a brief, simple and yet striking manner will create the intended impact. A nuanced understanding of Impression Management matters here. This will help organizations to prepare a range of documents that have a winsome appeal. This is crucial for attracting the right set of individuals, institutions, angel investors and funding partners.

There are many things which serve as a foundation for a well-penned Concept Note: that hawk-like focus on the target audience's preferences and propensities, robust rubrics for ensuring the integration of all the necessary aspects, an extraordinary grip over the magic of written language plus above all an uncanny acumen to connect with various classes of readers. Simply put, a powerful Concept Note needs to be a fine articulation of an idea/theme that enjoys self-validation and simultaneously, a resounding confirmation from the reader's perspective.

Our two days' online sessions will help participants gain hands-on experiences and rich insights in the preparation of a Concept. We earnestly believe that this program will be a life-transforming one, enabling one to approach the future proposals with supreme levels of confidence, competence and comfort.

Course Content:

- **Salient features of a robust Concept Note**
- **Knowing the target audience and purpose: Concept Note for whom and why?** (*Funding purposes, Public domains, Special/Elite/Critical stakeholders/recipients*)
- **Format, Design and Content (Template) of a Concept Note.**
- **Checklist to prepare a Concept Note.**
- **Identifying and tapping the sources of data and information for the preparation of Concept Notes**
- **Developing one's team for providing necessary support.**
- **Step-by-step method for the preparation of an impactful Concept Note**

The Course Leader: Mr. Suneel kumar is a post-graduate Diploma holder in Rural Development and leading a Non-Governmental Organisation located in Prakasam District, Andhra Pradesh since 1986. He is a highly experienced and respected expert with more than 40 years of experience in community development, facilitation, and capacity building. He has worked extensively with communities, organisations, and Governments to build capacity, promote community led-initiatives, and foster sustainable development.

Registration details:

Register here online to reserve your seat: <https://forms.gle/t1Sk1wqYhbREtQGeA>

Programme Cost: Rs.3000+18% GST per participant.

For more details, kindly visit www.kkfindia.com or write to kkfprogrammes2@gmail.com, trainings.desk1@kkid.org or call 9047698422.

Registration Deadline: 22nd September 2025.

We look forward to your registration.