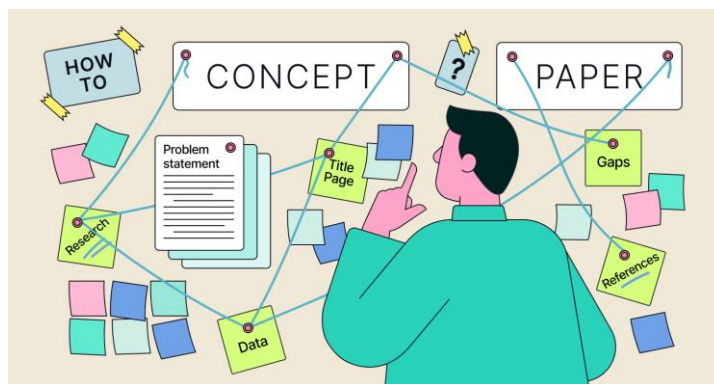




"How impressive is your project concept note?"

EXECUTIVE DEVELOPMENT PROGRAMME

Two Days Online Training



28 & 29 February 2024 Wednesday & Thursday

10:30 – 13:00 hours  14:00 – 16:30 hours

A project concept note is a concise expression of a project idea or theme presented in a brief and striking manner to create impact. A nuanced understanding of impression management is crucial for organizations to create documents and funding proposals that appeal to the right individuals, institutions, angel investors, and funding partners. A powerful concept note should be a clear and persuasive articulation of an idea that has been validated by the writer and confirmed by the reader.

Developing a clear proposal requires a powerful and well-designed concept, which is increasingly important as a means of marketing funding requests. A well-written concept note requires several important elements. These include a clear understanding of the target audience's preferences, a strong framework that integrates all necessary aspects, excellent writing skills, and the ability to connect with different types of readers.

The Participants: This program is designed for the senior and middle level managers, leaders of the organisations, office bearers, project staff, fundraising team, consultants, content writers, researchers who support NGOs.

Take Away:

These online sessions are designed to help the participants enhance their confidence, competence, and comfort level when it comes to designing concepts for proposals.

You will

1. *gain a better understanding of how to develop a concept note*
2. *learn about the fundamentals of designing a proposal that can access funding for various community development programs being implemented by NGOs*
3. *gain hands-on experience and rich insights on how to prepare a concept note with clarity*
4. *By the end of the session, you will be equipped with the necessary skills to approach future calls for proposals.*

Session Flow:
<u>Day 1 Session 1: 10.30-13.00</u> Understanding of the concept note & modalities involved
<u>Day 1 Session 2: 14:00 – 16:30</u> Crucial information about project proposal preparation Analyse the dos and don'ts Group work on preparing concepts for projects <i>(health, education, livelihood, women's empowerment or as per the composition)</i>
<u>Day 2 Session 3-10.30-13.00 Pre-lunch Session</u> Marginalised & Vulnerable focus in the concept note design Group Exercise-Group presentations
<u>Day 2 Session 4 - 14:00 – 16:30 Post-lunch Session</u> SDG Perspective and its relevance to concept note & Accessing Resources Summarising & feedback by the participants

The Course Leader: This online training session will be led by Dr. C.J. Paul, a doctorate in Social Work and a Certified Management Consultant with over 30 years of hands-on experience. Dr. Paul and his team at Chazhoo John Consultancy Services, Chennai have extensively worked with government bodies, INGOs, NGOs, and corporations on this specific training theme. Dr. Paul is an expert in OECD DAC evaluation standards and consultation on areas such as child education, community linkages, CSR-related projects, employability, and entrepreneurship. Together with his team, Dr. Paul has conducted over 75 project evaluations, including skill set assessments of corporate projects under CSR investments.

Registration and Organisation details: This training is an intensive 2-day learning experience with participatory pedagogical tools and practice-sessions. The course fee is **Rs. 4000 + (18% GST) per participant. We welcome team participation.** This workshop is limited to **Only 18 Seats!!**

Registration Link: <https://forms.gle/qjPfUVmkcqMjcTed9>.

Registration Deadline: 20 – February 2024.

Payment Deadline: 24 – February 2024.

Payment @ India by Indians: Details for online payment will be shared by KKID on receipt of the registration form. Payments through NEFT / IMPS / CHEQUE / DD are most desirable. Invoice & receipts will be raised during the workshop days. In case of questions please contact: Mr. Muralitharan. C, Training Coordinator, trainings.desk1@kkid.org, or via his phone: 9047698422

Data Protection Policy: Herewith I do agree that Karl Kübel Foundation for child & family (KKF), uses my contact details for event organization. My personal contact details such as name, address and email will only be used in the context of the given purpose as well as for information about the work of KKF. KKF will not transfer my data to third parties. In the framework of preparation of the event my contact details can only be handed over to co-initiators, if necessary. The consent is voluntary and can be withdrawn in future at any time. In such case, please, send us an email to the following address: info@kkid.org. By practicing your right of withdrawal we will delete your contact details immediately.