CSR Guidelines for Project Proposal

If every NGO needs financial assistance to carry out its project, it is necessary to prepare a project proposal for the individuals and organizations providing such assistance. By carefully using the project proposal and planning process, potential donors or organizations should get complete information about the project and should also have an idea of the costs involved. This proposal should provide such information about the organization preparing the project that the person or organization making the decision based on this proposal should have an idea of the experience and ability of this organization in this work and the ability to implement the project.

Elements of the proposal:

Abstract, briefly and clear proposal

1 Introduction It is necessary to provide complete information about the applicant's ability and credibility to undertake the project.	
2 Nature of the work to be undertaken Review of the needs of the community Listing the social problems/needs that will be solved with the financial assistance or donation received.	
3 Objectives, targets, outcomes To list the objectives to be achieved through this program and the specific benefits to be derived from them.	
4 The strategy and program designed to achieve the objectives, targets, outcomes To provide detailed information on the program that will be undertaken to achieve the objectives.	
5 The system for monitoring and evaluating the implementation of the program To provide information on the progress of the project work and the formula for measuring the degree of achievement of the objectives.	
6 Budget To provide information on the costs incurred by the project and the means of support available for these costs.-	

The information below should be used as a basis for how to prepare a project report

Abstract of the proposal:

The abstract of the proposal is a very important part. Because the person or organization providing financial assistance focuses on this part first. Because a person who is very busy with work can only get time to read this much text. Therefore, the abstract should be clear and concise. It is necessary to get information about the organization submitting the proposal, the scope of the project and the estimated cost. The abstract should be limited to two pages if possible. It is best if it fits in one page.

1. Introduction:

This part of any proposal is such that it should prove its credibility that the relevant organization can effectively implement the conceived project. Whether the proposing organization is reliable in the eyes of the person or organization providing financial assistance or not will depend on the interest and nature of the people to whom the proposal is to be submitted. If a donor is more cautious, then before providing financial assistance to a project, he will provide assistance only after making a thorough inquiry into whether there are reputable people on the board of directors of the organization, how long the organization has been in existence, who the other donors of the organization are, or with whom the organization has dealings. This introduction can be used to strengthen the interests of the organization and the donor. Nanad

The following items can be included in the introduction.
1. When, for what/for what reason, why and in what manner the organization was established.
2. If there is any difference in the way the organization was established or if there is any difference in the nature of the work undertaken, it should be known.
3. Provide detailed information about the goals, objectives, and targets of the organization.
4. If the organization is old, give a significant result of the work done so far. If the organization is newly established, then the significant work done individually by the individuals in it or the members of the board of directors or trustees before the establishment of the organization should be mentioned,
5. The organization should attach copies of the support received by this organization, the nature of the work done for other organizations in the past or from other organizations to the appendix.

The introduction gives the reader a brief information about the entire proposal. Therefore, it should be written carefully while writing the introduction. The layout of the introduction should be such that it helps the reader to read the entire proposal and think positively.

2. Estimate the scope of the social problem/need that the organization will undertake:

This section of the project proposal should contain information on which specific social problem the organization will try to focus on/solve. The scope of the proposal should be kept such that the organization can achieve some concrete success on that problem within a specific time and with limited resources. It will not be appropriate to paint an exaggerated picture of the problem/need while working.

Give a clear picture of which problem the organization will undertake. Give reasons why it is felt that there is a problem/need. If some statistics can be given in this regard, it is better and how. In this section, it is necessary to state to what extent and how the organization will actually be useful in solving that problem.

The financial resources and work experience of the organization and the problems of the society that the organization has undertaken the project to solve these needs. The necessary relationship between them,

3. Objectives and Objectives of the Project:

After detailing the nature of the problem, the objectives and objectives are determined in the project with a view to solving it. One mistake that is often made in preparing a proposal is not understanding the difference between objectives, strategies and programs.

Objectives mean having a clear idea of what is to be achieved at the end of the project and it should be possible to measure it, and the method and program by which this objective is to be achieved should be given in the following section.

Also, it should always be taken care that the objectives of the project should be made only after considering the complete project, the project and the capacity of the organization.

To prove that the project has a firm and clear objective, goal, it would be appropriate to see whether the objective, goal has been reached at the bottom. That goal is - who, how much and when will do what and how will it be measured.

4. Strategy and Program:

Once the nature of the problem and the objective of the organization are determined, which includes solving the problem or reducing the severity of the problem, in what way, method will this problem be solved. And it has to be described. The strategy that has been prepared for the program, the steps to be taken for its implementation.

While describing the method to be used to solve the problem, information should be given about who has considered different methods. Here, the organization will be aware of different ways in this regard and will be sure of the reason why a particular method or method was chosen, and this will increase the credibility of the organization. In this section, a clear explanation of what programs the organization will undertake, who will carry out the actions, the sequence of the programs and the time frame for completing the programs is expected.

5. Monitoring and Evaluation of the Activities:

Monitoring involves collecting and reviewing information about the progress of the program. Evaluation involves collecting and analyzing information about the impact of the program on the stakeholders and the effectiveness of the program. The organization's proposal should include information about the provisions made for monitoring and evaluation and should also provide detailed information about when, how and by whom the program will be implemented.

6. Sustainability of the project:

For whom this project is intended. And both the individuals and organizations that are funding the project want to know how the program and its outcomes will be sustained.

In the case of donors, it is not enough to simply state that alternative sources of funding are available. Instead, it is necessary to demonstrate that the proposed and planned plan will continue the project even after the funding stops, and in the case of beneficiaries, it is necessary to state that the plan will continue to provide benefits from the project even after the project is completed, if necessary.

7. Budget:

A summary of this should be provided in the initial project abstract. A full and detailed budget should be provided at the end of the proposal.

8. Checklist:

The following checklist is designed to assist the proposal writer in making corrections and additions. This checklist can be used to help the organization's staff ensure that all necessary information has been included in the proposal and to check that the information provided is clear, concise and sufficient.

Checklist

Abstract: A detailed summary of the request for financial assistance.
1. Should be at the beginning of the proposal
2. Provide information about the applicant organization.
3. At least mention about the credibility.
4. There should be a mention about the problem to be taken up,
5. There should be brief information about the objectives and achievements of the project.
6. It is necessary to have a brief information about the program method.
7. Provide information about the total cost of the project, the current funds with the organization and the funds expected from the donor.
8. It should be brief, to the point and eye-catching.

Introduction
1. It should include information about the organization and its eligibility for financial assistance.
2. The role behind preparing the proposal
3. Objectives and objectives of the organization
4. Information about the programs and activities of the organization
5. Information about the programs and current beneficiaries of the organization
6. Information about the successful activities of the organization
7. It should be brief, eye-catching and in clear language.

Identification of the problems and needs of society

1. Information about the objectives and achievements of the organization
2. Statement that there is a problem of limited scope (do not pretend to solve the problems of the whole world)
3. The statement should be about the needs of the beneficiaries. Not the needs of the organization,
4. The statements made by the relevant authorities or the evidence provided regarding the existence of this problem or need should be mentioned.
5. The case should be presented in as few words as possible and in a way that is understandable, avoiding irrelevance.

Objectives and Objectives (Objectives and objectives should be stated in a measurable manner)
1. For each problem undertaken in the project, there should be a goal or objective defined
2. The goal or objective should be known, but there should be no description of how the goal will be achieved.
3. A clear picture of who will benefit from the project should be given.
4. The expected period for completion of the goal.
5. Whether the goal or objective is measurable should be stated.

Project Implementation (Methods and programs to be undertaken to achieve the objectives - should be mentioned.)
1. The programs to be undertaken should be stated based on the nature of the problem and objective.
2. A clear description of the project program should be given.
3. The reasons for the strategy adopted and the selection of the program should be explained.
4. A list of programs should be given.
5. There should be a clear indication of who is responsible for which program.
6. Information should be given about the scope of the program taken, which should fit within the funds available for the project and the time frame.

Monitoring / Evaluation (This includes providing a plan for monitoring the implementation of the project and evaluating the effectiveness of the project)

1. Information should be given about the guidelines that will be used to monitor the project implementation and measure the effectiveness of the project.
2. A plan should be provided for evaluating the results of the project.
3. Clarify who will be responsible for monitoring project implementation.
4. Indicate who will be responsible for project evaluation.
5. Provide information on which tools/questionnaires will be used for this work.
6. Provide information from which stage of the project it will be formalized for monitoring and evaluation.

Sustainability of the project/outcome: (The program of the project currently undertaken should include a plan to continue after the end of the project period)

1. If the programs started under the project require financial assistance even after the project period, what provisions have been made for the future. This should be mentioned. In order for the programs in the project to continue even after the project period, a plan should be prepared with a view to paving the way for the beneficiaries to become self-reliant.

Estimate: (To determine how much the entire project will cost and how much additional funding is to be requested.

1. Follow up on the information given while describing the project No. To do.
2. Provide detailed information to prove the accuracy of the figures and component costs given in it.
3. Avoid including dubious amounts.
4. All expenses incurred for the project should be accounted for.
5. Provide detailed information about the expenses that will be incurred from other sources and other means.
6. Ensure that the provisions in the budget are appropriate and sufficient to carry out the programs in the project.