



**CHURCH WORLD SERVICE- PAKISTAN/AFGHANISTAN**  
**OFFERS 4<sup>TH</sup> WORKSHOP ON**  
**PROPOSAL WRITING- (NATIONAL)**  
**28<sup>TH</sup> JULY TO 2<sup>ND</sup> AUGUST 2008**

## **RATIONALE**

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Resource mobilization is an eternal challenge for the development organizations, which have to strive hard for attracting fund from various donors by presenting to them innovative projects ideas that will solve some social issues. Effective project proposal is a result of good conceptualization as well as effective presentation of the ideas in writing. An effectual projects proposal is a result of good conceptualization as well as effective presentation of the ideas in writing. Proposal writing skills are one of the most valuable skills to be had by NGOs and development organizations. This workshop is designed to enhance resource mobilization capacity within organizations. The workshop is designed in manner that participants learn and at the same time apply the concepts and tools of effective proposal writing.

## **AIM**

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The workshop aimed at mid to top level personnel actually involved in proposal development in their organizations.

## **OBJECTIVES**

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Participants will:

The objectives of the training are to:

- Understand project idea analysis techniques
- Develop multiple options for the technical approach of a project or programme idea, improving participants' skills in developing quality project proposals.
- Help them to understand a project's value as a tool to achieve and further the organization's mission.
- Eventually write an effective project proposal in draft form of 10-15 pages

## **CONTENTS & DESIGN**

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The workshop will cover the following contents;

- Situation analysis
- Program methodology and evaluation strategy
- Using data and statistics to create compelling arguments



- Designing effective proposal content project idea analysis technique
- Project sustainability plan
- Project budgeting

## METHODOLOGIES

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- Participatory methodology is adopted for the training. Participants will be asked to share personal experiences and their level of awareness regarding the topic.
- Lectures, role plays, group work, audio visual aids and presentations will be used for making the concept of the topic clearer.
- Hand outs will be distributed and discussed.
- Each participant will practice by writing his/her proposal on a desktop computer.

## FACILITATOR

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Mr. Shadab Fariduddin holds degrees of MBA from Institute of Business Administration (IBA) and MS in Management Science from Shaheed Zulfikar Ali Bhutto Inst. of Sc. & Tech (SZABIST). He has served as a management consultant to illustrious local and international clients such as the Asian Development Bank, Aga Khan Foundation, Action Aid, Pakistan, World Population Foundation, Axtact IT Solutions Inc., United Mobile, IntuIT Solutions, USA, Biovista Pakistan Limited among many others. He also serves as Research Advisor to MS/M.Phil student at SZABIST, Karachi, and Kinniard College for Women, Lahore.

Mr. Shadab Fariduddin's 15 years of consulting experience that spans higher education, national and multinational businesses, nonprofit and government sectors. He specializes in developing management strategies and systems for growth-oriented small and medium organizations. His expertise lies in Strategic Planning, Financial Control Systems, and Human Resource Management. He runs a management consulting firm, Four Corners Group. He has conducted training and consulting assignments in Ethiopia, Afghanistan, Botswana, South Africa and UAE.

The facilitator has successfully written proposals and won funding for various clients from donors such as ADB, WB, USAID and EC

He can be reached at [shadab@fourcg.com](mailto:shadab@fourcg.com)

## LANGUAGE

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Proficiency in English both written and oral is must.



## ELIGIBILITY CRITERIA

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Applicants fulfilling the following criteria are eligible to participants:

- This workshop is designed specifically for Middle-level managers, Senior managers, Project Coordinators and Project Communication Officers at NGO's.
- Possessing a Masters/Bachelors degree
- Proficiency in English
- Females participation will be encouraged

Special scholarships are available for those organizations that send 2 to 3 females.

Criterion of participants: The participants must have experience in proposal development and resource mobilization for their organizations. People with no or little relevant experience are discouraged from taking the course.

<b>Training Dates:</b>	<b>28<sup>th</sup> JULY TO 2<sup>ND</sup>, AUGUST 2008</b>
<b>Venue:</b>	<b>O' Spring Estate, Bank Road, Murree (1 and ½ hour drive from Islamabad)</b>
<b>Registration Fees:</b>	<b>Rs.5, 000/- (Five Thousand only) inclusive of the cost of boarding and lodging</b>

**The organizations are responsible to cover travel costs of their participants. The day starts at 9 am and ends at 5 pm, although participants sometimes work till late evening.**

## CANCELLATION/POSTPONEMENT

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CWS-P/A reserves the right to cancel or postpone the training if circumstances require. Registered participants will be informed with 100% fee refund. However, if the participant wishes to cancel the registration, he/she requires informing CWS-P/A office at least one week in advance or else the fee will not be refunded.



## CHURCH WORLD SERVICE- PAKISTAN/AFGHANISTAN

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CWS-P/A is an ecumenical organization working in Pakistan and Afghanistan for the development and relief of marginalized communities since 1954. Globally the organization is a part of CWS-Inc. and locally it is rooted through its advisory board and regional networks. It operates through its seven offices in Pakistan and Afghanistan.

CWS-P/A is operational among a network of over 400 partners. This network is composed of NGOs, CBOs and religious bodies coming from different ethnic and religious backgrounds from Pakistan and Afghanistan. It assists communities to access better health and education, strengthen agricultural initiatives, achieve community based economic development and recover from emergencies and disasters. It also supports organizations through financial assistance, information sharing, networking, skill and issue based trainings

## CAPACITY BUILDING PROGRAM FOR PEOPLES ORGANIZATIONS

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Church World Service-Pakistan/Afghanistan has been assisting People's organizations to build capacity for institutional growth and professional development for nearly a decade. The Capacity Building Program (CBP) is an umbrella program consisting of various projects that contribute towards the strengthening of NGOs, CBOs and religious bodies mainly through the medium of trainings, advocacy, research and information exchange. The Capacity Building Program for Peoples Organization (CBPPO) being one such project falling under the umbrella of CBP.

Capacity building is instrumental in not only fulfilling the development needs of institutions and individuals but it also creates a space for networking, collaboration, cooperation between the various actors of civil society. So far, CWS-P/A has trained approximately 5,000 aid workers and community members on various issues and skills. CBPPO operates through two main components which are 'Training' and 'Networking & Follow-up' activities.

**For further details please contact:**

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## DISCLAIMER

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CWS-P/A shall not be made liable for any damage, loss, illness, injuries or death that may occur to or be caused by the participants during the course of training or travel to and from the training venue.