

SAMPLE FORMAT-CUM-GUIDELINE

For writing NGO proposals on RETs/SETs related programmes
for submitting to appropriate Funding Agencies

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1. ***Title:*** - The Title of the project must be attractive and self- explanatory in itself, that means, it must mention What is going to be done, for Whom and Where. For example, Renewable Energy based Community Oriented Eco-village Development Project will be implemented in 20 selected villages in two blocks of the Bharatpur district of Rajasthan State.
2. ***Executive Summary:*** - An executive summary of the entire proposal should be presented along with the detailed proposal. The summary would give an overview of the proposal in brief and is a one page summary.
3. ***Project Holder (PH) and Project Implementing Organizations (PIOS):-*** Give brief information about the main organization acting as the project holder or the lead organization and also the various project partners. The detail information about the Lead Organization is to be attached as Annexure. Also attach Annual Report of past three years, Statement of Income and Expenditure for the past three years, list of Governing Board or Executive Body or Management Committee Members, list/ profile of the core members, Chief Functionary (CF) or Chief Executive Officer (CEO), Project/Programme Director/Manager for this particular project, copy of the brochures and other supporting documents, List of other project and funding agencies and other source s of funding etc.
4. ***Existing Infrastructure and staff:-*** What are the physical infrastructure available with the NGO and the professional and field staff with experience as well as volunteers and advisors and consultants to implement developmental project for poverty reduction and empowerment of marginalized group of people incorporating RET activities.
5. ***Rationale/Conceptual Framework:*** - After the title, would come the rationale of the project, stating the purpose of the project, the need for beginning the programme. The rationale could be broad based talking about the general status to a specific area of the problem OR start with an incident to more

- general focus about the issue (could be supplemented with facts and figures). Information based on objective research, not subjective impressions, should be provided to justify the need or problem. The rationale should be written in a way that would lead to objectives.
6. **Objectives:** - Objectives of the project should be minimum of 3 (three) in number or a maximum of 5 (five) in number. Preferably, not to separate them into long and short term objectives and the objectives must be clear and there should be a central focus/ common link in all the objectives. The objectives should be such that it would lead to the action/ activities.
 7. **Activities:-** To clearly state tasks or action the NGO would take to achieve the objectives. The activities must be specific, clear and in point form and must flow naturally from problems and objectives.
 8. **Target Group/ Beneficiaries:-** The project proposal must mention the criteria for selecting a particular target group and the number, eligibility of the beneficiaries.
 9. **Location of the Project:-** Give relevant information about the precise geographical location of the project
 10. **RRA, PRA and Baseline Survey the target area:** -If the NGOs has been working in a number of villages in particular area for a long time and wishes to taken RET/SET based comprehensive development activities in a few selected villages, as a first step they could use RRA or/and PRA to collect initial information from several villages in a short time, to enable them to analyze and short list appropriate village to plan and undertake such programme with a long term goal of 10 years or so, which could be implemented in phase with 3 years project. Because, normally the funding agency only fund a 2-3 year projects, but would like to know the long-term goal of the NGO programme, and how to realize that goal. Later on, if the proposed project requires, then as the first step the NGO will have to do the village level and detail household survey, as a pre-request for planning and formulating practical oriented proposal. For this purpose two proforma could be used (a) first for the collection of general and common village level data and information and (b) the second for the detailed household data (preferably all or at least good number of households) of the families. The collection of these data will also enable to understand the present situation as well as for situational/problem analysis of the project area and the people and identification of target group to be addressed by the propose project/programme. For example, for the planning and project formulation for taking up long-term programme of RET/SET based community oriented integrated village development project. Later on these base line data could be used making second and third project proposal for the same or/and other interest funding agencies. NGO will also use this for bench marking and comparing the results after a gap of 5 year or so when the second survey would

be done to measure the impact (positive and negative) of the project/programme.

11. ***Project Duration:-*** The proposed project could be a part of the bigger programme to achieve the overall goal set. The entire programme could be divided into several phase. For example, phase I, II, III and IV. Phases could be divided into preparatory-cum-pilot, followed by two main phases. The last phase which will be consolidation and preparation of the target community and handing the programme to them, and then withdrawal of NGO from main activities. Beyond this period, the NGO taking up role of advisor-cum-mentor and providing on[going support and trouble-shooting as well as capacity building and facilitation and linkages to governmental programmes to ensure that the project reaches the logical end and achieve the overall goal. Each phase could be treated as separate project of three years duration.
12. ***Organizational Manpower:-*** Manpower required from within or outside the NGO to carry out the project, hierarchy, committee or any either way of functioning and qualifications of the personnel.
13. ***Implementation Plan/Project Management & Implementation:-***
- A detailed process, step-by-step or stage wise execution plan to be incorporated in the project proposal.
14. ***Infrastructure Requirements:-*** What are the infrastructure needed for the project, for example, space, vehicle or equipment.
15. ***Monitoring Mechanism:-*** Mechanism by which an NGO would check or periodically review the project. This portion must contain information as to who would monitor– internal or external monitoring, which area would be monitored or focus/ thrust area of monitoring. Monitoring of the programme and of financial aspect in the project proposal in order to undertake mid-course correction to rectify the project at a specific stage and improvise on the same at a given moment, so that the desired results are achieved and project goals are realized.
16. ***Evaluation:-*** Mention the objectives of evaluation and how it will be carried out. This will help to understand whether data of records is kept or there is documentation on the project. Evaluation aids in improvising the future projects so that the errors are not repeated and more precaution and foresight is integrated in the project proposal. Evaluation is conducted periodically or concurrently as the project is being implemented or at the end of the project. For a project of 5-6 years duration it is desirable to have two evaluations, via, (a) first one as the mid-term evaluation after 2.5 or 3 years of project implementation, and (b) the second evaluation at the end of the project.
17. ***Sustainability & Follow-up/ Direction for the Future:-*** This aspect is very important to ensure the running of the project or to decide viability of the

project in the long run once funding stops. For example, in an income generation project for the senior citizens, the latter would take over the project by forming an association.

18. ***Feasibility and Viability of the Project:*** Some of the large size programmes/ projects (especially an integrated/ comprehensive development project) would require sound feasibility of the project. Either one, some or all of the following feasibility (viability) aspects may have to be elaborated in the proposal for the consideration of the funding agency(ies) to support the project:
- a) **Technical Feasibility:-** Whether the RET/SET oriented project (especially from the point of engineering and structural design) is technically sound, simplicity but sturdiness, fairly reasonable average useful working life under rigorous field conditions etc., have to be mentioned (if required with supporting documents attached). If the RET has been designed and developed recently, also mention if it has already been field tested and field evaluates to ascertain its applicability, response of the end users for wider replication and dissemination, also attaching any report which could support the claim.
 - b) **Affordability & Financial Feasibility:-** If the technological oriented project, like biogas plants, solar gadgets, SPV system, wind mills and Micro hydro etc., then it is important to mention the capital cost and how the beneficiaries/end users will be able to afford to buy the gadgets/unit/system. If the initial cost of the system is beyond the means of the target groups/communities of the NGO, what financial mechanism has been worked out to make SET available to the target groups and how they will be able motivated to accept the technology for their benefit. For example if the micro-credit/micro-financing has to be used as a means to provide the RETs then capabilities of the NGO has to be elaborated in the proposal as well as the credit delivery and foolproof loan recovery system has to be worked out separately and attached as annexure.
 - c) **Economic Viability:-** It is not just enough to give the cost of buying/installing any RET (especially if the unit is big and the capital cost involved is high) but also the operational cost of the unit and pay-back period has to be worked out. Any standard method be used for working out the economical viability of the unit and attached as Annexure to the main project proposal.
 - d) **Socio-cultural Feasibility:-** If the technological oriented project are implemented in a rural areas without proper socio-cultural feasibility, it tends to empower only the haves, and further exploits the already marginalized have-nots. Therefore, in a bigger project with several technological and hardware components, it is important to do the socio-cultural feasibility to understand the problems and social dynamics. For example, the rural, remote and far-fling areas of India with many cast and sub-cast systems prevailing over the centuries as well as the tribal belts, it is important to understand and analyze the existing socio-cultural

situation. This will enable the NGO to formulate socio-technical oriented proposal which will have human orientation, so that the technology (in this case RET) only becomes a means for empowering the target group rather than becoming an end in itself, leading to their exploitation and further marginalization. The proper socio-cultural feasibility of technological oriented project is a must to ensure that the target community controls it rather than some one with resources use the technology to control them.

19. ***Environment Impact of the Project:-*** If the project is big then it is important to work out the intended environment impact of the project, to ensure that the project is environmentally sound.
20. ***Capacity Building:-*** Based on the experience of NGO in promoting and implementing technological (including RETs) oriented projects for the number of years, it has been realized that most projects are either not able to make the desired dent or gets defunct after the withdrawal of external implementing and facilitating agencies. There are many examples of even simple RETs gadgets, devices and units in India and other developing countries; for example implementation of solar cooker, improved cook stoves and solar PV lantern etc in 80's and 90's in India, only backed by subsidies, which could not sustain as the programmes were not backed by appropriate capacity building programme. As against this, one of the important reasons for the success of the implementation of household biogas programme by NGO network (now members of INSED) during 80's and 90's have been because of systematic capacity building of all the key stake-holders (NGOs, rural Artisans and end users etc.). The successful implementation of biogas (though at lesser level due to funds constraint) is still continuing by NGOs with least failure rates as compared to many other implementing groups in India. In view of this the proposal for large scale implementation of any RETs or SET oriented project should incorporate appropriate capacity building components as an integrated part of the implementation.
21. ***Budget/Project Cost:-*** Budget is a tentative estimate or statement of income and expenditure. Thus, it shows where the money is coming from and where is it going through. It should relate with aims and objectives as well as the activities and expected output proposed to be achieved by the project.
22. ***Share of Project Budget/Project Cost:-*** The budget is the total amount required to implement the project. However, the funds to implement the project, has to come from different sources. Some of them are given below:
 - a). ***Local Resources:-*** It could be further divided into four, viz., (i) **beneficiaries/end users own contribution-** either in **kind, labour** or **cash**, (ii) **community contribution**, (iii) **NGOs contribution**, and (iv) **Other Local Sources** if any. Either individual group contribution or total contribution of all the groups can be clubbed and reflected here.

- b). **Loan from the Financing Institutions:-** If the project proposes that the beneficiaries will take loan from the bank then the amount should be reflected over here.
 - c). **Micro Credit Groups/Micro Finance Groups/Self Help Groups:-** If the project proposes that the beneficiaries will take loan locally by NGOs under one of these schemes the bank then the amount should be reflected over here.
 - d). **Grant requested from Funding Agency (ies):-** The balance of funds of the project has to be mentioned here to be requested from the funding agency as grant.
23. ***Networking, dissemination and Advocacy:-*** Please describe plans to network with other groups for sharing of learning from the project. Also mention how the project propose to dissemination the information with other NGOs and other agency as well as advocacy with the policy and decision makers for support of such project.
24. ***Replicability:-*** Write about the possibility of replication of the project elsewhere (in different regions). Also elaborate about the potential for this project to be scaled-up or applied on a large scale implementing.
25. ***Innovation:-*** How is your idea truly innovative or unique? Describe the extent to which it uses a novel approach and is different from others in this sector.
26. ***Follow-up:-*** What are the propose plans for future activities after the project is over so that the programme continues to achieve the overall goal of the project.
27. ***Logical Frame Work Approach (LFA):-*** There are many ways to design a NGO project. Experiences indicate that NGO project proposals often are not clear to the donors, in assessing whether the project proposal should be supported financially. To achieve a good project, the project idea must be prepared thoroughly and adapted to the local condition, together with the partners and the target group. The LFA is an useful tool to give clarity in understanding project goals and objectives etc. LFA is especially useful in bigger projects. Refer to Annexure for detail understanding of LFA and how to use it as tool for project preparation.

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