Question: 1 What is Technical proposal?

Answer:

When a company thinks of a merger with another company, it may ask to submit a proposal reviewing the possible industrial and commercial developments that might make the merger desirable.

Technical proposal is a written offer from a person who has a selling idea to a prospective buyer. Whenever a new idea or workable solution for a problem or advice is proposed, it is called a proposal.

Some of the purposes are given below for clear understanding of Technical proposal:

1. When the aim of the proposal is to modify or create something that requires a good understanding of technical knowledge and skills, it is called a technical proposal.
2. A business proposal is a document that you submit to your company or another enterprise proposing a business arrangement dealing with any aspect of business, commerce, or industry.
3. Sometimes when they focus only on increasing the sales of a product or services of a company these are also termed as sales proposal
4. When we intend to undertake a systematic research, we are required to submit a proposal outlining broadly the basis of the proposed research, its purpose, scope, significance, limitations, etc.

Question: 2 Types of Technical Proposal:

Answer:

There are two main categories of proposals:

1. Solicited (invited)   **2. Unsolicited (uninvited)**

1. Solicited (invited)

Whenever a proposal is drafted in response to an advertisement or demand from an authority in a company or organization or outside the organization or agency, it is termed as a solicited proposal. These are invited proposal.

For example, when the government and large corporations wish to purchase services or products for constructing dams, bridges, providing parking facility, etc., a large number of proposals bidding for the deal are received. In such a scenario, we are left competing with all other bidders that noticed the opportunity and responded. In this case, a proposal that finally gets picked up from the massive lot not only has to provide the most effective

solution to the problem or make the most lucrative deal, but should also have stronger arguments in staking claims for the bid than other competitors.

2. unsolicited proposal

<u>A non-invited proposal, we might have an idea for a product or service that would be of benefit to a particular organization.</u>

We submit a proposal to that particular organization suggesting how we can provide some service or develop a product in exchange for funding or some other consideration.

In this case, we do not know if the company is open to our proposal or not. There is every possibility that the company may not like our proposal idea.

Question: 3 Structure of Technical Proposal in detail.
Answer:

According to requirement and the nature of the proposal, you have to choose the elements to be included in the unsolicited proposals. The three main parts of formal full length proposal are as follows:

1. Prefatory	2. Main Body	3. Supplementary
• Title Page	• Introduction	
• Letter of transmittal	• Technical section	• Appendix
• Executive summary	• Management section	• Sources and reference
• Table of contents	• Cost estimate	
	• Conclusion	

1. Prefatory:

➢ **Title page**

• The title page is the first right-hand page of a report.

• This page is more or less similar to the cover page, except that it contains the following additional information:

> Name and designation of the intended audience
> Name and designation of the approving authority, if any

➢ **Letter of transmittal**

• An optional element of reports, the letter of transmittal conveys the report to the audience. This serves the same purpose as that of a preface in a published document.

• As the letter of transmittal is the written version of what we would say if we were handling

- the report directly to the person who authorized it, its style is less formal than the rest of the report.

- For example, the letter would use personal pronouns (you, I, we) and a conversational tone.

- The transmittal letter usually appears right before the table of contents.

➢ Executive Summary:

The recipient of the proposal goes through the executive summary very carefully. The obvious reason is that it not only provides a brief background, purpose, scope, and methodology, but also gives a budget summary besides re-emphasizing the significance of the project.

A proposal may not have a table of contents but it will surely have an executive summary to give a quick view of the entire proposal.

- **Background**
- **Technical Details**
- **Purpose**
- **Significance**
- **Scope**
- **Re-emphasis**
- **Infrastructure facilities**

➢ Table of contents

- 'Table of Contents', generally titled simply 'Contents'.

- It helps the reader locate a specific topic easily and quickly. This table is actually the report outline, or simply frozen outline with page numbers.

- It indicates, in outline form, the coverage, sequence, and relative importance of information presented in the report.

- The Contents page is especially helpful to readers who wish to read only a few selected topics of the report.

Main Body

➢ Introduction

- It presents the subject or problem to the readers and gets their attention. It also gives the

readers a general view of the report before they go into the details.

• A good introduction must furnish the readers with sufficient material concerning the investigation and problem, to lead them to an easy comprehension of the rest of the report.

• An introduction includes the following information:

- Background of the report

- Purpose and scope

- Authorization (the authority who has assigned to do the project)

- Basic principles or theories involved

- Methods of gathering data o General plan in developing the solution (brief outline of methodology)

- General structure of the report (organization of various sections)

➢ Technical Section

A proposal provides a solution which requires a technical plan. In this section, we need to analytically explain the technical terms, theoretical principles and method to be followed. This section talks about the machines, equipment's and materials that we wish to use in carrying out the proposed task.

Use diagram.

➢ Management Section

In the management section there are few points which are discussed are like;

- **Credentials of the task force involved**

- **Company's profile**

- **Execution plan**

• **Credentials of the task force involved:** Most proposal fail to click this point to readers because the readers do not feel convinced about the capabilitiy of the people who propose to solve the problem. This section gives highlights of people who are involved or who are likely to be involved in implementing the proposed idea.
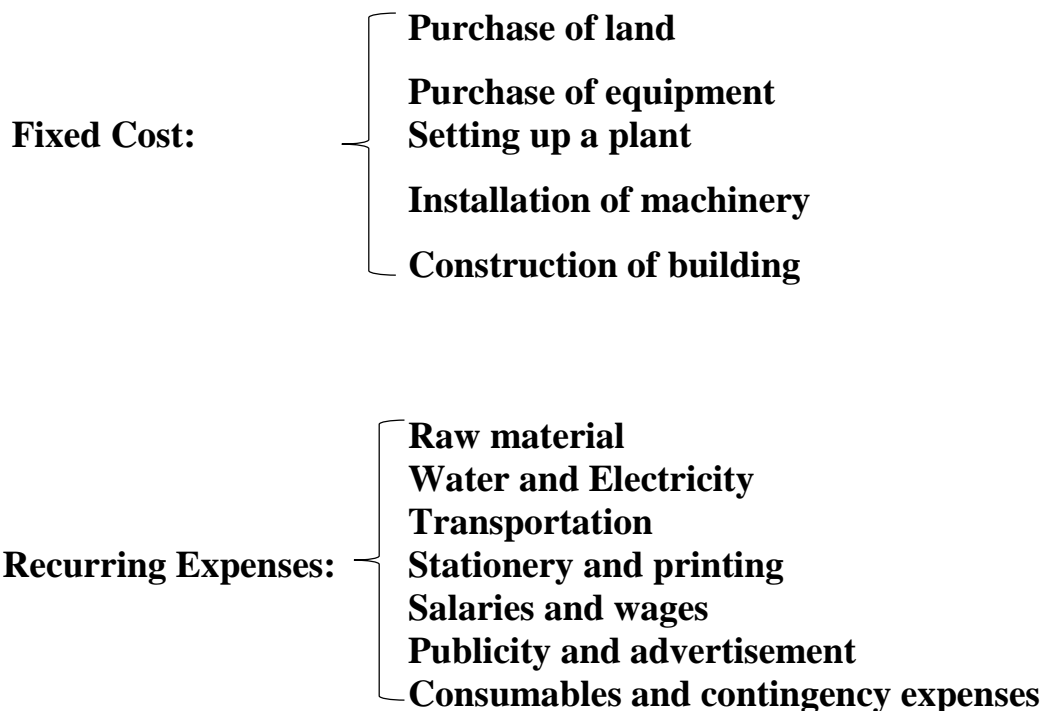
For this section knowledge of technical and academic expertise involved in it. It also includes

highlights, achievements in the past of the company/institute.

- **Company's profile:** A good company always represent of its good service in its proposal. It talks about efficiency of the system, policies and implementation of the scheme. A company's

- established profile, goodwill, and reputation undoubtedly create a positive impact on the reader.

- **Execution plan:** An idea proposed as a solution but without any clear planning for its execution sounds more like a hoax played on the reader. A good proposal always pointedly provides a clear outline of an execution plan for a proposed idea. An efficient execution plan includes a precise work schedule- the amount of the time the proposed idea will take in its implementation: date/month of the commencement and completion of the task: date/month work plan; details regarding the reporting, maintained delivery, and payment system etc. At times, proposals already implemented and running in the other organization in the appendix section of the technical proposal.

➢ **Cost estimate**

In professional world, an idea remains confined to folded files. A good proposal is based on clear, precise and detail cost estimating. It is so because unless the prospective buyer is able to figure out whether he/she can actually support the proposed plan finically. Therefore, it is important for us to give a proper cost estimate so as to help the reader evaluate and assess the viability of a proposal. At times the cost is calculated in terms of the number of hours spent on a particular task. The cost estimate of proposal can describe into two section:

Fixed Cost:
- Purchase of land
- Purchase of equipment
- Setting up a plant
- Installation of machinery
- Construction of building

Recurring Expenses:
- Raw material
- Water and Electricity
- Transportation
- Stationery and printing
- Salaries and wages
- Publicity and advertisement
- Consumables and contingency expenses

➢ **Conclusion**

The purpose of a conclusion in a technical or business proposal is to remind the reader of the unique features of the proposed solution. At times, rather than writing a detailed conclusion, authors, choose to end their proposal solution.

➢ **Appendix**

Appendix is not an integral part of every proposal. Appendix involves the following material;

- The description and results of a similar technical or business proposal already successfully implemented elsewhere

- The CV(curriculum vitae) of the personnel involved in the task force outlining their credentials, achievements in similar tasks.

- Approved contracts signed with other companies

- Extensive details regarding the operating system to be used and the procedure to be followed as the proposed plan gets executed.

- The detailed historical background of the proposed plan

- The requisite layouts and maps.

Question: 4 Prepare a Sample Proposal:

Answer:

Proposal 1

High Tech Lab India System
St. No 17, Near Birla Mandir, Ludhiyana, Panjab

The Principal
Bhagwati College of Education
Moga, Punjab Dear Madam,

Subject: <u>Proposal for installing High Tech Digital Language Lab (HTDLL)</u>

We wish to introduce ourselves as a well-established and leading manufacturer of communication equipment for schools, colleges and other educational institutes. High Tech Digital Language Lab or HTDLL, in a nutshell, is a professionally engineered, comprehensive and user friendly language learning software brought to you by us, a dynamic IT solutions provider focused on delivering cutting-edge solutions primarily for educational institutions. Our Digital Language Laboratory System helps in enhancing the communication skills of students by two-way communication and inbuilt audio and video recording facility.

We are forwarding our most competitive quote tailored to your requirements along with HTDLL product details and optimal system requirements for your immediate perusal.

Some of our more recent clients are as follows:

- IIT, Guwahati
- IMT, Ghaziabad
- Indian Army, Dehradun
- Biyani Girls College, Jaipur
- UV college, Ganpat University, Gujarat
- Amity International Schools, Delhi

Kindly visit us at www.htdll.in for a detailed review of our range of products, services and clientele/testimonials. Should you require any further details/clarifications, it would only be our pleasure to oblige at once?

Thank you once again and we look forward to a mutually rewarding and long-term association

Yours truly
Mohit Bhagat
Manager, Marketing
High Techno Systems (India) Pvt. Ltd Cochin, Bangalore & New Delhi Customer Care: 0484-4141000 to 4141099(100 Lines)

Encl: Brochure and Technical Literature

Proposal 2

Oxbridge Institute of Technology and Science, Chennai
Department of Communication and Media Studies

27 January 2020

A Proposal for A Three-day Workshop on Communication Skills for Effective Teaching

Objective:
The workshop aims at providing a platform for including effective communication skills among teachers through an array of innovative strategies and a wide range of interesting activities. This, in turn would enhance the effectiveness of their teaching and improve the student-teacher relationship.

Day 1
9.00-10.00	Registration and inauguration
10.0-11.00	Innovative Teaching-Sharing experience
11.00-11.15	Tea Break
11.15-1.00	Understanding and using body language – Nonverbal agenda
1.00-2.00	Lunch
2.00-3.00	Preparing PowerPoint presentation
3.00-4.00	Mock presentation followed by discussion
4.00-4.15	Tea break
4.15-5.00	Communication activities

Day 2
9.00-10.00	Strategies for group discussion and mock GD
10.0-11.00	GD practice followed by performance appraisal
11.00-11.15	Tea break
11.15-1.00	Oral presentation by participants
1.00-2.00	Lunch
2.00-3.00	Emotional Intelligence-Skills involved
3.00-4.00	Mock presentation followed by discussion
4.00-4.15	Tea break
4.15-5.00	Emotional Intelligence-Problems and solutions

Day 3
9.00-10.00	Viewing the recorded presentation and self-assessment
10.00-11.00	Vocabulary enrichment
11.00-11.15	Tea break
11.15-1.00	Feedback and valedictory

<u>**Cost Estimate**</u>

Participants:	25 teachers from various schools in East Chennai
Tentative date:	29-31 March 2020
Resource Persons:	5
Registration Fee:	=Rs. 600/- per head
BUDGET Folders (40)	= Rs. 2000.00
Learning material	= Rs. 3000.00
Tea and snacks	= Rs. 10000.00
Certificate production	= Rs. 2500.00
Miscellaneous	=Rs. 1000.00

Total Rs. 25000.00

(Dr Abha Mittal)
Department of Communication and Media Studies

Question 5: What is difference between Proposal and Report?

TABLE 24.1 Differences between a report, a proposal, and a business plan

Proposal	Report	Business Plan
It is written to someone who needs to sort out a technical, management, or business problem or needs to implement new ideas to enhance efficiency and productivity in various professional operations.	Written to someone with authority to know the causes of the problem and possibly take a decision.	It is written to someone who needs to make a decision for profit making or strengthening its operational aspects.
It identifies a particular need, explains it thoroughly, and recommends how this need can best be met.	Written to identify a specific problem, explain it, and recommend action that will lead to a solution.	Like proposals, it identifies the workable idea, explains all aspects related to financial needs, target market, demographics and other information.
Formal but persuasive style.	Formal in style.	Persuasive.
It involves cost for the execution of proposed idea.	It only highlights the reasons based on the interpretation of data and make recommendations.	It is written to get capital for a start-up venture.
It is written to someone whose decision will directly benefit the writer in some way.	It is written to people who can take action or affect outcome.	Both the applicant and the approving authority aim at making profit.
It also deals with future professional possibilities. Since it is often put forth by experts and experienced professionals, there are less chances of failure.	It deals with some event or situation that occurred in the past.	Like proposals, it deals with future action but there are chances of failure as taken up by budding entrepreneurs.

Question: 6 What is Technical Description?

Answer:

Technical description is a key part of any technical report because it defines objects and/or processes. Basically, **the technical description** divides **a complex item or topic into more manageable components. It defines, describes, and illustrates the various elements contained within the whole whether an object, process, or concept.**

As an example, one might break down something as complex as a human body into its various components, such as the nervous, circulatory, and digestive systems, and muscles, organs, and tissues. This process (called division and classification) helps to manage the overwhelming amount of detail inherent in complex tasks such as the description of the body. It is simply breaking down large amounts of information into more manageable chunks.

The key skills involved in writing technical descriptions are: categorization and division (organization of information), definition (assigning meaning to objects), description (highlighting certain aspects of the object), and illustration (description using graphic elements rather than words).

Once you have described the components of the object, idea, or process and illustrated them there is one more form of description that allows the reader to visualize the thing described as it operates: the cycle of operation. This is a functional or relational description and shows how all the parts described work together to produce the desired result. This section takes the form of a narrative in the third person (as if you are describing what is happening, rather than what to do) and gives the reader an overall view of the object, idea, or process.

Process descriptions are written as if they are happening before your eyes-so, in present tense. They usually begin and end at the same point; for example, pressing the start button/stop button, or feeding in raw material/extracting a finished product. So you must ensure that the technical description follows this basic three-step form:

Question: 7 General guidelines for Writing Good Descriptions:

Answer:

It is divided into two parts: 1. Organization 2. Content.

Organization

➢ **OVERVIEW**

Begin with a brief overview that reveals the object's

(a) overall frame work, arrangement, or shape, and
(b) purpose or function.

➢ **PARTS**

Divide the object into parts and describe each part
(a) in enough detail to use, make, or draw it, and
(b) in a way that reveals its role and its relation to other parts.

➢ **ORDER**

Organize the part descriptions to help your reader:
(a) spatial order (top to bottom, Outside to inside), or
(b) priority order (most to least important), or
(c) chronological order (order of [disassembly)

Content

➢ **SPECIFICS**

Include relevant specific features (such as size shape, colour, material, technical names.

Omit irrelevant background, confusing details, and needless words.

➢ **COMPARISON**

Compare features or parts with other things already familiar.

➢ **CONTRAST**

Contrast properties with the properties of others to reveal their significance.

Question: Structure/Format of Good Description:
Answer:

FORMAT

Clarify your text with:
• **Heads.** Identify topics with clear, nested section headings.
Lists. Itemize related features with indenting and marks.
• **Figures.** Integrate figures and text with labels and references.

VERBAL CUES

Guide your reader's expectations with:

• **Parallelism.** Use parallel words and phrases for parallel ideas.

• **Proleptics.** Use verbal links (also, but, however, etc.) to signal how your description fits together.