

## UNIT-11

### Proposals

#### Q. What is Proposal?

A proposal is an effective document that offers a solution to an identified problem or need. Proposals attempt to sell an idea, a product or service, or a new concept or plan. Proposals may be brief or long. Proposal is written to attract readers to purchase a service or product. The students also write proposals to fulfill their partial requirement for their degree as well as for seeking scholarship grants for their further study. The purpose of research proposal are: to provide information, to prepare plan, to justify rational, to form base for contract, to remind and inform research methodology.

#### Q Technical Proposal: Technical proposals are based on activities related to technology and industrial concerns. They can be divided into following types:

1) External Proposals: These proposals are written for external operational communication to the concerned authorities outside the organization. The authorities may be public suppliers, service companies, customer, agencies, and so on. The main objective to write external proposal is to propose to sell your service or product or to seek help for economic grant.

2) Internal Proposals: The internal proposals are based on internal operational communication. These proposals are written within the process of work in an organization. The main objectives of writing such proposals are to propose a new service or product for a particular department of an organization. The other objectives may be to address safety measures, turnover, technical flaws etc. within an organization.

3) Solicited Proposals: The solicited proposals may be both external and internal or personal proposals. They are written only after an assigned task. We need to write such proposals if we are requested by our department or company when responding to a particular issue or problem related to customers, clients, inquiries, grants and request for proposals. The student's proposal also belongs to this category as they are oriented to write academic proposals.

4) Unsolicited Proposals: Unlike solicited, the unsolicited proposals are written in advance without being requested from any organization. They are generally written even though the organization has not requested for proposals. These proposals are sent without being requested such as our company wants to develop new customers.

5) Academic Proposals: A proposal that is prepared to complete for the partial fulfillment to any academic degree is known as academic proposal. Such proposal is prepared by the students of higher study such as bechelor, bachelor, master, M.Phil and Ph.D. degree.

#### Q. Getting Started on Proposals:

The proposal begins with a problem or need. The problem may be one that we discovered or one that someone pointed out to us. A problem-solving strategy such as the one listed below can make our work as a proposal writer easier and can help us focus on the problem.

- Determine whether we have a problem or need.
- Conduct preliminary research.
- Determine the scope and limitations of our study.
- Brainstorm possible solutions.
- Gather data to support the possible solutions.
- If possible, test and evaluate the solutions.

Once we have gone through the problem-solving process, we can use one of several strategies to write our proposal.

## Q. Composing Informal Proposals:

The proposal written for informal situation and setting is called informal proposal. The informal proposals are generally unsolicited proposals which are written to inform audience about the available service and product.

Informal proposals begin with an executive summary, or abstract. Following the summary information, the proposals contain the same parts as any other written document: an introduction, a body, and a conclusion.

Drafting the Summary: The summary, or abstract, is designed with the busy decision maker in mind. In a short informal proposal, this section may appear on the title page or, typically, as the first paragraph in the report. It provides a brief overview of the essential ideas presented in the proposal. The summary should include a problem statement, the proposed work objectives, the project impact, and the work plan.

Drafting the introduction: The introduction answers the "why" in the reader's mind. It explains why the proposal was written. Another important element of the introduction is our proposed solution to the problem. This statement should be clear and brief.

Drafting the body: After we have described the problem and solution in the introduction, we use the body of the informal proposal to become more specific about our plan. The specific details—facts, figures, statistics, dates, locations, and costs—are the materials we use to persuade our audience.

Drafting the conclusion: The conclusion should be straightforward and brief. It might include a summary of key points, such as those noted in the summary section, and it should call for the audience to take action. Make the call to action specific and clear, including dates, deadlines, and amounts.

## \*Composing Formal Proposals:

Informal and formal both are similar proposals. In both proposals, writers choose from the same optional subsections in the same order under the headings Introduction, Body and Conclusion.

Formal proposals may differ from informal proposals in the following ways:

- Tone, such as the detached, professional voice writers might use with a high-level official.
- Additional parts of the report, such as the glossary, appendixes and transmittal correspondence.
- Complexity of outcome, such as the construction of a new building.

The components of a formal proposal are given below:

1) Cover Letter: A letter containing extra information that we send with our document is known as cover letter. This letter is addressed to the primary decision maker of an institution or organization. Cover letters are always brief and concise.

2) Title Page: The title page should include the name of our work, our name, level and particular institution or organization. For example:

A Proposal on  
COLOR PSYCHOLOGY IN VISUAL MEDIA

Submitted by;

Raj Kumar Shrestha

BFS, 10<sup>th</sup> Batch,

TU Regd. Number:

Submitted to:

Oscar International College  
(College of Film Studies)

Tribhuvan University

Faculty of Humanities and Social Science

Bachelor's degree of Arts in Film Studies. (FS 319)

Kathmandu, Nepal

2074

3) Table of Contents: The contents list every section of the proposal along with page numbers respectively. Both headings and sub-headings are included in table of contents. For example:

CONTENTS	Page:
Chapter 1: Introduction	
1.1 Background of study	1
1.2 Significance of study	1
1.3 Statement of complication	2
1.4 Hypothesis	3
:	

4) Executive Summary: It is a precise summary that summarizes the whole proposal. It is like a compass to look over all document at a glance. For example:

#### Executive Summary

Color psychology is determinant of human attitude, it can be used to influence emotions, because perception of vision could affect in our intellectual thinking and derive in our mood or mood.

- How does color psychology affect in our mood?
- How do the use of light and color affect to change mood and emotion?
- How to create different mood and enhance emotion for telling visual story?

Here, I found that colors can be affected to environment and it can change our mood positive even as negative ways; which could be effectively used in film genre.

5) The Main Body: The main body includes introduction, literature review, methodology, and the procedure for analysis and interpretation as well as findings and conclusions.

6) Personal or Company Profile (if any): This section includes information about the proposal writer, the individuals involved in the study or project work or the agency related to the product or service.

- 7) Budget: Itemize each category such as materials, labor cost, service cost, and other expenses of the further study, product or service.
- 8) Time: The time frame should be mentioned along with title of activity and time in hour, day, week or so on.
- 9) References: The references include all the books and reading materials consulted within the text of the proposal. List all of them alphabetically according to APA or MLA or other formats of documentations.
- 10) Appendices: Includes all supporting materials and related data that are helpful to our proposal.