


of the material, that is, from how the proposals were written rather than from the nature of the research. In other words, if the investigators had prepared their proposals more carefully, they might have been successful, and in the world of research and grants as well as in business, a successful proposal often means the difference between working and looking for another job.

Exhibits 14.1 and 14.2 will give you a fair idea of how to write well-structured, persuasive proposals.

### EXHIBIT 14.1 Sample proposal

Project Proposal			
On			
<b>DEVELOPING MULTIMEDIA STRATEGIES FOR EFFECTIVE COMMUNICATION</b>			
Submitted to			
DEPARTMENT OF SCIENCE AND TECHNOLOGY			
Rajasthan			
By			
T. Krantikiran	1997B4A3920	V. Ravindra	1998A6C6489
Bina Shetty	1998A2PS401	C. Srividya	1998A2PS822
Under the guidance of			
Dr. MEENAKSHI RAMAN			
Languages Group			
			
Birla Institute of Technology & Science			
Pilani			
August, 2015			

## STUDENT PROJECT PROGRAMME

- 1. Title of the project:** Developing Multimedia Strategies for Effective Communication
- 2. Name of the students:**

Name	ID No.
(i) T. Krantikiran	1997B4A3920
(ii) V. Ravindra	1998A6C6489
(iii) Bina Shetty	1998A2PS401
(iv) C. Srividya	1998A2PS822
- 3. Class/Year of the students:**
  - (i) 4<sup>th</sup> year.
  - (ii), (iii), (iv) 3<sup>rd</sup> year.
- 4. a. Name of the Project Guide** Dr. Meenaskhi Raman, Assistant Professor  
**b. Experience of the Guide:** Teaching at various levels for the past 14 years; taken up projects in multimedia courseware development  
**c. Address of the Guide:** Dr. Meenakshi Raman  
Languages Group  
Faculty Division I  
BITS, Pilani-333031  
Telephone:  
Office: 45073-Extn. 307  
Residence: 42238/44736  
**d. Broad Area/Field of the Guide:** Communication.
- 5. a. Name of the institution:** Birla Institute of Technology and Science  
**b. Address of the institution:** BITS, Pilani  
Rajasthan - 333031  
Ph. 45073 - 307

### 6. a. Project Summary

This project aims at developing through multimedia certain strategies for effective communication, which is vital for the growth of an individual as well as the society. Effective communication strategies, if developed through multimedia, can be easily grasped even by the lower strata of the society. Moreover, these strategies may prove to be indispensable for education institutions and professional organizations of any kind.

This multimedia package would incorporate strategies for both verbal and non-verbal communication. The main focus would be on the significant aspects of oral communication such as body language, voice modulation and audience awareness, and the illustrative aspect of written communication namely, graphic aids.

The package would not only be user-friendly but also be informative, thus enabling the users to develop better communication skills.

**b. Technical details of the project**

Since effective communication is indispensable for the progress of any society, the project will focus on developing strategies for the same. Though the Internet and other audio-visual aids like audio and video cassettes, etc. throw some light on techniques for developing language skills, they do not deal in detail with the various aspects of communication.

Even though there are many aspects of communication, the project would limit itself only to certain aspects of oral and written communication. The project would require the following:

**Software Requirements**

- Multimedia development kit
- Adobe Photoshop

**Hardware Requirements**

- A personal computer with Pentium II processor
- Multimedia kit (speakers, sound card, floppy, CD-ROM drive)
- 32 MB RAM
- Internet connection (preferable for research and analysis of the existing products and to download latest software to compress audio and video files, e.g. MP3 format)
- Recent publications (literature) on multimedia

**7. Introduction of the project****a & b. Definition and origin of the proposal**

The development of any society largely depends on the interaction among its people. This interaction is essential for the ideas, facts, feelings, and courses of action to be transmitted and interchanged. But without adequate communication skills, it would be difficult for the people to interact effectively.

In a country like ours where illiteracy is still prevalent among the lower strata of many societies, oral and visual communication can greatly help the flow of interaction in a society. To achieve effectiveness in communication, people need to follow certain strategies. There is no doubt that these strategies can be developed in various ways.

We feel that multimedia is the most effective of all and hence designing effective communication strategies through this medium would be of great help to the students, professionals, and laymen. For example, strategies for effectively using the various means of body language such as posture, gesture, eye contact, etc. would certainly prove to be of immense help for all these categories of people. They can use each of these means of non-verbal communication according to the situation in which they communicate. For instance, people working in an organization may have to deliver many short or long presentations or participate in meetings, etc. during their professional career; students may have to give several presentations such as seminars and talks, or participate in group discussions and interviews during their academic career; laymen need to communicate their ideas, decisions, etc. to others. Hence developing effective communication strategies is vital for the overall progress of any society.

**c. Objective**

This project aims at developing multimedia strategies for effective communication (both verbal and non-verbal). It would mainly focus on:

1. All aspects of body language, voice modulation, and audience awareness pertaining to non-verbal communication

#### d. Work plan

In the second phase, the oral aspect of verbal communication, facial expression, eye contact, and space distancing of non-verbal communication will be developed. Management of information within the organization, audio-visual aids on business correspondence, reports, group discussion, meetings, seminars, and conferences will also be dealt with.

- Literature survey
- Collection of materials
- Scripting
- Developing strategies
- Designing strategies through multimedia

f. & g. Organization of work element and time schedule

Phase I	4 months (approximately)
Phase II	4 months (approximately)
	as per work plan

- Library
- Computer hardware
- Software for the use of multimedia
- Recording
- Internet access

### I. Minor Equipment

1. Consumables	Rs. 8,000.00
2. Report writing	Rs. 1,000.00
3. Contingency & other costs	Rs. 1,000.00
Total	Rs. 10,000.00

The multimedia package developed in this project will be informative as well as user-friendly. It will not only create an awareness among the public about the various aspects of effective communication, but also enable them to modify and develop their communication strategies. This in turn will prove to be beneficial for the progress of the society at large.

**EXHIBIT 14.2 Sample proposal (with covering letter)**

## Multi-modal Gymnasium

Varanasi-221004

March 14, 2002

Mr Anuj Sharma  
Chairman  
Diesel Locomotive Works  
Varanasi-221004

Re: Project proposal for setting up of a multi-modal gymnasium in DLW

Dear sir

The attached document, 'Proposal for Setting Up of a Multi-modal Gymnasium in DLW Institute', outlines our project for a modern gym. Reduced man-days and associated costs due to medical problems of the DLW staff and officers has been a long-standing issue. Our proposal aims to suggest a remedy for these problems. The project is also expected to satisfy the long-pending demand of DLW staff for setting up of a gymnasium with multifarious facilities.

This proposal provides you with an overview of the proposed plan, an outline of the work plan along with the cost estimate, and the suggested plan of action for utilization.

This proposal also explores the alternative facilities provided and the utility of each.

The authenticity of the proposal is supported by the fact that many leading organizations in the world including Intel, IBM, GE, TATA, and others have implemented this concept successfully. If you have any questions or concern about our proposal, please feel free to contact me over my mobile 9830038796 or by e-mail at anirudh@vsnl.com.

Yours truly



Anirudh Gautam  
Dy Chief Personnel Officer  
DLW

Enclosure: proposal for multi-modal gymnasium

PROJECT PROPOSAL  
ON  
SETTING UP OF A MULTI-MODAL GYMNASIUM IN DLW

SUBMITTED TO

CHAIRMAN  
DLW

BY

ANIRUDH GAUTAM  
DY CHIEF PERSONNEL OFFICER/G

DIESEL LOCOMOTIVE WORKS  
VARANASI 221004 (UP)

March 2002

**STAFF WELFARE PROGRAM**

Draft Contract

<b>Project Title</b>	SETTING UP OF A MULTI-MODAL GYMNASIUM IN DLW INSTITUTE
<b>Name &amp; designation of proposer Officer</b>	Anirudh Gautam, Dy Chief Personnel
<b>Postal address of the proposer</b>	DLW, Manuadih, Varanasi
<b>Name of the institute in which the gymnasium is proposed to be set up</b>	North DLW Institute
<b>Time required for commencement of the project on receipt of approval</b>	6 months
<b>Duration of the project</b>	6 months
<b>Amount of money required</b>	One-time Cost: Rs 9 million approximately
<b>Recurring Expenses: Rs 2.2 million</b>	Expected Annual Income: Rs 2.0 million



## EXECUTIVE SUMMARY

This proposal is about setting up of a multi-modal gymnasium in DLW. Last year DLW Hospital registered about 150 heart ailment cases. This year, the figure has risen to 200. Similarly, there has been phenomenal increase in the high blood pressure, depression, and anxiety cases. In addition, other stress-related medical problems have shown a rising trend, notably that of the cardio-vascular systems, digestive, and the nervous systems. Total cost incurred by DLW due to lost working days and also due to the cost of medical treatment was calculated to be Rs 57 lakh for last year alone. This year, the figure is expected to be at least double that of the previous year.

In order to arrest these alarming trends through preventive means, it is proposed to set up a multi-modal gymnasium at DLW for use by staff and officers, and their families. Contrary to popular belief, a multi-modal gymnasium offers varied health and fitness programmes, ranging from iron-pumping machines to Yoga therapy and Chinese acupuncture. This technical proposal enumerates the suggested outline of the proposed gymnasium, conventional and non-conventional programmes proposed to be offered, and the consequent benefits due to the same. The proposal also brings out the estimated time schedules for completion and the cost likely to be incurred.

The outcome of this project is envisaged in terms of reduction in lost working days and associated costs due to medical problems of DLW staff and officers. Also, the project is expected to fulfil a long-pending demand of DLW staff for setting up of a multifarious gymnasium in DLW.



## TECHNICAL DETAILS OF THE PROJECT

A conventional gymnasium conjures images of weight benches, trestles, parallel bars, balance beams, tread mills, and weight machines. This was true about gymnasiums about 20 years ago. The modern gymnasium offers a wide range of fitness regimens, ranging from the conventional ones to alternative therapies based on traditional health-care systems. Gold's Gym, a world leader in health and fitness facilities, offers a wide variety of programmes, including injury prevention and care, nutrition and supplementation, weight loss and gain, and anti-aging and senior health, amongst others. The traditional 'dhyān' yoga, acupuncture, 'pranayam', reiki, and other programmes are all offered under one roof.

The current proposal for setting up a multi-modal gymnasium in DLW visualizes provision of a wide variety of health and fitness programmes as mentioned above. It is proposed to set up modern cardio-vascular fitness machines such as treadmills, stair-climbers, elliptical gliders, upright and recumbent bicycles, and rowing machines. Concurrently, setting up of an ambient Yoga Centre with the help of local expertise is also proposed. Upgrading the existing badminton, squash, tennis, and swimming facilities are also planned.



## BACKGROUND

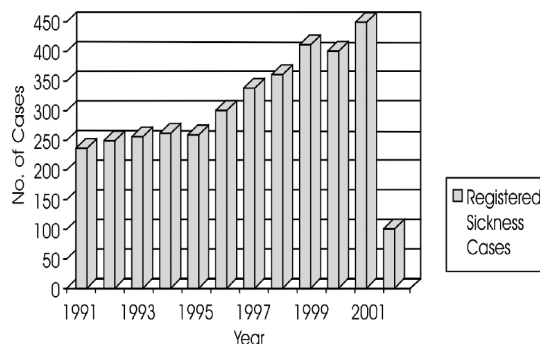
In the year 1962, when DLW was set up with American collaboration, the stadium, the golf course, the indoor badminton courts, the squash courts, the tennis courts, and the basketball courts were constructed with the aim of making the fitness facilities available to the DLW employees. It can be said with some pride that DLW employees and their children have excelled in a number of sports and some of them have even found place in the national teams. Availability of adequate and wide variety of sporting facilities has been primarily responsible for a healthy atmosphere in DLW as the number of lost working days due to sickness have been low compared to other production units of Indian Railways and also IR as a whole.

The recent years have, however, seen a rise in the working pressures as DLW has strived to compete with the global market. There have been demands on DLW system to bring out new designs of locomotives in less cycle times and at reduced costs. The competition from Chinese and other Asian suppliers have had a telling influence on DLW's operating ratios. Amidst the rumours of possible privatization and a reducing budget from the Railway Board, DLW has not only been able to survive but has made a place for itself in the Mid-east, South East, and African markets. Exports to countries like Bangladesh, Tanzania, Jordan, Sri Lanka, Vietnam, and Malaysia have been successfully executed.

Uncertainty and diversity of production have had a detrimental effect on the mental and physical health of its employees. The number of cases of cardiovascular diseases has almost doubled in the last three years. The number of lost working days due to sickness has also significantly increased in the past few years. There has also been a general increase in grievance levels of the employees with regard to their future, especially when they compare themselves with other government departments, which are still insulated from the market economies. The Staff Welfare Committee during its last meeting with the Chairman, DLW, had recommended certain steps to alleviate the troubles of employees. Setting up of a multifarious gymnasium figured as one of the recommendations. On this basis the Chairman had asked the Personnel Department to put up a proposal for setting up of a multifarious gymnasium in DLW.

## STATEMENT OF THE PROBLEM

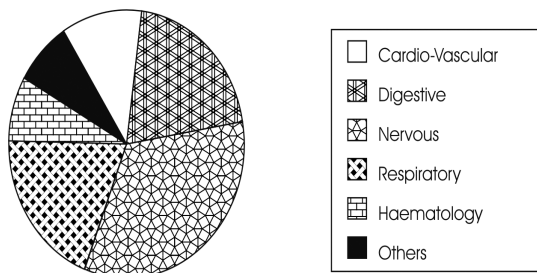
Figure 1 shows a year-wise break-up of sickness cases registered by DLW hospital.



**Figure 1** Year-wise break-up of registered sick cases in DLW hospital

As can be seen, there has been a gradual increase in the number of registered cases over the past ten years. Year 2000 shows a slight reversal in the number of cases, mainly because of a large number of retirements during that year. The above figure only refers to the in-patients department cases. If the out-patients reporting is also added, then the problem assumes larger proportions. The trend, however, remains the same.

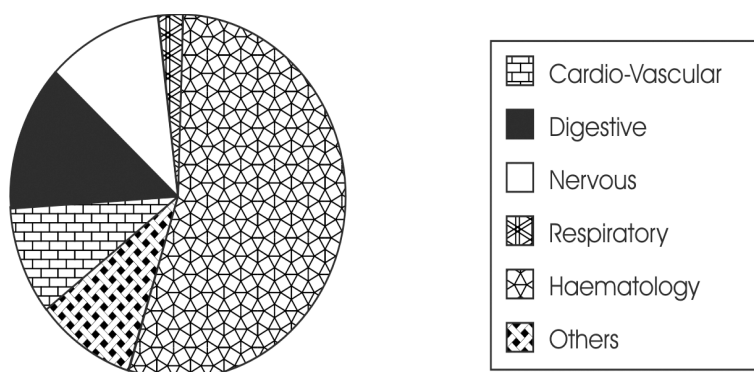
Given in Figure 2 is the break-up of the cases in 1991. The corresponding position in year 2001 is given in Figure 3.



**Figure 2** Break-up of registered cases in Year 1991

Figure 3 Break-up of registered cases in the Year 2001.

Figure 4 shows the working days lost in the last year due to medical problems and the associated total costs. This is compared with the projections for the year 2002.



**Figure 4** Working days lost and total cost incurred due to medical problems

As can be seen, the associated total costs on account of sickness are projected to double in the current year. The actual expenditure due to lost working days and due to medical treatment is expected to touch Rs 120 million in the current year. The share of cardiovascular diseases has increased significantly. More significantly, this has had an adverse effect on the morale of the employees.

### Objectives

The main objective of setting up the gymnasium is to ensure fitness for the employees through sports, exercises, healthy food habits, relaxed life style, and meditation. A multi-modal gymnasium will act as a counselling centre for employees with tailor-made fitness programmes.

It is also proposed to maintain a health database of the employees in association with the DLW central hospital. The bottom line is to have more satisfied and healthy employees with consequent reduction in lost working days and medical expenditure.

## WORK PLAN

### ***Phases***

For scheduling purposes it is proposed to split up the project into three phases. In the first phase, it is envisaged to set up the cardio-fitness centre. The second phase is aimed at establishing the Cybex circuit weight-training area. In the final phase, the meditation hall and upgrading of the tennis courts and the swimming pool are planned.

### ***Coordinator***

As a first step, a full-time coordinator needs to be selected. The minimum qualifications and the work experience of the Gymnasium Coordinator have to be determined and the emoluments which can be offered have to be decided. The coordinator shall be responsible for looking after the management of assets worth Rs 10 million and shall also be responsible for effective management of the gymnasium. Therefore, selection criteria are required to be approved by the Chairman.

### ***Location***

It is proposed to locate the cardio-centre and the weight centre of the gymnasium in the North Institute of DLW. The Yoga and meditation centre is intended to be put up at the Officers' Club. The location of the courts and the swimming pool remains the same but the skirting area around these is planned to be concreted and tiled.

### ***Area***

The cardio-centre and the weight-training centre require an area of about 20,000 square feet. The area has already been surveyed and the vacant stretch in front of the basketball court in the North Institute premises can be used for construction of the building. For the Yoga centre, the space near the Officers' Club is proposed for building the main hall and the annexe. The area in front of the swimming pool is planned to be utilized for construction of wash rooms.

### ***Types of Equipment***

The cardio-centre is envisaged with the following equipment:

- a. Treadmills

- b. Stair Climbers
- c. Elliptical gliders
- d. Upright & recumbent bicycles
- e. Rowing machines

The weight-training centre is proposed to be equipped with the following equipment:

- a. Weight benches
- b. Wall bars
- c. Parallel bars
- d. Incline boards
- e. Balance beams
- f. Trestles
- g. Weight machine centre

The Yoga centre needs no specific equipment, but requires a hall with proper ventilation. There are plans to have a tie-up with the Art of Living Foundation for meditation courses.

### ***Human Resource***

It is estimated that a skeletal staff of about five shall be required for proper administration. For this purpose no additional staff is planned to be recruited, rather volunteers from the existing class 'C' and 'D' categories shall be screened.

### ***Charges***

For DLW staff and officers, the charges shall be deducted from the salary at a flat rate of Rs 500/- per month. For external members the fee shall be Rs 2000/- per month.

### ***Timings***

On Saturday and Sunday the gymnasium is proposed to remain open from 7:30 hrs to 17:30 hrs. On working days the timings need to be decided in consultation with the staff council and the officers' association. However a timing of 6:30 to 8:30 in the morning and 16:00 to 19:00 in the evening appears to be convenient.

### **Methodology**

For civil construction works, it is first proposed to draw up the detailed layouts in association with DLW's civil engineering wing. The specifications of the buildings also need to be firmed up. Thereafter, potential supplier assessment of reputed civil contractors will be done after floating limited tenders. Electrical works shall be clubbed with the civil works.

For purchase of the equipment, it is intended to buy these on single tender basis from Gold's Gym who are the leading manufacturers of gymnasium equipment.

### **Organization of work elements and time schedule**

Given below in Table 1 is the list of activities and the expected durations for each. The detailed Gantt chart shall be worked out after the approval of the proposal. The expected completion time after paralleling of activities has been worked out to be about six months from the date of commencement of work.

**TABLE 1:** List of Activities and Expected Durations

ACTIVITY	DURATION
Getting approval for the technical proposal	10 days
Discussion with staff council & officers' association	5 days
Nomination of core group	3 days
ACTIVITY	DURATION
Briefing of the core group	5 days
Budget approval	15 days
Forming of specification for civil work	10 days
Forming of specification for equipment	10 days
Freezing criteria for co-ordinator selection	5 days
Civil contractor survey	15 days
Discussions with Gold's Gym regarding equipment	10 days
Calling of volunteers from staff	10 days
Tender for civil works	30 days
Single tender for equipment	25 days
Selection of coordinator	30 days
Selection of other staff	25 days
Completion of civil works	90 days
Installation of equipment	90 days
Tie-ups for Yoga centre	30 days
Suggested plan of action for utilization	

There is a requirement to increase fitness and health awareness amongst DLW's employees. DLW's internal cable TV shall be used to promote the gymnasium. Schools and colleges shall be given sets of fliers for distribution. It is proposed to organize weight-lifting and body building competitions for children as well as for adults to attract interest of DLW's employees.

In association with the DLW hospital, dedicational and physical therapies shall be worked out for some volunteers. This shall give an impetus to popularizing the concept of fitness. It is expected that the full capacity of the gymnasium will be on the lines similar to that of the DLW golf course.

It is proposed to have separate timings for family members. This shall ensure active participation by ladies and children. This experiment has already been successfully tried out with the swimming pool.

It is expected that a few success stories in terms of improved fitness levels among the staff shall impart momentum to the whole concept of gymnasium.

### ***Budget Estimate***

Given below in Table 2 is an estimate of cost likely to be incurred in setting up the gym facilities. The recurring costs shall be additional to this estimate and have been worked out separately. Also indicated are the expected earnings/support annually.

**TABLE 2: Expected Expenditure and Earnings for the Gymnasium**

S no.	Category of Expenditure	Cost in ₹ million
	One-time cost	9.0
1	Civil Construction	2.5
2	Electrical Works	0.5
3	Equipment	3.0
4	Selection process	0.5
5	Core team expenses	0.5
6	Travel expenses	0.5
7	Misc expenses	1.5
	Recurring Expenses/Year	2.2
1	Salaries and wages	0.5
2	Maintenance	0.7
3	Contingencies	1.0



	Expected Income/Year	2.0
1	DLW members	0.5
2	Non-DLW members	1.5

---

It is anticipated that with the setting up of systematic fitness facilities such as a gymnasium, the overall health levels of the employees and their families shall improve. This is supported by the fact that many leading organizations in the world including Intel, IBM, GE, TATA, and others have successfully tried and implemented this concept.

The Chairman is therefore requested to accord approval to the setting up of a multifarious gymnasium at DLW.

