

# PROJECT PROPOSAL WRITING

## Briefly Information on the Results

### Preamble

All project proposals should explain all the expected results that will be achieved by the project. Many proposal formats seek extensive information on results just to ensure that the set objectives are successfully achieved. However, some proposal formats request both outputs and outcomes separately. Outputs are those results which are achieved immediately after implementing an activity. Outcomes can be considered as mid-term results. They are not seen immediately after the end of the project activity. But after some time, when we see some change at the ground level because of the project activity, then it can be termed as an outcome. Impact is usually a long-term result and it may not be achievable even during the life cycle of the project. An output is a program activity whereas an outcome is what changes for the people a program serves.

### Learning Objectives

1. To understand the meaning of results in a proposal.
2. To differentiate the terms outputs, outcomes and impacts.

### Learning Outcome

1. By the end of this course, students should be able to understand the definition of results in a proposal.
2. The student should be able to identify and explain outputs, outcomes and impacts in a given proposal.

Results are changes that we expect to take place after implementing the project activities. The results are generally positive experiences experienced by the beneficiaries. Results are divided into three types namely:

#### 1. Outputs

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## 2. Outcomes

### 3. Impact

**Outputs** are immediate results that we achieve soon after the completion of the project or any specific project activity. For example, if training on human rights is carried out in a project, the output or the understanding immediate of human result rights amongst the participants.

**The outcomes** are results that have been or that are to be achieved after a period of time, but not immediate. In the above example, it could be that the participants have gone further to communities to inform them about human rights or carrying out policy advocacy in favor of human rights.

**The impact** is the longer-term result that has happened because of the activities undertaken in the project. The impact in the example given above could be —policies are framed by the Government to protect the human rights of the people.

A **Strategy** defines the basic procedure of how the content is elaborated during the project process. Strategy is how to achieve an objective, goal (or even mission). It is a thoughtfully constructed plan or method or action that will be employed to achieve the result. We often talk about people who are good strategists. These are people who excel at devising schemes and plans and courses of action to achieve the desired result.

Proposals are required to outline how the objectives of the project would be achieved. Here, it will be necessary to mention the strategies and the activities to implement in the project. There is lot of difference between strategies and activities. Strategies are broad concepts under which activities are placed.

Strategies in a project can include:

- Capacity-building/ awareness raising
- Organizational development
- Research and Development
- Advocacy

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**Activities** — these are what you do with those ingredients - how you combine them. Typically, projects involve tens or hundreds of definable activities. They can be kept between five and eight activity sets. For each activity set write short paragraphs describing what it is the project is DOING.

- Training workshops, street shows, rallies
- Staff selection, staff training
- Baseline, PRA, FGD
- Conferences, meetings, articles, publications
- Establishing shelter homes, counseling, legal support
- Forming SHGs and cooperatives
- Building irrigation tanks, demo plots etc

**Output:** The products, capital goods and services which result from a development intervention; may also include changes resulting from the intervention which are relevant to the achievement of outcomes.

**Outcome:** The likely or achieved short-term and medium-term effects of an intervention's outputs. Outcomes are the societal changes that take place over 3 to 10 years, usually as the result of coordinated

short-term investments in individual and organizational capacity building for key development stakeholders (such as national governments, civil society, and the private sector).

**Output:** The immediate results of your organization's activities — the processes, goods and services that it produces. For example: workshops, training manuals, research and assessment reports, guidelines and action plans, strategies, and technical assistance packages. The key to distinguishing outputs from other types of results is that your organization controls its outputs. For example, outputs includes the knowledge, skills or attitudes that have changed when an individual or group of people participate in your workshop because you control the quality of your intervention. It does not include, however, what the individual group does (or does not do) with the new knowledge, skills or attitudes.

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**Outcome:** Observable positive or negative changes in the actions of social actors that have been influenced, directly or indirectly, partially or totally, intentionally or not, by your activities or your outputs that potentially contribute to the improvement in people’s lives or of the environment envisioned in the mission of your organisation. Your organisation only influences outcomes. Thus, what an individual, group or organisation does differently as a result of your intervention is an outcome because what you did does not determine that action.

**Output:** The immediate result of a grantee’s activities, the processes, goods and services that she produces through activities partially or totally funded by us.

**Outcome:** Change in a policy or practice or both of development actors influenced by our grantee’s activities and outputs. Policy changes are modification of formal or informal, written or unwritten political, cultural, social or religious norms that guide the action of people, organisations and institutions in the sphere the state, the market as well as in civil society. Change in practice represent a modification of what is done in society-the laws or regulations must be applied or the socio-cultural norms practised.

**Impact:** Positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, intended or unintended.

**Impact:** Long-term, sustainable changes in the conditions of people and the state of the environment that structurally reduce poverty, improve human well- being and protect and conserve natural resources. Your organisation contributes partially and indirectly to these enduring results in society or the environment.

**Impact:** The significant, structural, sustained and positive improvement in the lives of people suffering from poverty, injustice, insecurity and exclusion to which the policy and practice changes have contribute

A development result is the (either intended or	Outcome, principal these OECD definitions. I	Mention adaptations of the the organisation to arrive at a definition that is
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<p>unintended, positive or negative) of one or more activities intended to contribute to physical, financial, institutional, social, environmental or other benefits to a society, community, or group of people..</p>	<p>built them up over the past few' years w development and social change organisations with which I work.</p>	<p>concrete and specific to her or his organisation. Here is an example of the product of the process with a Dutch donor that I supported in developing their definitions intended to be applicable to almost 1,000 organisationally and thematically diverse social change grantees in the North and South.</p>
<p>Output: The products, capital goods and services which result from a development intervention; may also include changes resulting from the intervention which are relevant to the achievement of outcomes.</p>	<p>Output: The immediate results of your organisation— the processes, goods and services that it produces. For example: workshops, training manuals, research and assessment reports, guidelines and action plans, strategies, and technical assistance packages. The key to distinguishing outputs from other types of results is that your organisation controls its Outputs. For example. outputs includes the knowledge, skills or attitudes that have changed</p>	<p>Output: The immediate result of a activities — the processes, goods and services that she produces through activities partially or totally funded by us.</p>

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	<p>when an individual or group of people participate in your workshop because you control the quality of your intervention. It does not include, however, what the individual group does (or does not do) with the new knowledge, skills or attitudes.</p>	
<p>Outcome: The likely or achieved short—term and medium—term effects of an interventions outputs. Outcomes are the observable behavioural, institutional and societal changes that take place over 3 to 10 years, usually as the result of coordinated short—term</p>	<p>Outcome‘: Ob positive or negative changes in the actions of social actors that have been influenced, directly or indirectly, partially or totally, intentionally or not, by you‘ activities outputs that potentially contribute to the improvement lives or</p>	<p>Outcome: Change in a policy or practice or both of development actors influenced b activities and outputs. Policy changes are modifications of formal or informal, written or unwritten political, cultural, social or religious norms that guide the actions of People or organizations</p>

## Reflective Question

Differentiate the three main types of results