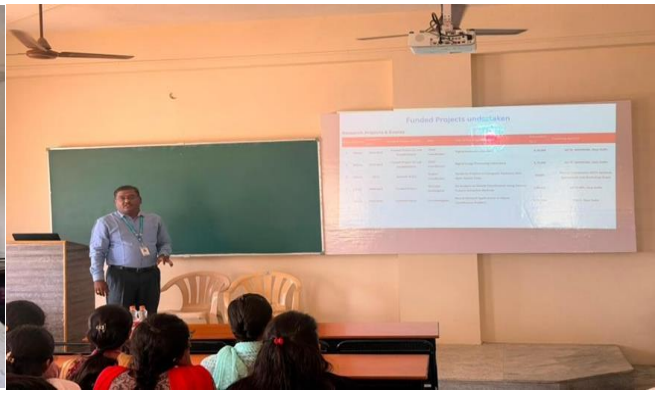
A Report on Workshop titled
"Pitch to Win: Crafting Research Proposal that Attract Funding"
Organized by Department of Computer Applications
in association with ISTE on 05.08.2026

Report Submitted by: Mrs. S. Suganya, Assistant Professor, Department of Computer Applications.
Participants : Faculty & II Year MCA Students
Mode of Conduct: Offline (KKB - Seminar Hall)
Report Received on 13.08.2026.

The Department of Computer Applications, in association with the Indian Society for Technical Education (ISTE), successfully organized a seminar titled "Pitch to Win: Crafting Research Proposal that Attract Funding" on 05 August 2026 at the KKB Seminar Hall, Madanapalle Institute of Technology & Science (Deemed to be University). The session was conducted by Dr. B. Nagarajan, Associate Professor, Department of Computer Applications, with the objective of equipping faculty members and research scholars with the essential knowledge and practical skills required to prepare competitive research project proposals and secure funding from national and international agencies.

Objectives:
The workshop was organized to equip faculty members and postgraduate students with the knowledge and practical skills required to prepare competitive research project proposals for national and international funding agencies. The primary objectives of the workshop were:



- To understand the structure and essential components of a successful research proposal.
- To familiarize participants with the evaluation criteria followed by major funding agencies such as ANRF, DST, SERB, AICTE, MeitY, DBT, DRDO, ISRO, CSIR, ICMR, and Horizon Europe.
- To identify research gaps, formulate innovative problem statements, and develop impactful project ideas.
- To provide guidance on proposal writing, budgeting, methodology, expected outcomes, and commercialization aspects.
- To encourage faculty members and students to actively pursue externally funded research projects.

Program Details:

The workshop commenced with a Welcome Address by Mrs. S. Suganya, who warmly welcomed the resource person, HOD, faculty members, and II-Year MCA students. And highlighted the significance of research proposal writing in securing research funding and fostering innovation among academicians and researchers.

Following the welcome address, the resource person, Dr. B. Nagarajan, Associate Professor, Department of Computer Applications, MITS Deemed to be University, delivered an insightful session on crafting competitive research proposals. He explained every stage involved in developing a high-quality research proposal using the comprehensive proposal template designed for various national and international funding agencies. The session emphasized identifying research problems, defining societal needs, conducting literature surveys, formulating measurable objectives, developing robust methodologies, preparing realistic budgets, and aligning projects with Sustainable Development Goals (SDGs). Practical guidance was also provided on proposal evaluation criteria, common mistakes to avoid, and strategies for improving funding success rates.

Faculty members and II-Year MCA students actively participated throughout the interactive session by raising queries related to funding opportunities, proposal preparation, interdisciplinary collaborations, and project implementation.

The workshop concluded with a Vote of Thanks by Dr. P. T. Anitha, who expressed her sincere gratitude to the management, the resource person, the organizing team, faculty members, and students for their enthusiastic participation and contribution to the success of the workshop.

Key Points covered in the Workshop:

- Overview of national and international research funding agencies and available funding schemes.
- Characteristics of a strong research problem and innovative proposal title.
- Identifying research gaps through literature survey and state-of-the-art analysis.
- Writing effective problem statements, objectives, and methodology.
- Developing proposal architecture, work plans, and Gantt charts.
- Budget preparation, manpower planning, infrastructure requirements, and financial justification.
- Expected outcomes, deliverables, patents, publications, and societal impact.
- Technology Readiness Levels (TRL), commercialization, ethics, IPR, and data management.
- Proposal submission checklist and evaluation criteria adopted by funding agencies.
- Practical tips for increasing proposal acceptance and avoiding common proposal writing errors.

Outcomes: At the end of the workshop, the participants were able to:

- Understand the complete lifecycle of preparing a competitive research proposal.
- Gain knowledge about various funding agencies and suitable funding opportunities.
- Identify research problems with novelty and societal relevance.
- Prepare structured proposals with clearly defined objectives, methodology, timeline, and budget.
- Understand proposal evaluation criteria and improve the quality of future submissions.
- Develop confidence to submit research proposals individually or collaboratively for external funding.
- Enhance awareness of intellectual property, commercialization, and research sustainability.

Conclusion:

The workshop successfully provided valuable insights into preparing high-quality research proposals capable of attracting competitive funding. The session was highly informative, practical, and interactive, enabling faculty members and II Year MCA students to understand the expectations of funding agencies and the critical elements of successful proposal writing. The participants appreciated the structured template and expert guidance provided by the resource person. Overall, the workshop served as an excellent platform to strengthen the research culture within the department and motivate participants to pursue externally funded research projects.