

U.S. MISSION INDIA PUBLIC DIPLOMACY
GRANTS PROGRAM

Funding Opportunity Title: NDRFP-15-02 U.S. Embassy New Delhi Alumni Small Grants Program

CFDA Number: 19.040 - Public Diplomacy Programs

Date Opened: 2/13/2015

Contact: Grant Applications Manager, U.S. Embassy New Delhi

Email: ND_GrantApplications@state.gov

Application Deadline: 6/30/2015 12:00 midnight Washington, DC (EDT)

Section I. Funding Opportunity Description

The U.S. Embassy in Delhi is soliciting proposals for a cooperative agreement/grant that meets the specifications stated in Section II from non-governmental organizations and other legally-recognized non-profit institutions that meet Indian and U.S. technical and legal requirements to develop and implement public diplomacy programs as specified by Section II below.

Section II. Program Title: Alumni Small Grants

These public diplomacy programs must occur within India. Each proposal must include at least one team member that is an alumnus(a) of a U.S. government sponsored exchange. To find out if you are an alumnus(a) of an approved exchange program, please see <http://newdelhi.usembassy.gov/exchangesalumni.html>.

Proposals can include, but are not limited to, projects, seminars, workshops, cultural programs, exhibitions and outreach campaigns. Proposals must focus on one of the following four priority areas of the U.S. Mission to India:

1. Promote better U.S.-India bilateral relations with emphasis on economic, scientific and educational ties:

Examples include, but are not limited to projects that support educational institutions (including community colleges, vocational training institutes and skill building institutions for students without university degrees), civil society organizations, non-profit business associations, scientific partnerships (not to include research) and self-help groups, through linkages with U.S. counterparts develop projects in fields including but not limited to: economic empowerment, science, skill building, employability, corporate social responsibility and related areas.

2. Encourage more productive regional and global roles for India:

Examples include, but are not limited to, projects that support academic, cultural, civil, professional exchanges and projects that strengthen ties between the United States, India, and its regional neighbors, assisting in the development of peaceful, open, and economically beneficial relations in the region and beyond.

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3. Enhance security cooperation and law enforcement cooperation:

Examples include, but are not limited to, projects that counter extremism; counter inaccurate messaging and propaganda; or present accurate information on the full spectrum of U.S.-India cooperation. Projects can also focus on traditional and non-traditional security issues like food security, energy security, human security, information security, environmental policy, disaster relief and public health epidemics etc.

4. Building India's capacity to address its challenges and prepare it for the future:

Examples include, but are not limited to, projects that increase the capacity of India to improve the lives of vulnerable populations, accelerate India's transition to a low-emissions economy, and develop innovations that impact people's lives at the base of the pyramid on a range of issues, such as gender-based violence, improved health and education, and financial services, renewable energy, etc.

A panel comprised of U.S. Embassy staff members will review each complete proposal received before the application deadline. Please note that selected proposals will have to complete additional forms and registration documents within thirty days of notification in order to receive funding.

Section III. Award Information

1. Funding Type and Amount: Grant/cooperative agreement

- Minimum ("Floor") Award Amount: \$5,000
- Maximum ("Ceiling") Award Amount: \$10,000

The Public Affairs Section reserves the right to award less or more than the funds described under circumstances deemed to be in the best interest of the U.S. government, pending the availability of funds and approval of the designated grants officer.

2. Project and Budget Periods: Grant projects generally should be completed in one year or less. The Public Affairs Section will entertain applications for continuation grant(s) funded under these awards, within and beyond the initial budget period, on a noncompetitive basis, subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

Section IV. Basic Eligibility Information:

- 1. Nonprofit.** The U.S. Embassy's Public Affairs Section will accept applications from U.S. and Indian registered not-for-profit, non-governmental organizations, and other legally-recognized non-profit institutions. **Foreign Contribution Regulation Act (FCRA) of the Government of India applies to all Indian organizations.**

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2. **International Exchange Alumni.** At least one team member must be an alumnus(a) of a U.S. Government-sponsored exchange program.
3. **Proper and complete registrations and rights.** Applicants must acquire all required registrations in the United States and/or India. All intellectual property considerations and rights must be fully met in the United States and India.
4. **Additional requirements** may apply if necessary.

Section V. Application Submission and Deadline

See “How to Apply” (<http://www.grants.gov/web/grants/home.html>) on Grants.gov for complete details on requirements, and note the following highlights:

1. Register. American and Indian organizations not registered with Grants.gov should register well in advance of the deadline. It can take weeks to finalize registration (sometimes longer for non-U.S. based NGOs) to get the required registration numbers. To register with Grants.gov, organizations must first receive a DUNS number and SAM registration (<https://www.sam.gov>). Organizations that do not have a valid DUNS and SAM registration will not be able to upload their applications to Grants.gov.

2. Submit proposal. Proposals must be submitted to Grants.gov; only applications from Grants.gov will be considered. Please send any queries to the following email address: ND_GrantApplications@state.gov.

The subject line of your email should be as follows: Applicant Organization name – NDRFP15-02 –Alumni Small Grants (*followed by the title of your proposed project*)

Do not wait until the last minute to submit your application on Grants.gov. Applicants who have done so in the past and experienced technical difficulties were not able to meet the deadline. We recommend that organizations, particularly first-time applicants, submit applications via Grants.gov early to avoid last-minute technical difficulties that could result in an application not being considered.

If you encounter technical difficulties with Grants.gov please contact the Grants.gov Help Desk at support@grants.gov or by calling 1-800-518-4726 in the U.S.

Applications must be submitted by an Authorized Organization Representative (AOR) of the applicant organization. Having proposals submitted by agency headquarters helps to avoid possible technical problems. Non-AOR personnel submitting applications will be rejected in Grants.gov.

Pursuant to U.S. Code, Title 218, Section 1001, stated on OMB Standard Form 424 (SF-424), Department of State is authorized to consolidate the certifications and assurances required by Federal law or regulations for its federal assistance programs.

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Applications are accepted in English only. Final grant/cooperative agreement and any subsequent amendments will be concluded in English.

3. Proposal plus SF-424. When submitting a proposal, applicants are required to fill out a detailed budget and the Federal Assistance Application Standard Form 424. In particular, please use the two following attachments: “U.S. MISSION GRANT/COOPERATIVE AGREEMENT - SUGGESTED APPLICATION FORMAT” and “SF-424.” While the cooperative agreement proposal format is somewhat flexible, we recommend you use the template as a starting point, and add additional information as necessary.

Please insert “Applicant Organization name – NDRFP15-02 – Alumni Small Grants – (followed by the title of your project)” in the header, along with page numbers, on every page of your application.

At the minimum, your proposal should include:

- **Key personnel:** Name of the organization, U.S. exchange program attended (name/dates) address, phone/fax number/e-mail address, name and title of director (or person who is to sign the grant/cooperative agreement) and other significant staff members, particularly those who will be involved in the project and budget specifics. Provide an executive summary of the project description (no more than one page) with reference to the amount and duration of the funding request.
- **Description:** Applicants must submit a full description of the organization and its expertise to organize and manage all aspects of this particular project.
- **Justification:** This is a very important aspect of the proposal and applicants should pay particular attention to it. Define what the project will accomplish, and how will it benefit stakeholders. Please do not exceed one page.
- **Activities:** Outline a plan of action that describes the scope and detail of how the proposed work will be accomplished. Provide an overview of the full sequence of proposed project activities, including beginning and end dates and locations of events. Account for all functions or activities identified in the application.
- **Accomplishments, monitoring and evaluation, and sustainability:** Provide quantitative monthly or quarterly projections of the accomplishments to be achieved for each function or activity. When accomplishments cannot be quantified by activity or function, list them in chronological order to show the schedule of accomplishments and their target dates. Describe how you plan to monitor progress, and determine overall success and impact of the program. Note how you expect the impact of the project will be sustained over time, and by whom.
- **Budget:** Provide a detailed budget of every cost associated with the project. The more information and detail that you provide about the proposed budget, with a budget narrative,

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the better we can determine the viability and completeness of your proposal. For the budget line item “indirect costs” or “administrative overhead,” any figure you provide without a specific breakout will be returned for additional information or rejected. If your organization has an approved “Negotiated Indirect Cost Rate Agreement” or NICRA, please note that on your application and provide supporting documentation. Please also include the types and amounts of funding your organization has already received for the current project. Budgets must be calculated in Indian rupees (Indian applicants) or U.S. dollars (U.S. applicants). Please note that the Fly America Act requires that anyone whose air travel is financed by U.S. Government funds to utilize the economy class services of a U.S. flag carrier.

Please also note that U.S. Embassy India grants cannot be used to fund religious or partisan political activity; individual trips abroad; trade activities; fundraising campaigns; commercial projects; scientific research; projects whose primary aim is the institutional development of the organization; ongoing operational expenses; infrastructure; or purely representational expenses.

Section VI. Review and Selection Process

1. Criteria. Each application submitted under this announcement will be evaluated and rated on the basis of the criteria enumerated in Section VII below. The criteria are designed to assess the quality of the proposed project, and to determine the likelihood of its success. The criteria are closely related and are considered as a whole in judging the overall quality of an application. Applications will be reviewed on the basis of their fullness, coherence, clarity, and attention to detail. Points are awarded only to applications that are responsive within the context of this program announcement.

2. Acknowledgement of receipt. Applicants will receive acknowledgment of receipt of their proposal. A technical review panel will review the proposal and, based upon the criteria noted below, assess the general qualification. A qualitative determination will be made regarding the program’s proposed area of activity and the Mission’s strategic goals, and those proposals that are deemed to be the best fit will be given additional consideration. A proposal that is approved but not funded will be kept on file for one year should the panel wish to reconsider, or if additional resources become available.

3. Follow up notification. Organizations whose applications were not approved or funded will be notified in writing.

Section VII. Application Evaluation Criteria

1. Completeness of Proposal. The proposal meets all of the outstanding technical and logistical criteria required in this cooperative agreement, addressing the objectives as noted in Section II above. (15 points)

2. Innovation. Applicant clearly describes how its proposal will address the requested program within the proposed time frame and articulates an innovative strategy or plan. (10 points)

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3. Institutional and organizational capacity. The organization demonstrates expertise in organizing and managing this project, with subject matter expertise for both the form and the content of the conference. Where project partners are included, the applicant details each partner's respective role, provides partner organization information and résumés for all persons responsible for the project and its financial administration. (25 points)

4. Budget and narrative justification. The budget and narrative justification are complete and reasonable in relation to the proposed activities and anticipated results. The plan for services and related cost estimates is realistic. (25 points)

5. Monitoring and evaluation. The proposal outlines in detail how program success and impact will be determined, and may include pre and post program analysis. (10 points)

6. Sustainability. The project builds capacity and demonstrates sustainable capacity-building between the Indian and American organizations. The proposal describes how activities will be carried on after the grant/cooperative agreement program ends which may include (but not be limited to) continued involvement of stakeholders; future commitment of funding; on-going training; planned meetings of program participants. (15 points)

Section VIII. Award Administration

1. Award notices: The grant or cooperative agreement award shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the recipient. The awardee is likely to interact mostly with a Grants Officer Representative (GOR).

2. Anticipated time to award: Applicants of successful proposals will generally be notified within 90 days after the submission deadline.

3. Reporting requirements: All awards issued under this announcement require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner. All other details related to award administration will be specified in the award agreement. The point of contact for questions or issues related to the administration of the grant/cooperative agreement will be specified in the award agreement.