STEP-BY-STEP INSTRUCTIONS FOR FILLING OUT THE ONLINE PROPOSAL FORM

GENERAL NOTES

1. PROPOSALS MUST BE SUBMITTED THROUGH WWW.SARDM.ORG. For information and instructions on how to apply, please visit our website at www.worldbank.org/nutritiondm2009.

2. To be considered for this competition you must complete all fields and click the "Submit" button on your application by **the submission deadline of 24:00 EST on March 31, 2009.** The SAR DM team MUST receive your submitted and complete proposal by this deadline.

3. Incomplete proposals will not be eligible.

If you experience technical difficulties in accessing our website or submitting the online proposal please send an e-mail to: nutritionmarketplace@worldbank.org.

4. Applications will only be accepted in English.

5. The proposal form contains 4 sections that cover the following areas:
   o Applicant Contact Information - background information about the applicant organization submitting the proposal.
   o Basic Proposal Information – basic information about the proposed project title, country of implementation, partner organization, duration of activities, and total SAR DM funding requested.
   o Project Details – objective, innovation, description of main activities and other project design elements.
   o Budget – breakdown of budget by major expenditure categories, funding requested from the DM, and funding from other sources.

6. Please note that many questions have **word count limits**. If your answers exceed the word count, the online application cannot accept your entry.

   TIP: We encourage you to draft the proposal in a word processor (Microsoft Word, WordPerfect, etc.) to ensure the correct word count. You can then directly cut and paste the answers into the online application form.

2009 South Asia Regional Development Marketplace
Family and Community Approaches to Improving Infant and Young Child Nutrition

1. **Applicant Contact Information**	
Name of Organization:	Enter the full name of your organization. Do not use acronyms or initials.
Name of Contact Person:	Enter the full name of the person who will be the primary contact with the South Asia Development Marketplace (SAR DM) team.
Title (Dr., Mr., Mrs., Ms.):	Enter the title for the primary contact person.
Position at Organization:	Identify primary contact's position or role within your organization.
Primary Contact Email:	Provide the most reliable e-mail address available. The SAR DM team will correspond with applicants via e-mail. Failure to provide a working address may prevent you from receiving our notifications.
Organization Type:	Please tick the correct box to identify your organization type from the list. Consult the SAR DM 2009 Call for Proposals for eligibility criteria.
Organization Website:	If your organization has an active website, enter the address.
Telephone Number:	Enter the most reliable telephone number. Include country code, area code and extensions as necessary.
Fax Number:	Enter most reliable fax number. Include country code and area code.
Address:	Provide a mailing address. If you have both a street address and a postal box, include both.
City:	Enter city here.
State/Province:	List state or province here. Leave this blank if your address does not have a state/province.
Postal Code:	Enter postal code here. Leave this blank if your address does not have a postal code.
Country:	Enter country where your organization or office is based.
Organization Description (word limit 100):	Briefly describe your organization's mission and main services or products it provides and to whom. Include the year it was established.

2. Basic Proposal Information	
Title of Project Proposal: (25 words or less)	Provide a brief title for your proposed project. Avoid using general titles (such as "Improving Nutrition Project") that do not describe your specific project. .
Country of Implementation:	Select the country where your project will be implemented.
Is your Organization Partnering with another Organization?	Tick yes or no.
If yes to the question above, list the name and contact details of your partner organization(s).	If applicable, please provide the name and contact information for your partner organization(s).
Project Duration Using SAR DM Funds (Number of months):	Indicate how many months it will take you to implement this project. Please note that the maximum implementation timeframe is 18 months.
Total SAR DM Funding Requested	Enter the exact amount in US$ you plan to request from the DM. **The total amount cannot exceed US$40,000**.

3. Project Details
Problem Definition (Word limit: 200)
Clearly describe the specific infant and young child nutrition problem that your project will try to address. What is your project idea to address this problem?
Project Objective / Results (Word limit: 200)
State the project objective. It should focus on the expected outcome / results for the primary targeted beneficiary group for which the project can be held accountable, given the project's duration (18 mo. max) and resources. The project objective should NOT encompass objectives that depend on other efforts outside the scope of the proposed project. Provide an estimate of the number of people belonging to the targeted beneficiary group and a description of the geographic area that you plan to reach during project implementation (18 months or less). For example: The objective for a project from a past DM competition was to increase farmer income by enabling small farmers to negotiate better prices for their produce with middlemen and intermediaries by providing them with real-time information about commodity prices via SMS text messages on their cell phones.
Implementation (Word limit: 400)
Describe the major activities that the project will undertake to meet your objectives (specify implementation time periods). What is the capacity of your organization to implement the project? Describe the strengths of your organization (and if relevant, the partner organization) including relevant implementation experience with similar initiatives.

Measuring Results (Word limit: 200)
What are the measurable targets to be reached by the end of the 18 month period? How will you monitor and evaluate the progress of the project (include key performance indicators and sources of data for the proposed indicators). To the extent possible, provide quantitative information/estimates of the expected results (e.g. 500 beneficiaries, 10% change in incomes, etc.).

Note:
Indicators can either be quantitative (usually referring to a numerical amount, answering questions such as How much? or How many?) or qualitative (information regarding how people feel about an experience or what opinions they hold). In either case, indicators should be clear, discrete and measurable.

Innovation (Word limit: 200)
How is your idea innovative or unique? If other organizations are addressing the same problem using a different approach, how is your proposed idea different?

Note:
Innovation is a major differentiating element of Development Marketplace competitions compared to other development grant programs. All proposals selected for funding should go beyond standard nutrition projects. The proposal will be assessed according to how it differs from existing approaches.

Sustainability (Word limit: 200)
What actions do you plan to take to help project results continue beyond the phase funded by Development Marketplace? What characteristics of your project will help ensure that its results and development impact are sustainable?

Note:
For organizational sustainability, proposals should describe the factors related to your organization's capacity and the capacity of your partner organization to sustain the results of the project.

For financial sustainability, the strategy to become self-perpetuating will differ depending on the type of project.
- For revenue-generating projects, a realistic timeframe and pathway to reach the point of revenue breakeven should be included. If possible, project the long term expenses and revenue/income stream (noting any market assumptions for sources such as user fees, sales revenues, community contributions, etc.). If breakeven is not expected by the end of DM support, the strategy for external donor or investor support between the end of the DM project and the breakeven point should be stated.

- For projects that are not generating any income or revenue, the proposal should provide a realistic strategy for sustaining the project's results after completion of DM support from sources such as other donors, private foundations, and government agencies, etc.

Growth Potential (Word limit: 200)
Describe the characteristics of your project idea that make it replicable or scalable and describe possible opportunities and constraints.

Note:
Replicability is when a project can be adopted by other groups. For example, a new method for organizing work flow and quality control to increase production of bamboo-based home decorations tested by a DM project in Cambodia is then transferred / learned by a rural artisan cooperative of Vietnamese women.

Scalability is when a project can be expanded within a geographic area to benefit more people in the project area. For example, an innovative approach to use specific types of grasses to stabilize freshwater embankments that has been successfully tested on a few hectares of embankments is then rolled out on a massive scale along creeks in fragile, high rainfall areas on the Eastern slopes of the Andes Mountains.

4. Budget
Provide an estimate of the total budget being requested from SAR DM (in US Dollars) for your project activities (maximum US$ 40,000), and break down the budget into broad categories (e.g. Works, Goods (materials and equipment), Personnel, Travel, Other Services, Operating Costs, and Other Expenses. If selected as a finalist, a more detailed budget will be requested). Include amount and sources of co-financing if applicable.