

## **U.S. EMBASSY NEW DELHI PUBLIC AFFAIRS SECTION COOPERATIVE AGREEMENTS PROGRAM**

Funding Opportunity Title: **NDRFP15-01: Celebrate the Connections**

CFDA Number: 19.040 - Public Diplomacy Programs

Date Opened: 11/24/2014

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

Email: ND\_GrantApplications@state.gov

**Application Deadline:** 12/24/2014 12:00 midnight Washington, DC (EDT)

### **Section I. Funding Opportunity Description**

The U.S. Embassy Public Affairs Section in New Delhi is soliciting proposals for cooperative agreement that fall into the area specified in Section II below from non-governmental organizations, and other legally-recognized non-profit institutions that meet U.S. and/or Indian technical and legal requirements to develop and implement educational and cultural programs as specified in Section II below. Information about the Public Affairs Section can be found at: <http://newdelhi.usembassy.gov/>.

### **Section II. Celebrate the Connections**

We propose a cultural performance and workshop series that celebrates and articulates the longstanding connection between India and the U.S. The successful proposal will carefully select the medium of cultural performance. We are not only interested to showcase the fusion of Indian and Western art forms but will give special consideration to a new, crisp approach that entertains and inspires a high level audience, one that might be hosted by the U.S. Ambassador at the official residence. The successful proposal will reflect American society and creativity, and also be original, thoughtful, and positive.

Performances or events will be the key part of every proposal, and the successful proposal should provide creative options for the size, scale and content of the performances. Performances can range in size from small, intimate affairs with a select audience of 12, to a large scale public performance before a thousand or more. Performances may be recorded, prepared for broadcast/dissemination through a variety of media platforms at the discretion of the U.S. Embassy.

Workshops should also be part of the proposal, and they should provide targeted audiences/communities with an opportunity to build skills, increase a sense of community, build linkages, and engage in important interaction. These linkages should include individuals and organizations in both India and the United States.

Target Audiences will be identified by U.S. Mission India. Potential venues for performances and workshops would be proposed by both the recipient and U.S. Mission India cultural programming staff, and the final decision will be the embassy's. It is not

required that the workshops take place in all five consular districts; instead, the U.S. Mission will work with the program partner, local partners, and with other appropriate institutions to identify the priority locations for this project. The project should use traditional media, Facebook and Twitter as amplifiers, and will use DVC, Livestream, Google, etc., to broadcast events. The performances and workshops should foster a recognition among Indians that as their economic stature rises, so do the interests that the U.S. and India have in common.

### **Recipient's Role**

- a) The recipient will conduct any necessary preparation and set up and pay for the logistical and design work to develop and implement performances and workshops across India.
- b) The performances and workshops would be accompanied by an appropriate audio-visual version that can be used for further dissemination as decided by the U.S. Embassy.
- c) The recipient will obtain all necessary intellectual property and copyrights for conducting the performances and workshops.
- d) The recipient will provide, if applicable, an electronic version of the exhibit for use by U.S. Mission India with all necessary rights.
- e) The recipient should plan to contribute funds to increase the scope and scale of this program, after receiving approval from U.S. Mission India.

### **Section III. Award Information**

**1. Funding Type and Amount:** Cooperative Agreement or Grant  
Minimum ("Floor") Award Amount: \$25,000  
Maximum ("Ceiling") Award Amount: \$100,000

Recipient Contribution (Matching funds): Yes

**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 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 New Delhi 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.

**2. 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.

**3. 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 [www.grants.gov](http://www.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](mailto:ND_GrantApplications@state.gov). The subject line of your email should be as follows:

Applicant Organization name – **NDRFP15-01: Celebrate the Connections**

If you encounter technical difficulties with grants.gov please contact the grants.gov Help Desk at [support@grants.gov](mailto: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.

**2. English.** Applications are accepted in English only. Final grant agreements and any subsequent amendments will be concluded in English only.

**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. See two

attachments “U.S. EMBASSY NEW DELHI GRANTS PROGRAM- SUGGESTED APPLICATION FORMAT” and “SF-424.” While the grant 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 – **NDRFP15-01: Celebrate the Connections**” in the header, along with page numbers, on every page of your application. At the minimum, your proposal should include:

- **Cover sheet:** 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 and justification:** Applicants must submit a full description of the organizations and project, including goals and objectives. Describe innovative aspects of the project. Include résumés for project partners and key personnel. List those organizations, cooperating entities, consultants, or other key individuals who will work on the project, along with a short description of the nature of their effort or contribution.
- **Activities:** Outline a plan of action that describes the scope and detail of how the proposed work will be accomplished. Account for all functions or activities identified in the application. Cite factors that might accelerate or slow down the work and state reasons for taking the proposed approach rather than alternatives. Describe any unusual features of the project, such as design or technological innovations, reductions in cost or time, or extraordinary social and community involvement.
- **Accomplishments, monitoring and evaluation:** Describe how you plan to monitor progress of research, and determine overall success and impact of the program.
- **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, 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 note that U.S. Embassy New Delhi grant/cooperative agreements CANNOT be used to fund religious organizations or partisan political activity; individual trips abroad (i.e., out of India); 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 Priority 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 thru email.

## Section VII. Application Evaluation Criteria

**1. Experience.** Applicant's experience in designing and implementing programs across India, understanding of the U.S. Mission strategic goals, and its detailed description in the proposal. (35 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. (20 points)

**3. Capacity.** The applicant demonstrates expertise in one or more of U.S. Embassy New Delhi Public Affairs Section priorities and demonstrates the ability to perform the proposed activities. 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. (10 points)

**5. Monitoring and evaluation.** The applying organization describes how to monitor progress of the program, and determine its overall success and impact of the program. (10 points)

## **Section VIII. Award Administration**

**1. Award notices:** The grant award or cooperative agreement 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 cooperative agreements and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the recipient. The grantee is likely to interact mostly with a Grant 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 programs 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 will be specified in the award agreement.