

## **U.S. MISSION INDIA PUBLIC DIPLOMACY GRANTS PROGRAM**

**Funding Opportunity Title:** NDRFP16-03: Building the Next Generation of Strategic Thinkers

**CFDA Number:** 19.040 - Public Diplomacy Programs

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

**Email:** ND\_GrantApplications@state.gov

**Application Open Date:** 4/25/2015

**Application End Date:** 6/25/2015

11:59 pm midnight Washington, DC

For the purposes of determining if an award is submitted on time, we will utilize the time-stamp provided by Grants.gov. This deadline is firm and is not a rolling deadline. If organizations fail to meet the deadline noted above their application will be considered ineligible and will not be considered for funding.

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

The U.S. Embassy Public Affairs Section in New Delhi is soliciting proposals for a cooperative agreement that meets the specifications stated in Section II from legally-recognized non-profit, non-governmental organizations that meet U.S. and Indian technical and legal requirements to develop and implement public diplomacy programs as specified by Section II below. Information about the Public Affairs Section can be found at: <http://newdelhi.usembassy.gov/>

### **Section II. U.S.-India Leadership Conclave: Building the Next Generation of Strategic Thinkers**

The new imperatives in India's foreign policy are being reflected in all aspects of its diplomacy—from strengthening the U.S.-India bilateral dynamic to promoting India as a regional leader. In a broader context, this active foreign policy focus mandates the identification and recognition of young talent poised to become the next generation of foreign policy leaders.

In order to support the growth of the U.S.-India strategic partnership, the U.S. Embassy in New Delhi plans to sponsor a two-day leadership conclave with thirty to forty under-35 emerging foreign policy leaders from both India and the United States (with the majority of the participants coming from India). The participants will be from a variety of backgrounds and will include practitioners, theorists, journalists, and members of the think tank community. The conclave would link young Indian strategic thinkers with their counterparts in the United States, and provide a platform to build linkages and chart new directions. It would draw the best and brightest young thinkers, and would include alumni of U.S. government leadership exchange programs.

This event will focus on finding common ground and proposing solutions to the policy issues confronting the bilateral relationship. Over two days of intense discussions, the event would allow these emerging leaders to forge a strong and meaningful partnership between the two countries. Participants would also be invited to make presentations on a range of strategic issues including but not limited to international and regional security, nuclear security and nonproliferation, economic cooperation, social innovation, education, and climate change.

The main aims of the program are to: cultivate the next generation of foreign policy thinkers; build linkages between Indian and American institutions; involve youth in the policy dialogue; encourage

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collaboration among leaders of tomorrow who understand the geopolitical realities of India's growing international influence; and encourage a stimulating exchange of ideas and perspectives.

An important component of the event would be to connect these youth opinion leaders with foreign policy stakeholders—leading American and Indian think tank leaders, political and media personalities, and senior U.S. and Indian government officials. In interactive sessions, participants would develop, debate, and defend their own ideas around pressing bilateral concerns. Participants would discuss perceived irritants in the relationship and offer innovative solutions. Over the course of the event, and in conjunction with the experts, participants would work to elicit practical analysis and pragmatic policy recommendations for U.S. and Indian decision-makers, and present their conclusions at the end of the conclave.

The papers would be widely advertised through social media, list-servs, and other channels, and the electronic versions made freely available to the broader public.

The proposal should address what follow-on activities will be used to amplify the messages of the conclave. For example, delegates could participate in events at local universities for engagement with students and other youth leaders, or could continue discussions with each other and a broader audience through internet-based platforms.

Proposals should include a detailed breakout and description of all expenses associated with the project, from the development of the agenda and securing the participation of speakers to organizing and paying for airfare, transportation and hotel logistics. The proposal should include all administrative and logistical costs for organizing the outreach. The organization should develop budgets that include, but are not limited to, the following costs:

- Economy class roundtrip airfare, lodging, and per diem costs of participants - this should include both international and India domestic travel. All international travel must adhere to the [Fly America Act](#).

- Ground transportation
- Venue rental
- Communications expenses
- Agenda preparation and printing costs
- All venue related expenses beyond room rental (utilities, backup generator, etc.)
- Resource materials and expendables
- Conference/conclave kit - individual costs not exceeding \$200 each
- Publicity materials, including website-hosting fees, social media, etc.
- Audio-visual equipment and other related expenses
- Interpretation, if required
- Travel agency expenses and/or visa fees as appropriate
- Invitations

Non-Indian awardees are strongly encouraged to partner with an Indian institution (see Section IV for qualifications). The project should use traditional media, Facebook and Twitter as amplifiers, and may use such means as digital video conferences (DVCs), Livestream, Google, or other platforms to

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broadcast events. All social media platforms must be approved by U.S. Embassy before release. Any publications from the program must be approved in advance by the U.S. Embassy.

U.S. Embassy Public Affairs Section role:

1. Will monitor the overall program implementation.
2. Will approve the list of participants and speakers.
3. Will need to approve the schedule of planned activities of the recipient.
4. Will need to clear/approve all publicity language.

Recipient role:

1. Will recruit experts and participants after vetting the list with the U.S. Embassy Public Affairs Section.
2. Will arrange all ticketing, lodging, per diem, ground transportation, venues, designs, and other required logistics for the programs.
3. Will obtain all necessary intellectual property, permissions, and copyrights for conducting the programs.
4. Will provide electronic versions of the workshops for use by U.S. Mission India with all necessary rights.

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

#### **1. Funding Type and Amount:** Cooperative Agreement

- Minimum ("Floor") Award Amount: \$ 50,000
- Maximum ("Ceiling") Award Amount: \$ 100,000

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.

### **Section IV. Eligibility Criteria**

1. Eligibility is open to all non-profit, non-governmental organizations. Individuals are not eligible for an award under this Request for Proposal (RFP).

Organizations may sub-contract with other entities, but only one, non-profit, non-governmental entity can be the prime recipient of the award. When sub-contracting with other entities, the responsibilities of each entity must be clearly defined in the proposal.

2. Cost sharing or matching is not required for this funding opportunity.
3. This award does not allow for construction activities or costs.

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4. U.S. Embassy New Delhi grants/cooperative agreements cannot be used to fund religious or partisan political activity; fundraising campaigns; commercial projects; scientific research; projects whose primary aim is the institutional development of the organization, or illegal activities.

### **Other Eligibility Requirements:**

Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet <http://fedgov.dnb.com/webform> and an active SAM registration ([www.SAM.gov](http://www.SAM.gov)). The U.S. Department of State will not make an award to an applicant until the applicant has complied with all applicable DUNS and SAM requirements by the time the Department is ready to make an award.

Applicants must register with Grants.gov prior to submitting an application. Registering with Grants.gov is a one-time process; however, it may take weeks to have the registration validated and confirmed. Please begin the registration process immediately to ensure that the process is completed well in advance of the deadline for applications. Until that process is complete, you will not be issued a user password for Grants.gov, which is required for application submission. There are four steps that you must complete before you are able to register: (1) obtain a Data Universal Numbering System (DUNS) number from Dun & Bradstreet (if your organization does not have one already) by visiting <http://fedgov.dnb.com/webform>; (2) register with System for Award Management (SAM) [www.SAM.gov](http://www.SAM.gov); (3) register yourself as an Authorized Organization Representative (AOR); and (4) be authorized as an AOR by your organization. For more information, go to [www.grants.gov](http://www.grants.gov). Please note that your SAM registration must be annually renewed. Failure to renew your SAM registration may prohibit submission of a grant application through Grants.gov.

1. For Indian applicants, the Foreign Contribution Regulation Act (FCRA) of the Government of India applies.
2. Applicants must acquire all required registrations and rights in the United States and India. All intellectual property considerations and rights must be fully met in the United States and India.
3. Any sub-recipient organization must also meet all the U.S. and Indian requirements described above.

### **Section V. Application Submission:**

**Instructions:** Please follow all instructions below carefully. Failure to furnish all information or comply with stated requirements may lead to the application's disqualification for consideration. Applicants must set forth accurate and complete information as required by this RFP.

Applicants must ensure:

- All documents are in English

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- All budgets are in U.S. dollars
- All pages are numbered
- All materials are submitted in .pdf format
- Forms SF-424, SF-424A and SF-424B are completed and submitted with the application. These forms are available at <https://statebuy.state.gov/fa/Pages/Forms.aspx>.

We recommend that you submit your program proposal using “Suggested Application format” template (**Attachment A**) and detailed budget using “Suggested Budget Spreadsheet” template (**Attachment B**). Feel free to submit additional information as you think necessary.

- **Budget Narrative:** The budget narrative supplements the information provided in the budget spreadsheet and justifies how the budget cost elements are necessary to implement project objectives and accomplish the project goals. Together, the budget narrative and spreadsheets should provide a complete financial and qualitative description that supports the proposed project plan and should be directly relatable to the specific project components described in the applicant’s proposal.
- **Letters of Intent:** if local partnerships are included as part of the proposal, applicants must include a letter of intent between all partners as part of their application. The letters must identify the type of relationship to be entered into (formal or informal), the roles and responsibilities of each partner in relation to the proposed project activities, and the expected result of the partnership. The individual letters cannot exceed 1 page in length.
- **Proof of Non-profit Status:** Documentation to demonstrate the applicant’s non-profit status (e.g. U.S.-based organizations should submit a copy of their IRS determination letter, Indian organizations should provide a copy of their NGO status).

The U.S. Embassy reserves the right to request additional programmatic and financial information regarding the proposal.

**Questions:** For questions on this solicitation please contact Grants Applications Manager, Public Affairs Section, U.S. Embassy, New Delhi, India, at: [ND\\_GrantApplications@state.gov](mailto:ND_GrantApplications@state.gov)

**All application materials must be submitted electronically through Grants.gov.** For questions relating to grants.gov, please contact them at 1-800-518-4726 or [support@grants.gov](mailto:support@grants.gov).

### **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.

**2. Acknowledgement of receipt.** Applicants will receive acknowledgment of receipt of their proposal.

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**3. Review.** A technical review panel will review the proposal and based upon the criteria noted in Section VII. A determination will be made regarding the program's proposed area of activity and the Mission's strategic goals, and those proposals that are the best fit will be given additional consideration.

**4. Follow up notification.** Applicants will generally be notified within 90 days after the RFP deadline regarding the results of the review panel.

### **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. **(20 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)**

**3. Institutional and organizational capacity.** The organization and any partners demonstrate subject matter expertise in the form and content of the proposal, and in organizing and managing the project. **(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 cost estimates are realistic. **(15 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. **(15 points)**

**6. Sustainability.** The project demonstrates sustainable capacity and relationship building between the Indian and American organizations, as appropriate. The proposal describes how activities will be carried on after the program ends and 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, who 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 will be provided to the recipient. The awardee will interact with a designated Grants Officer Representative (GOR).

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**2. 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 will be tied to the timely submission of these reports. All 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.

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## Attachment A

### SUGGESTED APPLICATION FORMAT

<b>1. GENERAL INFORMATION</b>			
<b>1.1 Applicant Name</b>			
a. Legal Name (as in Bank Account):			
b. Address:			
c. City/Town:	d. District:	e. State:	
f. Zip/Pin Code:	g. Website:		
h. Other Info. (if any):			
<b>1.2 Point of Contact</b>			
a. Last Name:		b. First Name:	
c. Tel:	d. Cell:	E. E-mail	d. Fax
<b>2. BACKGROUND OF ORGANIZATION</b>			
<b>2.1 Description</b>			
•			
<b>2.2 Key Personnel</b>			
•			
<b>2.3 Project Partner(s)</b>			
•			
<b>2.4 Past Grants (U.S. Embassy, Department of State, Other)</b>			
•			
<b>2.5 Strengths and Capacity of Organization</b>			
•			
<b>3. PROJECT DESCRIPTION</b>			
<b>3.1 Project Information</b>			
a. Project Name:			
b. Duration (months):	c. Start Date: Click here to enter a date.	d. End Date: Click here to enter a date.	
<b>3.2 Executive Summary</b>			
•			
<b>3.3 Project Justification</b>			
•			
<b>3.4 Project Goal and Objectives</b>			
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<b>3.5 Project Innovation</b>
•
<b>3.6 Project Activities</b>
•
<b>3.7 Project Accomplishments (Milestones)</b>
•
<b>3.8 Monitoring and Evaluation Plan</b>
•
<b>3.9 Sustainability</b>
•
<b>4. BUDGET</b>
<b>4.1 (See Attachment B: Suggested Grant Proposal Budget Worksheet to submit your Detailed Budget submission)</b>
• Total Funding applied for: \$_____ (must match with Attachment B)
• Total Recipient share (if any)\$_____ (must match with Attachment B)
<b>4.2 Budget Narratives and other Remarks (if any)</b>
•
•

### Instructions

*Key personnel: Name of the organization, 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 of Organization: Applicants must submit a full description of the organization and its expertise to organize and manage all aspects of this particular project. This applies to all proposed project partner as well.*

*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.*

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*Budget: Please refer to Attachment B “Suggested Grant Proposal Budget Worksheet”. 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 include the types and amounts of funding your organization has already received for the current project. Budgets must be calculated either 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.*