

U.S. EMBASSY NEW DELHI PUBLIC AFFAIRS SECTION GRANTS PROGRAM

Funding Opportunity Title: NDRFP13-03: **Photographic Exhibit on the pre-1947 era in the U.S.-India Relationship**

CFDA Number: 19.040 - Public Diplomacy Programs

Date Opened: 7/01/2013

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

Email: ND_GrantApplications@state.gov

Application Deadline: 7/31/2013 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 a grant 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. Photographic Exhibit on the pre-1947 era in the U.S.-India relationship

We propose the creation of a compelling photographic exhibit to showcase incontrovertible evidence of the depth of the U.S.-India relationship and its early roots. A documentary exhibit illustrating the length and depth of the relationship will build on what has already become a remarkably positive relationship and strategic partnership. Fewer than ten years ago the U.S. and India were on somewhat tense terms. A recent poll now shows that 62 percent of Indians think the relationship with the U.S. is warm, and 74 percent think that India and the U.S. should get even closer.

We would like the exhibit to be rooted in sound scholarship, rediscovered photographic and other documentation, and be presented in ways that are accessible to the half of India's population that is under the age of 25. We want to expose the hundreds of thousands of India's visa applicants to a video version of this exhibition, as well as our immense social media audience. Media coverage of the local opening of an attractively presented exhibition should reach tens of millions with the message that the U.S.-India partnership is built on a strong foundation. We wish the exhibit to emphasize history, e.g., the involvement of Mr. Yale, after whom the U.S. university is named; with the East India Company; Secretary of State Seward's visit to India in the 1870s; and American soldiers in the northeast of India during the "hump" airlift to China. American missionaries started coming to India in the mid-19th century, and some founded schools that are still going strong today. The exhibit should also cover the early influences of Indian philosophy on Americans like the Transcendentalists, and the visit of the Indian guru Vivekananda to Chicago, demonstrating the U.S. recognition of the richness of Indian culture. We will limit the focus of the exhibition to the pre-1947 era.

We expect the winning bidder to demonstrate that they are prepared to conduct the scholarship, do the archival research, and perform all the logistical and design work to turn the research into an attractive set of photographs accompanied by compelling text. This text is as important as the images, and it is crucial that it be accessible to a non-academic audience. The exhibit would be accompanied by a catalogue, posters, as well as an audio-visual version that can be used for Consular waiting rooms or other purposes.

Strategic Objectives

The goal is to make Indians better aware and more positive about the U.S.-Indian relationship, so that they too will come to see it as a partnership. Beyond that, we hope to foster recognition among Indians that as their economic stature rises, they will develop closer political engagement with the world. This will advance the interests that the U.S. and India have in common. We see this exhibit as advancing American strategic goals.

The exhibit can be used in a variety of ways: as an occasion to bring together academics, business people and government officials, and in electronic form to provide a captivating documentary to Indians following us on social media or elsewhere. In print form, the catalogue can be distributed to libraries around India. Especially when translated to vernacular Indian languages, it can reach an extremely wide readership. We see this also as tool for engaging India's 422 million-strong youth demographic, those under the age of eighteen, who do not have the lingering anti-Americanism that one sometimes finds among the older generation.

We would like the implementer to seek ways in which to amplify the scope of this project, either by working with Indian Americans or others who may be interested in funding activities that highlight the bilateral relationship with the help of this exhibition.

Recipient's Role

- a) The recipient will conduct the scholarship, do the archival research, and perform all the logistical and design work to turn the research into an attractive set of photographs accompanied by a text. This text is as important as the images, as it is crucial that it be accessible to a non-academic audience.
- b) The exhibit would be accompanied by a catalogue, posters, as well as an audio-visual version that can be used for other purposes.
- c) The recipient should provide approximately 96 images in about 60 frames. The images will be determined in consultation with the U.S. Mission in India.
- d) The recipient will obtain all necessary intellectual property and copyrights for reproducing the images.

- e) The recipient will provide an electronic version of the exhibit for use by U.S. Mission India with all necessary rights.
- f) The recipient may raise funds as required 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: Grant

Minimum (“Floor”) Award Amount : \$50,000
Maximum (“Ceiling”) Award Amount: \$150,000

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. Non profit. The U.S. Embassy New Delhi Public Affairs Section only accepts applications from U.S. and Indian organizations that are legally registered not-for-profit non-governmental organizations / think tanks.

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.

Section V. Application Submission and Deadline

See “How to Apply” (http://www.grants.gov/applicants/applicant_faqs.jsp#applying) on www.grants.gov for complete details on requirements, and note the following highlights:

1. Register. 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 register with the SAM.gov, a process which can also take weeks.

2. Submit proposal. Proposals must be submitted to grants.gov and to the following email address ND_GrantApplications@state.gov. The subject line of your email should be as follows: Applicant Organization name – NDRFP13-03 – **Photographic Exhibit on the pre-1947 era U.S.-India Relationship.**

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. Please refer to the link below for a list of certifications and assurances:
http://fa.statebuy.state.gov/content.asp?content_id=161&menu_id=68

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 – NDRFP13-03 – **Photographic Exhibit on pre-1947 era the U.S.-India Relationship**” 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.

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. Organizational Experience. Applicant’s experience putting together a photographic exhibit and understanding of the U.S. Mission strategic goals, and its detailed description in the proposal. (30 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. Organizational capacity. The organization 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. (15 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.