

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

Funding Opportunity Title: NDRFP14-01 - U.S. Speaker and Specialist Program for India

CFDA Number: 19.040 - Public Diplomacy Programs

Date Opened: 2/11/2014

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

Email: ND_GrantApplications@state.gov

Application Deadline: 3/31/2014 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 a cooperative agreement that falls into the area specified in Section II below from non-governmental organizations and other legally-recognized non-profit institutions that meet U.S. and, for Indian organizations, Indian technical and legal requirements to develop and implement educational and cultural programs. Information about the Public Affairs Section can be found at:

<http://newdelhi.usembassy.gov/>.

Section II. U.S. Speaker and Specialist Program for India:

This program will connect U.S. experts (U.S. citizens only) with Indian audiences and institutions. The U.S. Speaker and Specialist Program will send American experts to India to engage with audiences through lectures, workshops, and seminars; through appearances in foreign media; and in a consultancy capacity. The U.S. Speaker and Specialist Program will promote an understanding of U.S. strategic priorities, policies and institutions; and build linkages between U.S. and Indian experts and institutions. Speakers will address topics identified by the U.S. Mission in India. Speakers will be programmed with a variety of professional audiences in a wide range of disciplines; however, English language teaching and the performing arts are specifically excluded.

1) Recipient's Role:

- a) Based on detailed strategic priority parameters provided by the mission, the recipient will research and provide names, with justifications, on a fortnightly basis or as requested, of American Speakers, who are willing to travel to India.

Mission priority goals include, but are not necessarily limited to:

- i) Promote better bilateral (U.S. –India) relations with an emphasis on business ties
- ii) Strengthen regional and global partnership
- iii) Support security and law enforcement cooperation

The recipient's role includes, but is not limited to, contacting professional organizations, reviewing biographical information, conducting online searches (e.g. YouTube videos that provide evidence of speaking ability) and checking references. Resumes for potential speakers should be forwarded to the mission for review and approval.

- b) Research speakers named by New Delhi Public Affairs Section (NDPAS). The recipient's role includes, but is not limited to, contacting professional organizations, reviewing biographical information, conducting online searches (e.g. YouTube videos that provide evidence of speaking ability) and checking references. Resumes for potential speakers should be forwarded to the mission for review and approval.
- c) Process all necessary logistical arrangements for speakers, as directed by NDPAS.
- d) Arrange ticketing in accordance with the Fly America Act, as directed or approved by NDPAS, and arrange visa, lodging, per diem, cash advances and other logistics for international and India domestic travel (includes flight and ground transportation) as necessary or directed. This may occasionally involve changes to itineraries at the last minute.
- e) The recipient will request and obtain a summary report (in accordance with guidelines provided by NDPAS) from the speaker after the program is completed and then forward as submitted (i.e., unedited) to NDPAS.
- f) As directed by NDPAS, organize any pre or follow-on activities, such as web chats, short videos with the speakers, post-trip press events, and other similar amplification events.
- g) Provide miscellaneous administrative support for speakers as requested by NDPAS.

2) U.S. Government Role (through Public Affairs Section, New Delhi)

- a) NDPAS approves the selection of speakers from a short list of candidates provided by the recipient. NDPAS determines the arrival and departure dates for each participating post, sets program duration and schedule, and identifies constraints such as local holidays or weekends.
- b) Explains program purpose and desired outcomes. Confirms topics and types of events at which the speaker will participate. Provides background on institutions that will be involved. Identifies cities the speaker will visit and the duration of stay in each city.
- c) Makes final decision to match audiences with the speaker's qualifications.

Section III. Award Information:

1. Funding Type and Amount: Cooperative Agreement or Grant

Minimum ("Floor") Award Amount: \$100,000
 Maximum ("Ceiling") Award Amount: \$500,000

For budget purposes, please budget for four scenarios: 1) 10 speakers, 2) 15 speakers, 3) 20 speakers, and 4) 25 speakers. For all budgets please use a representative program of 16 days

and assume the program will occur in four different locations in India. Please use an average per diem (lodging plus meals and incidental expenses) of \$400 per day. Use an honorarium of USD 200 per day in your budget proposal. Be sure your budget includes other normal categories of expense, e.g., visa, insurance, immunizations, etc.

The U.S. Embassy New Delhi 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.

2. Project and Budget Periods: Grant projects generally should be completed in one year. NDPAS will entertain applications for continuation of cooperative agreements 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 with at least two years of experience working with an expert speaker program.

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. Local Indian partners (sub grantee) must have a valid Foreign Contribution Regulation Act (FCRA) number from the Government of India.

3. Additional requirements may apply.

Section V. Application Submission and Deadline:

See “How to Apply” (<http://www.grants.gov/web/grants/applicants/apply-for-grants.html>) 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 receive a DUNS number and register with the SAM.gov.

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 must be as follows: “Your organization’s name – NDRFP14-01 – U.S. Speaker and Specialist Program for India.”

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

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

4. 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 “Your organization’s name – NDRFP14-01 – U.S. Speaker and Specialist Program for India” 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 and understanding of the U.S. speaker and specialist program, international visa applications, and its detailed description in the proposal. (25 points)

2. 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)

3. Organizational capacity. The organization demonstrates expertise in identifying speakers and arranging logistics for the program. 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. Flexibility. Demonstrated ability to make multiple last minute changes and still deliver successful programs. (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. A “successful proposal” does not commit either the U.S. government or the applicant, until a grant document has been completed, signed and funds officially obligated.

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.