

U.S. MISSION INDIA PUBLIC DIPLOMACY GRANTS PROGRAM

Funding Opportunity Title: NDRFP16-07: Photographic Exhibit on Community Colleges in the US

CFDA Number: 19.040 - Public Diplomacy Programs

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

Email: ND_GrantApplications@state.gov

Application Open Date: 5/6/2015

Application End Date: 7/6/2015

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. Community College Traveling Photo Exhibit

The community college initiative is an important step to intensify U.S.-India cooperation in higher education. However, it is a new concept in India and any Indian parents are not sure what the value of a vocational degree is.

American community colleges provide one of the most effective means for achieving upward mobility in the United States. We would like to promote the idea of community colleges as one potential solution to India's skill development challenge. We propose to hold a photographic exhibition in support of the community college model, which will tour spaces around India to increase knowledge and highlight success stories of the American model. A photo exhibition featuring community colleges can also help dispel any perceptions that community colleges are only for underprivileged communities.

The photo exhibit is expected to cover an overview of U.S. community colleges, including but not limited to: its history, students training at these colleges, their success stories, and evidence of people receiving adequate jobs after completing community college courses or continuing on into the formal university system. Invitees to the exhibit will include students, school and university representatives, parents, industry representatives, government of India officials, and the business community. The exhibit will aim to mobilize students to develop a positive understanding of the community college model and view skill development as a viable alternative to higher education. The proposal must outline how each of these tasks will be achieved and also give estimates of how many in each cohort would be expected to attend the exhibition.

The bidder is expected to organize the exhibition, manage all logistics, perform outreach, liaise with participants to source contributions to the exhibition and mobilize targeted cohorts to attend the

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event. The proposal must demonstrate how each of these tasks will be achieved. The bidder is expected to liaise closely with relevant Ministries and Government departments such as Ministry of Human Resource Development, the All-India Council for Technical Education, the University Grants Commission, and the Ministry of Skill Development and Entrepreneurship to get the right level of participation and for their inputs.

We would like the exhibit to give a compelling evidence of the success of the community college model in the U.S. and be presented in ways that are accessible to a wide range of interest groups. The exhibit must also cover the early influence of community colleges, success stories of how early challenges to the model were addressed, evidence of the enabling environment that supported the establishment of community colleges and any similarities with the Indian ecosystem for the setting up of community colleges.

Strategic Objectives

The goal is to make various stakeholders aware and more positive about community colleges as a career path. A photo exhibition is envisioned to be a creative way of promoting community college as a skill development effort to the primary stakeholders. This will be an effort to generate interest among students and parents to consider community colleges as a viable option for career development over formal training. The photo exhibit is expected to an effort to support the Indian government's various skill development initiatives focusing on community colleges and vocational training.

Recipient's Role

- a) The recipient will conduct an 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 wide range of 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.

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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 broadcast events. All social media platforms must be approved by U.S. Embassy before release. Photographs and 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 photographs and associated print material.
4. Will need to clear/approve all publicity language.

Section III. Award Information

1. Funding Type and Amount: Cooperative Agreement

- Minimum (“Floor”) Award Amount: \$ 50,000
- Maximum (“Ceiling”) Award Amount: \$ 70,000

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: Cooperative Agreement 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.
4. U.S. Embassy New Delhi 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:

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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). 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; (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. Please note that your SAM registration must be annually renewed. Failure to renew your SAM registration may prohibit submission of a Cooperative Agreement 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
- 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>.

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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

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.

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.
- 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.

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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. **(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. 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. **(30 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. **(20 points)**

Section VIII. Award Administration

1. Award notices: The 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).

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

1. GENERAL INFORMATION			
1.1 Applicant Name			
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):			
1.2 Point of Contact			
a. Last Name:		b. First Name:	
c. Tel:	d. Cell:	E. E-mail	d. Fax
2. BACKGROUND OF ORGANIZATION			
2.1 Description			
•			
2.2 Key Personnel			
•			
2.3 Project Partner(s)			
•			
2.4 Past Cooperative Agreements (U.S. Embassy, Department of State, Other)			
•			
2.5 Strengths and Capacity of Organization			
•			
3. PROJECT DESCRIPTION			
3.1 Project Information			
a. Project Name:			
b. Duration (months):		c. Start Date: Click here to enter a date.	d. End Date: Click here to enter a date.
3.2 Executive Summary			
•			
3.3 Project Justification			
•			
3.4 Project Goal and Objectives			
•			

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3.5 Project Innovation
•
3.6 Project Activities
•
3.7 Project Accomplishments (Milestones)
•
3.8 Monitoring and Evaluation Plan
•
3.9 Sustainability
•
4. BUDGET
4.1 (See Attachment B: Suggested Cooperative Agreement Proposal Budget Worksheet to submit your Detailed Budget submission)
<ul style="list-style-type: none">• Total Funding applied for: \$ _____ (must match with Attachment B)• Total Recipient share (if any)\$ _____ (must match with Attachment B)
4.2 Budget Narratives and other Remarks (if any)
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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 Cooperative Agreement 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.