

U.S. CONSULATE GENERAL MUMBAI SMALL GRANTS PROGRAM

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Funding Opportunity Title: MRFP14-01 U.S. Consulate General Mumbai Small Grants Program
CFDA Number: 19.040 - Public Diplomacy Programs
Date Opened: 3/11/2014
Contact: Mumbai Public Affairs, U.S. Consulate General Mumbai Public Affairs Section
Email: MumbaiPublicAffairs@State.Gov

Application Deadline: 4/22/2014 12:00 midnight Washington, DC (EDT)

Section I. Funding Opportunity Description

The Public Affairs Section (PAS) of the U.S. Consulate General Mumbai is soliciting proposals for public diplomacy grants from individuals, non-governmental organizations, educational institutions, and other legally-recognized non-profit institutions that meet Indian and U.S. technical and legal requirements to develop and implement public diplomacy programs as specified by Section II below. Information about the Public Affairs Section (PAS) can be found at: <http://mumbai.usconsulate.gov/>.

Section II. Public Diplomacy Grants

The public diplomacy programs must occur in western India (the states of Chhattisgarh, Gujarat, Goa, Madhya Pradesh, and/or Maharashtra). Proposals can include, but are not limited to, projects, seminars, conferences, workshops, cultural programs, exhibitions and outreach campaigns. Proposals must focus on one of the following three priority areas of the U.S. Mission to India:

1. Promote better U.S.-India bilateral relations, with an emphasis on business ties.

Examples include, but are not limited to, projects that through linkages with U.S. counterparts strengthen educational institutions, civil society organizations, or the emerging leaders in these fields; support economic cooperation; promote workers' rights or women's empowerment; address environmental protection and climate change; or involve corporate social responsibility.

2. Encourage regional and global roles for India.

Examples include, but are not limited to, projects that support academic, civil society, and other exchanges and projects that strengthen ties between the United States, India, and its regional neighbors, assisting in the development of friendly, sympathetic, economically beneficial and peaceful relations.

3. Enhance security cooperation.

Examples include, but are not limited to, projects that counter extremism; counter falsehoods, messaging, and propaganda; present accurate information on U.S.-India cooperation; and provide educational opportunities for Indian youth.

A panel comprised of Consulate staff members will review each complete proposal received before the application deadline. Please note that selected proposals will have to complete additional forms and registration documents within thirty days of notification in order to receive funding.

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Section III. Award Information

- 1. Funding Type and Amount:** Grant
 - Minimum (“Floor”) Award Amount: \$500
 - Maximum (“Ceiling”) Award Amount: \$10,000

The U.S. Consulate General Mumbai 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 or less.

Section IV. Basic Eligibility Information:

- 1. Non profit.** The U.S. Consulate General Mumbai Public Affairs Section only accepts applications from non-governmental organizations and other legally-recognized non-profit institutions that meet U.S. and/or Indian technical and legal requirements.
- 2. Proper and complete registrations and rights.** Applicants must acquire all required registrations in the United States and 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/applicants/applicant_faqs.jsp#applying) on 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. Indian organizations must have registered and received a Foreign Contribution Regulation Act (FCRA) number from the Government of India. Recipients will also be required to register with the System for Award Management (SAM), <https://www.sam.gov>.
- 2. Submit proposal.** Proposals must be submitted to Grants.gov and to the following email address MumbaiPAO@State.Gov. The subject line of your email should be as follows:

Applicant Organization name – MRFP14-01 – Public Diplomacy Grants

Do not wait until the last minute to submit your application on Grants.gov. Applicants who have done so in the past and experienced technical difficulties were not able to meet the deadline. We recommend that organizations, particularly first-time applicants, submit applications via Grants.gov early to avoid last-minute technical difficulties that could result in an application not being considered.

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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

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

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. In particular, please use the two following attachments: "U.S. MUMBAI 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 – MRFP14-01" in the header, along with page numbers, on every page of your application.

At the minimum, your proposal should include:

- **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) 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:** Applicants must submit a full description of both the organization and the project. Please summarize the nature of the project, including goals and objectives. The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. The more specific, detailed, and clear the program description, the better. Please do not exceed one page.
- **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. Most importantly, define how the project is directly linked to at least one of the three priority areas for the US Consulate. 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, such as the number of people to be served and the number of activities accomplished. When accomplishments cannot be quantified by activity or

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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.

- **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 include the types and amounts of funding your organization has already received for the current project. Budgets must be calculated 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.

Please also note that U.S. Consulate General Mumbai grants 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 representational expenses (lunch, alcoholic beverages, etc.).

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 strategic 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 in writing.

Section VII. Application Evaluation Criteria

1. Goals and objectives. The project is likely to provide maximum impact in achieving the proposed results. The project addresses one or more of the Mission India objectives and priority public diplomacy program areas as noted in Section II above. The applying organization

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demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress toward Public Affairs Section goals. (40 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. Organizational capacity. The organization demonstrates expertise in one or more of U.S. Consulate General Mumbai 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. (10 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. (25 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. (10 points)

6. Sustainability. The project builds capacity and demonstrates sustainable capacity-building. The proposal describes how activities will be carried on after the grant program ends which may include (but not be limited to) continued involvement of stakeholders; future commitment of funding; on-going training; planned meetings of program participants. (5 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 grants 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 Grants 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 program 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.