

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

**Funding Opportunity Title:** H-NOFO-16-101: Viral Videos on Climate Change

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

**Contact:** Grant Applications Manager, U.S. Consulate, Hyderabad

**Email:** HYDGrantApplications@state.gov

**Application Open Date:** 7/22/2016

**Application End Date:** 9/22/2016

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. Consulate General, Public Affairs Section in Hyderabad is soliciting proposals for a grant/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://hyderabad.usconsulate.gov>.

#### **Rationale for project:**

Climate Change is a top policy priority for Mission India. While concerns about air pollution are widespread in India, the connection to climate change and the burning of fossil fuels and wood (as opposed to moving towards clean energy that reduces air pollution) is less understood. Understanding that visual mediums tend to create a strong impression, Consulate Hyderabad proposes funding a series of short videos to promote awareness on climate change.

### **Section II. Viral Videos on Climate Change**

The U.S. Consulate General Public Affairs Section in Hyderabad seeks proposals for a project entitled "Viral Videos on Climate Change." The proposed project will consist of a grantee working in collaboration with a local film director to create a series of short videos on various aspects of environment and climate change. The objective of these 2-3 minute videos is to create and spread awareness on key climate change issues and inspire the viewers to take action to curb climate change.

The grantee will partner with PAS Hyderabad to hold a series of focus groups with various stakeholders – including NGO representatives, academics, officials, and the general public – to discuss and identify different aspects of environmental and climate change that are of concern to the local public. These focus groups will also discuss the types of videos that will be most receptive to the target audience.

Once the topics and video storyboards are confirmed, the grantee will work with a local film director to create, edit and distribute a series of 2-3 minute videos. The videos should be produced in

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

multiple languages, including English, so as to reach a large population. The completed videos will be the property of the USG, and will comply with all USG copyright regulations.

The Grantee will be responsible for the following activities:

- Conduct research on topics/target audiences and, in partnership with Consulate Hyderabad, organize a series of focus groups to identify video content.
- Partner with a local film director to create and edit a series of 2-3 minute videos.
- Arrange for the distribution of the videos.
- Organize a launch event in Hyderabad for approximately 200 contacts from state government, educational institutions, civil society organizations and media to highlight the first videos.

The USG will be responsible for the following activities:

- Coordinate with grantee to organize a series of focus groups to include assistance in identifying discussion members.
- Provide final approval on the selection of the film director.
- Provide final approval on the content of the videos.
- Assist with providing traditional and social media coverage.

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

#### **1. Funding Type and Amount:** Grant/cooperative agreement

- Minimum ("Floor") Award Amount: \$80,000.00
- Maximum ("Ceiling") Award Amount: \$95,000.00

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 Notice of Funding Opportunity (NOFO).

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.

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

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 NOFO.

Applicants must ensure:

- All documents are in English
- All budgets are in U.S. dollars

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

- 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. Consulate General, Hyderabad, India, at:HYDGrantApplications@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.

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

**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 NOFO 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. **(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. **(15 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).

**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

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

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.

# U.S. MISSION INDIA PUBLIC DIPLOMACY GRANTS PROGRAM

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

<b>3.4 Project Goal and Objectives</b>
•
<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>
<ul style="list-style-type: none"><li>• Total Funding applied for: \$ _____ (must match with Attachment B)</li><li>• Total Recipient share (if any)\$ _____ (must match with Attachment B)</li></ul>
<b>4.2 Budget Narratives and other Remarks (if any)</b>
<ul style="list-style-type: none"><li>•</li><li>•</li></ul>

### 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.*



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

*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.*

*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.*