

**U.S. DEPARTMENT OF STATE**  
**U.S. Embassy Dhaka, Public Diplomacy Section**  
**Request for Proposals**

**Funding Opportunity Title:** U.S. Embassy Dhaka PDS Annual Program Statement

**Funding Opportunity Number:** PDS-DHAKA-NOFO-FY2023-01

**Deadline for Applications:** Rolling deadline –

First Deadline: **December 31, 2022**

Second Deadline: **March 31, 2023**

Final Deadline: **June 30, 2023**

**CFDA Numbers:** 19:040- Public Diplomacy Programs

**Total Amount Available:** \$500,000

**Award Floor and Ceiling:** \$20,000- \$75,000

**Posted on:** November 23, 2022

## **PROGRAM DESCRIPTION**

The U.S. Embassy Dhaka Public Diplomacy Section (PDS) is pleased to announce an open competition for organizations to submit program proposals that strengthen, expand, and celebrate U.S.-Bangladesh people-to-people ties, institutional linkages, and bilateral cooperation of U.S.-Bangladesh diplomatic ties. PDS invites organizations interested in potential funding to submit project proposals outlining program concepts that reflect these goals. Upon review of the proposals, PDS will invite selected applicants to the merit review process. Please carefully follow all instructions below.

## **PURPOSE**

PDS Dhaka invites proposals for programs that strengthen cultural, educational, or professional ties between the people of Bangladesh and the United States. Programs must highlight shared values and promote bilateral cooperation. All programs must include an U.S. cultural element, or connection with an U.S. expert(s), organization(s), or institution(s) in a specific field that will promote increased understanding of U.S. policy and perspectives. This can also include the involvement of Bangladeshi alumni of U.S. government-sponsored exchange programs.

Applicants are encouraged to review the [U.S. Mission to Bangladesh Integrated Country Strategy](#) to help develop strong proposals that align with the U.S. government's priorities in Bangladesh.

Examples of PDS-funded programs include, but are not limited to:

- Academic and professional lectures, seminars, and speaker programs;
- Capacity-building workshops and training programs;

- Artistic and cultural workshops, joint performances, and exhibitions;
- Professional, cultural, and academic exchanges, partnerships, and programs including research collaboration; and
- English language programs.

Proposed programs should address one or more of the following objectives:

- Advancing democratic values through the promotion of human rights, civil society, freedom of expression, press freedom, disability rights, and good governance;
- Promoting inclusive economic growth through innovation and entrepreneurship, promote economic opportunities and empowerment of underserved communities and youth, and explore the benefits of expanded trading opportunities between the United States and Bangladesh;
- Increasing opportunities for Bangladeshi youth from historically marginalized communities (e.g., indigenous, LGBTQIA+, religious minorities, etc.); and
- Increasing resilience to disinformation and misinformation through media literacy, fact checking, professional and technical training, and innovative awareness campaigns.

Participants and target audiences include, but are not limited to:

- Youth and rising leaders (high school and university-level students and entry-level young professionals);
- Civil society leaders and non-governmental organizations including grassroots activists, organizers, and community-based and minority-serving organizations;
- Journalists, social media influencers, and bloggers;
- Business leaders and entrepreneurs;
- Established opinion leaders, including cultural and/or educational institution administrators, educators, and government officials; and
- Leaders and organizations supporting underserved communities living outside of Dhaka.

The following types of programs are NOT eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction and infrastructure programs;
- Programs that support specific religious activities;
- Fundraising campaigns;
- Lobbying for specific legislation or programs
- Scientific research;

- Programs intended primarily for the growth or institutional development of the organization;
- Programs that duplicate existing programs;
- Projects consisting of a single meeting or brief conference;
- Projects or events that require participants pay for entrance or participation; and
- Projects or events benefitting a for-profit enterprise.

## **FEDERAL AWARD INFORMATION**

Length of performance period: Up to 12 months

Number of awards anticipated: Multiple

Award amounts: Awards may range from a minimum of \$20,000 to a maximum of \$75,000.

Total expected available funding: \$500,000

Type of Funding: Fiscal Year 2023 Public Diplomacy Funding

Anticipated programs start date: Between October 2023 to November 2023

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant, Cooperative Agreement, or Fixed Amount Award.

Cooperative Agreements are different from grants in that PDS staff are more actively involved in the grant implementation. Should the government determine that a cooperative agreement is the appropriate mechanism for a selected project, the U.S. government's responsibilities will be tailored to the selected project and defined in the pre-award process.

**Program Performance Period:** Proposed programs should be completed in 12 months or less. PDS will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive 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.

## **ELEGIBILITY INFORMATION**

### **1. Eligible Applicants**

The Public Diplomacy Section encourages applications from Bangladeshi, Bangladesh-based, and U.S. entities:

- Registered U.S. and Bangladeshi not-for-profit organizations, including civil society organizations, think tanks, and social, cultural, and educational institutions with programming experience;

- U.S. and Bangladeshi non-profit or governmental educational institutions;
- U.S.-based organizations should submit a copy of their IRS determination letter. Non-U.S. based organizations should submit a copy of their certificate of registration from the appropriate government entity.

For-profit and commercial entities, even those that may fall into the categories listed above, are **not** eligible to apply for this funding opportunity. **\*For-profit or commercial entities are not eligible to apply.**

## 2. Other Eligibility Requirements

- In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) along with an active registration in SAM.gov. The UEI will be generated when the organization registers in SAM.gov. Please see pages 6-7 for information on how register in SAM.gov. Individuals are not required to have a UEI or be registered in SAM.gov.
- Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, the submission received closest to and before the deadline will be reviewed.

## APPLICATION AND SUBMISSION INFORMATION

### 1. Requirements and Content of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

#### Content of Application

Please ensure:

1. The proposal clearly addresses the goals and objectives of this funding opportunity;
2. All documents are in English;
3. All budgets are in U.S. dollars;
4. All pages are numbered;
5. All documents are formatted to 8 ½ x 11 or A4 paper; and
6. All Microsoft Word documents are single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins.

When submitting a proposal, applicants are required to include the following documents and information, as applicable:

**The following documents are required:**

1. **Mandatory application forms:** Standard Forms 424 are available, along with guidance for completing these forms, at: <http://www.grants.gov/web/grants/forms.html> under the heading, “SF-424 Family”.
  - a. **SF-424 (*Application for Federal Assistance – individuals and organizations*)**
  - b. **SF424A (*Budget Information for Non-Construction programs*)**
  - c. **SF424B (*Assurances for Non-Construction programs*)**
2. **Cover Letter:** Cover letter on the organization’s letterhead stating the applicant’s name and organization, proposal submission date, project title, specific priority area of focus, project performance period (including proposed start and end date), amount of funding sought, and primary purpose of the project.
3. **Proposal:** The proposal should contain sufficient information so that anyone not familiar with it would understand exactly what the applicant wants to do. Applicants must submit a complete proposal using either Option A or Option B including the items listed below.
  - a. **Option A - Proposal Template:** This funding opportunity contains an attached [proposal template](#) that may be used to fulfill this requirement. Completing the attached Proposal Template will ensure a thorough Proposal. *(Template-based proposals must comply with stated length restrictions in the template.)*or
  - b. **Option B - Free Form Proposal:** Applicants are welcome to prepare a proposal in their own format. *(Free form proposals must not exceed 10 pages total.)*
    - **Proposal Summary:** Brief narrative that outlines the proposed project and priority area of focus, including its objectives and how it advances at least one of the Embassy’s Integrated Country Strategy (ICS) goals, which can be found under South and Central Asia Region/Bangladesh at: <https://www.state.gov/integrated-country-strategies/#sca>. Project summary should be one to two pages maximum.
    - **Introduction to the Organization or Individual Applying:** A description of past and present operations. Please include information on all previous grants from the U.S. Embassy, U.S. government agencies, and other international entities.
    - **Problem Statement:** Clear, concise, and well-supported statement of the problem to be addressed and why the proposed project is needed.
    - **Project Goals, Audience(s), and Objectives:**
      - a. **Project Goal:** [General, broad, and immeasurable]: Generally speaking, what is the desired end result?

**b. Project Audience(s):** Who are the primary beneficiaries? Who is primarily involved, or affected by this end result? Possible audience characteristics:

- Gender
- Age Group
- Social Class
- Profession
- Geographic Location
- Level of Education
- Religious Practice
- Caste

**c. Project Objectives:** [Specific, Measurable, Achievable, Relevant, and Timely]: What *specific achievements* does this APS envision, in order to move toward the Project Goal, i.e. the desired end result? Example: *Train [number] of [beneficiaries] in [training content] within [number] months.*

- **Project Activities:** Specific activities related to the objectives that must be reached and the methods used to achieve the stated objectives.
- **Program Methods and Design:** A description of how the project is expected to work and how it will solve or address the stated problem.
- **Proposed Project Schedule and Timeline:** The proposed timeline for undertaking and completing the specific project activities. Dates, times, and locations of planned activities and events should be included.
- **Key Personnel:** Names, titles, roles, and experience/background on the key personnel to be involved in the project. Applicants must submit the resumes of key personnel.
  - Who will work on the project?
  - What responsibilities will they have?
  - What qualifications do they have?
  - What proportion of their time will be used in support of this project (e.g. total monthly/yearly salary at 5%)?
  - Please note if any of the key personnel are alumni of a U.S. government-funded exchange program.
- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Project Monitoring and Evaluation:** The Monitoring and Evaluation (M&E) Performance Monitoring Plan (PMP) should outline in detail how the proposal's activities will advance the program's goals and objectives. The selected applicant(s) will be required to submit an M&E PMP before an award is signed.

*NOTE: If the proposal is selected, the applicant will be required to work with PAS to develop an M&E PMP that achieves an expected level of expertise.*

An M&E PMP will include:

1. A schedule of when grant activities will occur (including overview planning and participant selection) and when the applicant will check the project's progress to know how it is performing. Results of those checks are expected to be reported in the quarterly reports.
  2. Expected project **outputs**, including definitions and targets. Outputs can include: number of meetings or conferences held; number of workshops implemented; number of outreach activities conducted.
  3. Expected project **outcomes**, including definitions and targets. Outcomes can include number of new network members who *join as a result of* participant outreach, number of new women's social entrepreneurs *created after and in response to* project training, percentage of participants who, in a post-test, show increased knowledge of different religious traditions *after* an awareness-raising activity.
  4. A plan to include the grantee's reflection of how their project, as a whole, contributed to the program's goals. As applicable, a strong final report would be supported by success stories, behaviors changed, lessons learned, and results obtained, as well as the detailed feedback of project participants, including American and Bangladeshi trainers and other experts.
- **Media/Communications Plan:** How will the applicant use traditional and social media to raise awareness about this project and its results?
  - **Future Funding or Sustainability:** Applicant's plan for continuation beyond the grant period, or the availability of other resources, if applicable.
4. **Budget Justification Narrative:** Applicants must submit a detailed budget and budget narrative justification utilizing the template provided. Line-item expenditures should be listed in the greatest possible detail. Personnel salaries should define the percentage of time each position will allocate to the project and the rate of pay. Budgets shall be submitted in U.S. dollars and final grant agreements will be conducted in U.S. dollars.
  5. **Organization Information**
    - a. **Applicant Organizational Information Sheet:** Applicants must complete and submit the attached Organizational Information Sheet.
    - b. A copy of the organization's registration should be provided with the proposal application. U.S.-based organizations should submit a copy of their IRS determination letter. Bangladesh-based organizations should submit a copy of their certificate of registration from the appropriate government organization.
  6. **Attachments**
    - a. 1-page CV or resume of key personnel who are proposed for the project.

- b. Letters of support should be included for sub-awardees or other partners. 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.
  - c. If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
  - d. Official permission letters, if required for project activities.
7. COVID-19 Mitigation Plan: Due to the COVID-19 pandemic and its current impact on travel and operations, it is unclear when travel restrictions and in person programming may be impacted. Hence, proposals should include language that demonstrates maximum flexibility, creativity, and rapid response capability for program planning and implementation. Applicants should also ensure continuity of services and programs should the public health situation change. The applicant should present innovative options for virtual activities to augment, and/or substitute for, in-person engagement with all program stakeholders, if the public health situation does not permit for in-person activities.

## 2. Submission Dates and Times

**Proposals will be reviewed on a rolling basis as they are received, with three intermediate deadlines:** December 31, 2022; March 31, 2023; and June 30, 2023. Proposals are due no later than 11:59 pm (Bangladesh Standard Time) of each rolling deadlines. Therefore, early submission is encouraged. Please note that review may take up to 90 days. No exceptions will be made for applications submitted after the third and final deadline.

## 3. Other Submission Requirements

All application materials must be submitted in English by email to [DhakaGrants@state.gov](mailto:DhakaGrants@state.gov) by the stated deadline.

## APPLICATION REVIEW INFORMATION

1. **Criteria:** Each proposal will be evaluated and rated based on the evaluation criteria outlined below.

*a. Quality and Feasibility of the Program Idea*—50 points: The proposal is responsive to the proposed program framework. The idea is communicated well and is feasible in seeking to engage target audiences.

*b. Mission Priorities*—35 points: The proposal should clearly articulate how project activities will advance or support the program goal and objectives and address the target audiences.

*c. Organizational Capacity and Record on Previous Grants*—15 points: The proposal should demonstrate the organization's expertise and previous experience in administering programs. This includes past performance with U.S. government funds.

## **2. Review and Selection Process**

Proposals that do not meet the requirements outlined above, including providing proof of nonprofit status, will be deemed ineligible and will not be reviewed. A Grants Review committee will evaluate all eligible proposals. All eligible Proposals will be reviewed against the criteria listed above. Proposals are reviewed individually against the criteria and not against competing Proposals. For a balanced review all panelists will review the first page of the Proposal up to the two-page limit and no further. To be considered for funding, applicants must provide proof of non-profit status, which is not included in the two-page limit. The panel may provide conditions and/or recommendations on Proposals to enhance the proposed program.

## **3. Required Registrations:**

a. All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- i. An active SAM registration from [www.SAM.gov](http://www.SAM.gov) (which will generate a UEI)
- ii. NCAGE/CAGE code

**Please note there is no cost associated with UEI or SAM.gov registration.** The steps to register in SAM (which will generate a UEI) are outlined below.

Step 1: Foreign organizations should apply for an NCAGE code. U.S.-based organizations should proceed to Step 2.

NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423

For NCAGE help from outside the U.S., call 1-269-961-7766  
Email [NCAGE@dlis.dla.mil](mailto:NCAGE@dlis.dla.mil) for any problems in getting an NCAGE code.

Step 2: Register in SAM.gov by logging onto: <https://www.sam.gov>. When the registration is complete the organization will be issued a SAM.gov-generated UEI. SAM registration must be renewed annually.

For U.S.-based organizations, registration in SAM.gov will generate both a UEI and a CAGE code.

NOTE: As of April 2022, a DUNS number is no longer required.

b. Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

## **FEDERAL AWARD ADMINISTRATION INFORMATION**

### **Administrative and National Policy Requirements**

**Terms and Conditions:** Applicants should review all the terms and conditions and required certifications which will apply if a full proposal application is requested and awarded, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, and the Department of State Standard Terms and Conditions which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>

## **FEDERAL AWARDDING AGENCY CONTACT**

If you have any question, please email to: [DhakaGrants@state.gov](mailto:DhakaGrants@state.gov)

## **H. OTHER INFORMATION**

### **Guidelines for Budget Justification**

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the project, and the percentage of their time that will be spent on the project.

Travel: Estimate the costs of travel and per diem for this project, for both program staff, consultants or speakers, and participants/beneficiaries. If the project involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the project, which has a useful life of more than one year (or a life longer than the duration of the project), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the project. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the project activities.

Other Direct Costs: Describe other costs directly associated with the project, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the project activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

**Branding Requirements**: As a condition of receipt of a grant award, all materials produced pursuant to the award, including training materials, materials for recipients or materials to communicate or promote with foreign audiences a program, event, project, or some other activity under an agreement, including but not limited to invitations to events, press materials, and backdrops, podium signs, etc. must be marked appropriately with the standard, rectangular U.S. flag in a size and prominence equal to (or greater than) any other logo or identity.

*NOTE: Exceptions to the branding requirement are allowable under certain conditions. If an applicant is notified that their award has been chosen for funding, the Grants Officer will determine, in consultation with the applicant, if an exception is applicable.*

### **Copyrights and Proprietary Information**

If any of the information contained in your application is proprietary, please note in the footer of the appropriate pages that the information is Confidential – Proprietary. Applicants should also note what parts of the application, program, concept, etc. are covered by copyright(s), trademark(s), or any other intellectual property rights and provide copies of the relevant documentation to support these copyrights.

## **I. Inquiries**

If you have any questions about the grants application process, please contact PDS at:  
[DhakaGrants@state.gov](mailto:DhakaGrants@state.gov).