REQUEST FOR APPLICATION (RFA)

RFA# RFA-386-12-000006
Issuance Date: July 13, 2012
Questions due by: July 27, 2012, 1000 Hrs. New Delhi Time
Closing Date/Time: August 21, 2012 , 1000 Hrs. New Delhi Time

SUBJECT: Request for Applications (RFA) Number RFA-386-12-000006 USAID's Partnership on Women's Entrepreneurship in Clean Energy (wPOWER).

The United States Agency for International Development in India (USAID/India) is seeking applications for a Cooperative Agreement from qualified local Indian organizations to implement USAID/India's Partnership on Women's Entrepreneurship in Clean Energy (wPOWER) project. Please refer to the attached Funding Opportunity Description herein for a complete statement of goals and expected results.

The authority for the RFA is found in the Foreign Assistance Act of 1961, as amended and Cooperative Agreement and Grants Act of 1977. Please note that no profit/fee is allowed under assistance. Forgone profit does not qualify as cost-sharing or leveraging.

Subject to the availability of funds, the Government intends to award one cooperative agreement under this RFA. USAID/India however, reserves the right not to enter into any awards. The award will be made in accordance with evaluation procedures provided in Section V.1. USAID intends to provide $1.2 million in total USAID funding to cover a Three year period.

The successful applicant will be responsible for ensuring achievement of the program objectives. Please refer to the Program Description in Section I.1 of this RFA for a complete statement of goals and expected results.
The RFA consists of this cover letter and the following:

1. Section I, Funding Opportunity Description
2. Section II, Award Information
3. Section III, Eligibility Information
4. Section IV, Application and Submission Information;
5. Section V, Application Review Information;
6. Section VI, Award and Administrative Information;
7. Section VII, Agency Contacts,
8. Section VIII, Other Information;
9. Attachment 1, Certifications and Assurances.
10. Attachment 2, Direct Deposit Form

To be eligible for an award, the applicant must provide all required information in its application, including the requirements found in all attachments. Applications that are submitted late, incomplete or are non-responsive will not be considered. Award will be made to the responsible applicant whose application best meets the requirements of this RFA and the evaluation criteria contained herein.

The Requests for Application (RFA) will be posted electronically via Grants.gov. This RFA and any future amendments can be downloaded from http://www.grants.gov . It is the responsibility of the prospective applicant to ensure that it has received the RFA and any future amendments from http://www.grants.gov. All interested parties are encouraged to register at http://www.grants.gov to receive automatic notification of amendments to this RFA. If you have difficulty accessing the RFA or its amendments at Grants.gov, please contact Ms. Vandana Vats at indiarco@usaid.gov.

USAID/India requires that applications be submitted both electronically (e-mailed) AND in hard copy. See Instructions Section IV.7

Issuance of this RFA does not constitute an award commitment on the part of the Government, nor does it commit the Government to pay for any costs incurred in the preparation and submission of an application. Further, USAID reserves the right to reject any or all applications received. In addition, final award of any resultant Cooperative Agreement will not be made until funds have been fully appropriated, allocated, and committed through internal USAID procedures. While it is anticipated that these procedures will be successfully completed, potential applicants are hereby notified of these requirements and conditions for award. All application preparation and submission costs are at the applicant's own expense.

All questions and requests for clarification related to this RFA must be received by July 27, 2012 no later than 1000 hours (New Delhi time) and should be sent to the following email address: indiarco@usaid.gov with a copy to Vandana Vats, A & A Specialist at vvats@usaid.gov. Applicants must not submit questions to any other USAID staff. Applicants should retain for their records one copy of all enclosures which accompany their application.

Sincerely,

sd/-
Vandana Shali Vats
Regional Office of Acquisition and Assistance
USAID/India

Attachment: a/s

TABLE OF CONTENTS

LIST OF ACRONYMS

ADB	Asian Development Bank
GEF	Global Environment Facility
AO	Agreement Officer
AOR	Agreement Officer’s Representative
BoP	Base of Pyramid
CA	Cooperative Agreement
CEM	Clean Energy Ministerial
FI	Financial institutions
GIZ	Gesellschaft für Internationale Zusammenarbeit
GDP	Gross Domestic Product
GOI	Government of India
IFC	International Finance Corporation
JNNSM	Jawaharlal Nehru National Solar Mission
MDG	Millennium Development Goal
MFI	Micro-finance institutions
MOU	Memorandum of Understanding
PACE-D	Partnership to Advance Clean Energy – Deployment
PPP	Public-Private-Partnership
RFA	Request for Assistance
RGGVY	Rajiv Gandhi Grameen Vidyutkaran Yojana
ROAA	Regional Office of Acquisitions and Assistance
SAWIE	South Asia Women in Energy
SHG	Self Help Group
UNDP	United Nations Development Programme
U.S.	United States
USAID	United States Agency for International Development
USG	United States Government
wPOWER	Partnership on Women’s Entrepreneurship in Clean Energy

SECTION I – FUNDING OPPORTUNITY DESCRIPTION

1. PROGRAM DESCRIPTION

Title: Partnership on Women's Entrepreneurship in Clean Energy (wPOWER)

I. Objective

USAID/India's 'wPOWER' has a broad objective of empowering women to engage in economic growth opportunities related to clean energy. The program will take a holistic approach to integrate women across the small-scale clean technology supply chain and would lead to an innovative, replicable, scalable and sustainable public-private partnership model created to build and strengthen networks of women clean energy entrepreneurs and promote sustainable energy access in rural off-grid areas. The vision is to empower women as entrepreneurs to improve clean energy access.

II. Vision

USAID seeks to work with dynamic partners to develop a sustainable platform which builds and strengthens networks of women entrepreneurs in clean energy, and promotes sustainable energy access across India.

The partnership will be facilitated by an organization selected through an open competitive process. A minimum of 1(USAID):4(private sector partner) leveraging from private sector and a cost share of 20% is required for this project. Out of the 20% cost share, 5% cost share needs to be in cash and rest 15% could be in terms of time, or resources. Proposals with higher leveraging and cost share will be given preference. The program will facilitate a market-based approach to connect local manufacturers of small-scale clean energy technologies to largely existing networks of women – such as women's self-help groups – to build sales and distribution networks. Key components include developing an innovative, replicable, scalable and sustainable public-private partnership model, facilitating access to financing and entrepreneurship training and capacity building. This project will help catalyze the 'women in energy' movement in India through the design of specific service offerings like training of trainers, women entrepreneur development, case studies, and a public-private-partnership (PPP) model.

III. Background

Approximately 40% of the population in India lacks access to electricity. A lack of access to modern energy restricts economic productivity, and has negative environmental and health impacts. Clean energy technologies and solutions have the ability to impact the very poor at the base of the pyramid. These technologies and solutions can leapfrog economic development in underserved areas utilizing environmentally friendly mechanisms that encourage innovation and entrepreneurialism.

In developing nations like India, where energy has limited availability and unequal distribution, the poor, particularly the women are marginalized. However, with the responsibility to secure water, food and fuel for cooking and heating, women face the greatest challenges, as they experience the work load of travelling longer distances to collect supplies that are often limited. Women also bear a disproportionately larger burden of indoor pollution from inefficient cook stoves. Indoor air pollution leads to a variety of severe chronic and acute health impacts causing more than 400,000 deaths annually among rural women and children in India alone. This negatively impacts women's lives in terms of their health and time–use, and also adversely affects their education and income. Women are also more vulnerable to the effects of climate change than men and are more dependent for their livelihood on climate sensitive natural resources. However, they are also effective actors or agents of change in relation to both mitigation and adaptation. Women often have knowledge and skills that can be used in climate change mitigation, disaster reduction and adaptation strategies.

"Universal energy access is a key priority on the global development agenda. It is a foundation for all the MDGs[1]… Without energy services, the poor are cut off from basic amenities. They are forced to live and work in unhealthy, polluted conditions. Furthermore, energy poverty directly affects the viability of forests, soils and rangelands. In short, it is an obstacle to the MDGs."
-United Nations Secretary General, Ban Ki Moon launching the target of universal energy access by 2030, September 2010

2012 is the 'International year of Sustainable Energy Access for All'. In the upcoming United Nations Conference on Sustainable Development (Rio +20), energy issues, the green economy, and women's role in achieving sustainable development will be key focus areas. Additionally, gender and climate change issues continue to be elevated – with strong U.S. support – in the context of the United Nations Framework Convention on Climate Change. The Cancun agreements state that, "gender equality and the effective participation of women . . . are important for effective action on all aspects of climate change."

Women's empowerment is also a particularly high-priority issue for the U.S. Government. On March 1, 2012, USAID launched the Agency's new policy on 'Gender Equality and Female Empowerment '. The goal of the policy is to improve the lives of citizens around the world by advancing equality between females and males, and empowering women and girls to participate fully in and benefit from the development of their societies. For more information on the new policy, please refer to http://www.usaid.gov/our_work/policy_planning_and_learning/documents/GenderEqualityPolicy.pdf

The Women-Energy Poverty Nexus

Energy is essential in expanding economic and social opportunities. Since women are household energy managers, energy users and suppliers, and often are energy-consuming

[1] The Millennium Development Goals (MDGs) are eight international development goals that all 193 United Nations member states and at least 23 international organizations have agreed to achieve by the year 2015. They include eradicating extreme poverty, reducing child mortality rates, combating disease epidemics such as AIDS, developing a global partnership for development, achieving universal primary education, improving maternal health, ensuring environmental sustainability and promoting gender equality and empowering women.

entrepreneurs, including them in energy sector decisions can help ensure more effective use of resources and more satisfied customers.

The women-energy nexus involves the challenge of empowering women through energy use in the overall value chain: from energy generation to its end uses. The scarcity of energy services, especially in rural areas of developing economies like India, contributes to serious social and gender impacts. Tackling them requires energy interventions to improve the quality of life for women. Since technological opportunities exist for such interventions, addressing the challenge of empowering women through energy entrepreneurship becomes critical. Because of the official invisibility of women's micro-enterprises due to their informal nature, government policies to support entrepreneurship generally do not consider economic constraints that apply to women's work. Agencies and donors also often overlook these activities because of their "informality," and fail to address women's special needs with regard to credit, financing and equipment acquisition. The design of energy initiatives dealing with household systems should integrate and support these economic activities specific to women. Affordable and reliable clean energy options can support the creation of additional home-based entrepreneurial activities in rural areas and provide a dynamic engine for rural economic development.

Further, the nexus between women's empowerment and energy access, as well as the broader green economy, are emerging as critical issues. Countries with higher levels of gender equality experience greater productivity and economic competitiveness. Improving economic opportunities for women provides a multiplier effect because women invest a large percentage of their incomes in their families and communities.

Market Opportunity

Worldwide, women own or operate 25% to 33% of all private businesses, according to the World Bank.[2] Women-owned enterprises often have a better growth rate and better loan payback rate. A growing number of companies see an opportunity to meet strong demand from rural, base of the pyramid households for electricity solutions (solar lighting) and alternative cooking (clean cookstoves) by supplying clean energy products and services. According to a World Resource Institute study on the base of the pyramid in India, the potential market value for clean energy products and services is about U.S. $2.11 billion. It is often the sales and distribution component of the clean energy value chain that clean energy enterprises find most challenging. However, this also offers the greatest opportunity for sizable increases in the number of women involved. Women, especially in rural areas, are in a unique position to gather insights and influence the health of their families, and the education of their children. Women are also the primary customers for small-scale clean technologies like solar lighting and clean cookstoves. Women's self help groups, which are comprised of existing networks of women – many of their members are already

[2] Scaling up, Why women-owned businesses can recharge the global economy by Ernst & Young

entrepreneurs – are in a good position to sell, distribute and maintain small-scale clean technologies in their communities.

Some Examples of business models

Several private sector firms and non-profit organizations have developed innovative business models for rural women to improve their livelihoods. Some of the examples are cited here:

Solar Sister: Solar Sister is a market-based social enterprise that provides women across Sub-Saharan Africa with training and support to create solar micro-businesses, providing much needed household income for the women, and light for their communities. The women form a "by-women, to-women" distribution network that is strengthened by women's natural circles of family, friends, and community. This direct-sales network brings the solar technology right to the women's doorstep and provides income generation opportunities for the women. Solar Sister provides women with education and training to better equip them to operate and maintain the solar technology and to help them achieve success as independent business women.

Beginning with a seed investment for an individual entrepreneur (Solar Sister fronts the costs for initial inventory of about 50 solar lanterns), the women are given training, marketing materials and a solar lamp inventory. As they sell solar lamps, they earn a commission to increase their inventory and their sales capacity, so that they are better able to support their family's nutrition, educational, and housing needs. The business model is comprised of tiers of coordinators and leaders -- a program coordinator with a strong ICT background to track data, logistics and inventory, a regional coordinator with local knowledge of villages served, and team leaders who work with ten entrepreneurs to facilitate delivery of inventory and marketing.

Following a distribution, rather than a product-centric, business model, has granted the flexibility necessary to serve a diverse and highly localized solar lamp market. It has also given the women entrepreneurs the room and responsiveness to become trusted providers of solar lights to their families, friends, and communities through the compelling strength of word of mouth marketing. The women earn commission on each sale. The rest of the money from the sale goes toward the next inventory.

Project Shakti: Started in the late 2000, ICICI partnered with Hindustan Lever Limited to offer the rural entrepreneur a profitable business model while operating i-Shakti kiosks. These low cost delivery and customized products resulted in higher benefit through enhanced economic gains for the rural consumers. Under Project Shakti model, rural women became selling agents for company's products in 50,000 villages in India's 12 states and contributed for 15% of the company's rural sales in those states. The women typically earned between $16 and $22 per month, often doubling their household income which was used to educate their children. Overall, around 30% of Hindustan Lever's revenue came from the rural markets in India. Project Shakti has enabled Hindustan Lever to access 80,000 of India's 638,000 villages.

Grameen Shakti: Grameen Shakti has reached 38,000 villages and commissioned 215,000 Self Help Groups (SHGs) and has installed 6,000 biogas plants. It receives a €34 subsidy per SHGs from financing partner Infrastructure Development Company Ltd. Grameen Shakti trained female technicians to install and maintain solar home systems (SHSs), and more importantly, to assemble various electronic components of the systems. The technicians were also trained to install Improved Cooking Stoves (ICS). Grameen Shakti provides most of its energy loans to the women of each household.
SELCO - SEWA Bank Partnership: SEWA Bank is a cooperative banking association that provides financial services to poor, illiterate self-employed women. SEWA Bank is using support from the Lemelson Foundation to train women from its network of over 700,000 women to become energy entrepreneurs, who sell a range of solar products and cook stoves in Ahmadabad, India. After receiving training, the women receive small loans from SEWA Bank to launch their businesses. The bank also provides small loans to end-users, who are customers of the energy enterprises. SELCO, a rural energy services provider in India, plays a role in the partnership by designing custom solar products for the women and selling the solar products to the women entrepreneurs. This well-established partnership is successful because of the shared vision between the two organizations, the dedicated staff from each organization, the clear division of responsibilities, and the joint fund-raising that supported the initial work.

*Cosmos Ignite***:** This for-profit company has created a no subsidies, scalable model with its Mightylights product line, which includes volume-based sales bonus. The device is a solar LED lantern that is affordable by the Base of Pyramid (BoP) which puts the retail cost between $10-$30 USD. It includes multiple brightness settings and optional mobile and radio charger. The value chain includes NGOs and micro-franchised village entrepreneurs in “energy kiosks” for distribution and marketing, as well as microfinance institutions for end-user financing. The current target for devices sold by 2011is 2 million. Manufacturing and assembly is centralized in India at a plant in Gurgaon.

D.Light Design: This for-profit company has created a no subsidies, scalable model with its Nova Series and The Solata that offers optional mobile charging and multiple brightness levels with some research and development and manufacturing done in China. Selling and distribution is done through NGO pilots and microfinance institutions and targets BoP. The current target for devices sold by 2010 is 2 million.

Donors

Several donors have played important roles in supporting clean energy activities in India over at least two decades. These include multilateral donors such as the Asian Development Bank (ADB), Global Environment Facility (GEF), United Nations Development Programme

(UNDP), UN Women and the World Bank, International Finance Corporation (IFC), and bilateral donors such as German Gesellschaft für Internationale Zusammenarbeit (GIZ). IFC has recently started Sewa Green project and Lighting India project.
Considering the importance of women in the energy sector and lack of similar initiatives, USAID/India is launching wPOWER. The project aims to provide economic opportunities to women in the clean energy space. It will build capacity of women as users, managers and entrepreneurs enable access to finance, and build a sustainable and scalable model based on public-private partnership

Government of India (GOI) initiatives

Women in energy are not the central theme of the Government of India's (GOI) energy programs. However, rural electrification is a high priority for India, and the GOI has launched several programs to this effect. The most significant is the Rajiv Gandhi Grameen Vidyutkaran Yojana Program (RGGVY) launched in 2005 where GOI has made large investments to improve rural transmission and distribution. However, still it faces significant challenges in providing access to remote rural areas. As of 31st December, 2011, 17.94 million free electricity connections were provided to BPL households. The target for RGGVY is to electrify 100,000 villages and provide free electricity connections to 17.5 million BPL households by March 2012.[3]

Also, India's 'National Rural Electrification Policies, 2006', aimed to provide access to electricity to all households by the year 2009, quality and reliable power supply at reasonable rates, and minimum lifeline consumption of 1 unit/household/day as a merit good by year 2012. For villages/habitations where grid connectivity would not be feasible, off-grid solutions based on stand-alone systems or isolated lighting technologies like solar photovoltaic may be taken up for supply of electricity.

GOI also introduced the Jawaharlal Nehru National Solar Mission (JNNSM) in 2009 as a part of its National Action Plan on Climate Change, with the objective of creating enabling conditions, through 'rapid scale-up of capacity and technological innovation to drive down costs towards grid parity' by 2022.[4] For off-grid applications, the goal of the mission is to support solar lighting, solar thermal water heaters and stand alone rural power plants.

Clean Energy Ministerial

The Clean Energy Ministerial (CEM) is a high-level global forum to promote policies and programs that advance clean energy technology, to share lessons learned and best practices, and to encourage the transition to a global clean energy economy. Initiatives are based on areas of common interest among participating governments and other stakeholders. As part

[3] http://www.powermin.nic.in/bharatnirman/bharatnirman.asp
[4] Anon, 2009, National Solar Mission, Government of India, pp 2

of the CEM, in July 2010, eight governments and more than 30 distinguished women from the field of clean energy came together to launch the Clean Energy Education and Empowerment (C3E) women's initiative in Washington, D.C. Their goal was to take cooperative steps toward a world where women across societies are in a position to actively contribute to the clean energy revolution to an equal degree as men.

USAID Clean Energy Initiatives

The goal of USAID's 2012-2016 Climate Change and Development Strategy is to enable countries to accelerate their transition to climate resilient, low emission sustainable economic development. USAID's clean energy programs and activities reduce global warming by promoting the sustainable use of renewable energy technologies, energy efficient end-use technologies, carbon sequestration, and carbon accounting. A primary objective of these programs is to reduce, mitigate, and/or sequester emissions of greenhouse gases.

Under the GCC strategy, the U.S Government launched the Partnership to Advance Clean Energy (PACE) program. This was in response to a memorandum of understanding (MoU) signed between U.S. and India to enhance cooperation on energy security, energy efficiency, clean energy and climate change. [5] PACE has two primary program components: PACE-R (for research), and PACE-D (for deployment). USAID leads PACE-D initiative which aims to increase clean energy access to rural communities by developing a microfinance support program for off-grid RE systems and applications. wPOWER will be closely linked to the Mission's bilateral 'Partnership to Advance Clean Energy- Deployment' program (PACE-D). wPOWER would support development of scalable models for promoting sustainable energy access and women's entrepreneurship in the country.

wPOWER will also draw from the South Asia Women in Energy (SAWIE) program under South Asia Regional Initiative/Energy (SARI). This program exposes women to the opportunities available in clean energy through renewable and energy efficiency practices and techniques in homes and communities. The SAWIE network encourages women entrepreneurs to participate in industrial and economic activities that are involved in the management and delivery of clean energy products and services.

IV. WPOWER Project Components

Objective: The overall objective of wPOWER is to empower women to engage in economic growth opportunities related to clean energy. The purpose of this initiative is to help develop a sustainable platform which builds and strengthens networks of women entrepreneurs in clean energy and promote sustainable energy access across India.

The platform would focus on the following components:

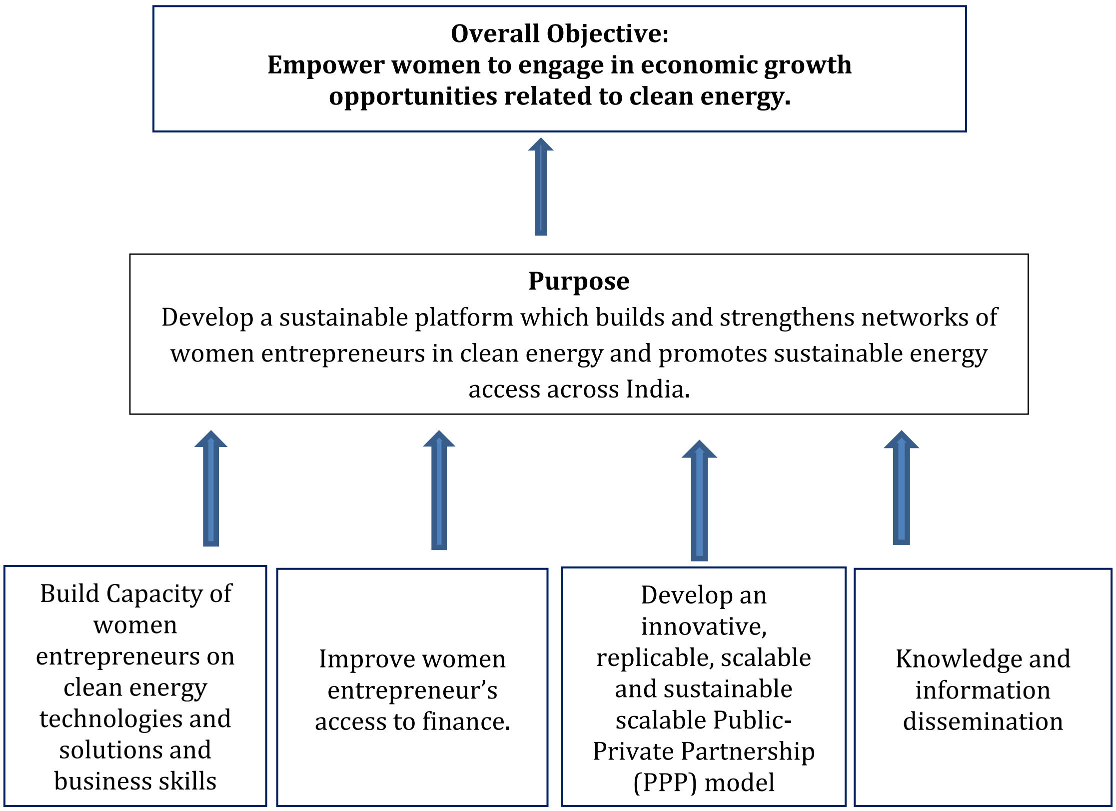
1. Build capacity of women entrepreneurs on clean energy technologies and solutions as well as business skills.

[5] The priority areas in MoU include renewable energy, energy efficiency, smart grids, carbon capture and storage, IGC, sustainable transportation and advanced biofuels.

2. Improve women entrepreneur's access to finance.

3. Design and develop an innovative, replicable, scalable and sustainable public-private partnership model to build and strengthen networks of women clean energy entrepreneurs and promote sustainable energy access.

4. Knowledge and information dissemination on clean energy products and services, case studies etc.



- **Component 1**

Build capacity of women entrepreneurs on clean energy technologies and solutions and business skills.

This component will seek to develop training modules on clean energy technologies and applications that are relevant to the targeted needs of women in household use and other productive applications. Also train the women in technologies and applications, including

- Solar photovoltaic home energy applications such as solar lanterns.
- Solar thermal applications for water heating and cooking.
- Efficient cookstoves.
- Biomass based energy.
- Proper operation, servicing, and maintenance of clean energy products.

Technical trainings will be accompanied by modules which may include but not be restricted to:

1. Enterprise management including basic business skills such as financial management, accounting, sales and marketing, business plan development, etc.
2. Building public awareness about the benefits of clean technologies to increase the chances of widespread adoption.
3. Behaviour change communication training for adoption of clean energy technologies and solutions.
4. Feedback from women to manufacturers to integrate local needs into product designs.
5. Assess clean energy activities to develop ‘lessons learned’, and incorporate these lessons into training modules.

Use of innovative training tools are encouraged and preferred.

Illustrative indicators:

- Person hours of training completed in climate change supported by USG assistance, clean energy, disaggregated by men and women
- # of women entrepreneurs developed or strengthened

Component 2

Improve women entrepreneur’s access to finance.

This component will seek to improve access to finance from financial institutions (FI) such as by providing assistance in developing project proposals, loan applications; establish linkages with microfinance/financial institutions and providing support to them to extend credit lines specifically for women entrepreneurs, mobile payments or disbursements.

Illustrative indicators:

- Amount of investment leveraged in U.S. dollars, from private and public sources, for clean energy as a result of USG assistance
- # of loan applications by women entrepreneurs
- # of projects by women entrepreneurs funded
- # of partnership with FIs/MFIs
- % of women with improved income

Component 3

Development of an innovative, replicable, scalable and sustainable public-private partnership model to build and strengthen women entrepreneurs in clean energy to promote sustainable energy access.

The model will build linkages between private sector entities, financial institutions and women’s networks to improve clean energy access.

Illustrative indicators:

- Memorandum of understanding signed between USAID and private sector entity for the PPP.
- Total public and private funds leveraged by USG for energy projects
- Increase in sales volume of clean energy products.
- Number of people who now have access to modern energy services as a result of renewable energy technologies through USG assistance.

Component 4

Knowledge and information dissemination

*w*POWER will emphasize knowledge and information dissemination, analytical studies on barriers and policy interventions, and documentation of case studies. Dissemination efforts will require that all activities have systems to ensure that best practices and lessons learned are disseminated widely. Approaches could include films, conferences, workshops, reports, street plays etc. Project activities should ensure that models developed and lessons learned are disseminated as widely as possible in India as well as to other developing nations. Lessons learned from a pilot in India could be applied to other areas.

Illustrative indicators:

- # of dissemination workshops/seminars/conference
- Media tools developed for outreach

V. Results

Expected Outcomes:

Each activity proposed by the recipient will establish its own set of outcome indicators and benchmarks. Illustrative outcomes include:

- A sustainable platform for women energy entrepreneurs developed.
- An innovative, replicable, scalable and sustainable public-private partnership model that focuses on the sales and distribution component of the energy access value chain developed.
- Strengthened networks of women entrepreneurs across India
- Increased capacity of women entrepreneurs on business management skills and clean energy technologies and solutions.
- Increased income for women entrepreneurs.
- Improved access to finance for women entrepreneurs.
- Increased energy access.

Illustrative output indicators include:

- Person hours of training completed in climate change supported by USG assistance, clean energy, disaggregated by men and women

- Number of people who now have access to modern energy services as a result of clean energy technologies through USG assistance
- Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)
- Number of women entrepreneurs in clean energy
- Amount of investment leveraged in U.S. dollars, from private and public sources, for clean energy as a result of USG assistance

VI. Guiding Principles

In their applications, offerors will be asked to incorporate the following guiding principles:

- Use innovative approaches to address the program objectives.
- Use feasible, flexible, scalable and sustainable solutions to achieve the intended results.
- Maximize program impact by targeting the largest number of beneficiaries programmatically feasible.
- Leverage additional resources from the private sector through the establishment of public-private partnerships (PPPs). Offerors shall include in their proposals an innovative approach to private sector engagement, use of resources for program objectives and a detailed explanation of how partnerships will be solicited, established, managed, and sustained.
- Proposals with clear cost share approach will be preferred.
- Linkages with current and planned USAID programs in the energy sector.
- Build-in exit strategy of USAID in the proposal so that the project is sustainable after USAID funding is complete.
- Approaches expected to significantly increase development outcomes and/or reduce costs will be preferred.

Geographic Focus: The implementation of wPOWER is not limited to any specific geographic area in India. Specific interventions can be focused in particular states but should be designed for replicability across India. The offeror should adequetely justify the proposed location of work.

VII. Monitoring and Evaluation

The recipient will establish a framework and methodology for collecting baseline data, as appropriate, for each indicator within the first two months of the award. The recipient is expected to establish baselines and target values (the latter in consultation with the Mission) for each indicator prior to the initiation of all project interventions. The framework for baseline data collection should be designed based on a plan for analysis of the data.

The recipient will develop a draft Monitoring and Evaluation (M&E) Plan within 30 days of the award, and should include a list of the indicators that will be used to track progress toward the achievement of results under each component. The awardee will propose a variety of mechanisms, quantitative and qualitative, that will be used to, measure the success of the program interventions and the recipient's performance in achieving agreed-upon results. The M&E Plan should also incorporate plans for external mid-term and final evaluations that will examine the extent to which the activities have achieved intended results and recommend activity modifications needed to improve performance. The M&E Plan should be finalized in consultation with the AOR and submitted within 90 days of the award.

The AOR will conduct periodic performance reviews to monitor implementation and achievement of results. Mechanisms to be used to monitor the progress will include:

- Regular meetings with USAID;
- Quarterly reports;
- Site visits; and,
- Periodic evaluations.

2. AUTHORIZED LEGISLATION
This is a discretionary Cooperative Agreement opportunity to be competed and awarded pursuant to the authority of the 1961 Foreign Assistance Act, as amended, and the applicable sections of USAID regulation 22 CFR 226.

3. PROGRAM ELIGIBILITY REQUIREMENTS
Type of entities which may apply is described in Section III.

4. AWARD ADMINISTRATION
For non-U.S. organizations, the Standard Provisions for Non-U.S., Nongovernmental recipients and the applicable cost principles (OMB Circular A-122 for non-profit organizations and OMB Circular A-21 for universities) will apply. The OMB circulars are available in the following link: http://www.whitehouse.gov/omb/circulars/index.html. For both U.S. and non U.S. for-profit organizations Federal Acquisition Regulation (FAR) Part 31 will be applicable. Please refer to Section VI of this RFA for more information on the standard provisions. While 22 CFR 226 does not directly apply to non-U.S. applicants, the Agreement Officer will use the standards of 22 CFR 226 in the administration of the award. Further information including the referenced documents may be obtained via our agency website http://www.usaid.gov directly or via links in USAID Automated Directive System (ADS) Chapter 303: http://www.usaid.gov/policy/ads/300/303.pdf.
Pursuant to 22 CFR 226.81, it is USAID policy not to award profit under assistance instruments. However, all reasonable, allocable, and allowable expenses, direct and indirect, which are related to the Cooperative Agreement and are in accordance with applicable cost standards may be paid under the Award.

[End of Section I]

SECTION II – AWARD INFORMATION

1. ESTIMATED FUNDS

Subject to the availability of funds, USAID intends to provide approximately $1,212,611 in total USAID funding for the life of the activity.

2. START DATE AND PERIOD OF PERFORMANCE

The period of performance anticipated herein is three (3) years. The estimated start date of the award is September 2012.

3. TYPE OF AWARD

USAID plans to negotiate and award a Cooperative Agreement as USAID desires to be substantially involved in the implementation of the selected program that is consistent with USAID policy contained in ADS Chapter 303 concerning non-governmental assistance activities. This substantial involvement will be through the Agreement Officer, except to the extent that the Agreement Officer delegates authority to the Agreement Officer's Representative (AOR) in writing. The intended purpose of the substantial involvement during the award is to assist the recipient in achieving the supported objectives of the agreement.

<u>Substantial involvement</u>

In addition to the requirements in 22 CFR 226 and other applicable regulations or provisions, USAID/India will be substantially involved during the implementation of this Cooperative Agreement in the following ways through the Agreement Officer's Representative (AOR) or the Agreement Officer as per ADS 303.3.11:

A. Approval of recipient's Implementation Plans

- Approval of annual work plans

B. Approval of Key Personnel and any change in key personnel

C. Agency and recipient Collaboration or Joint Participation

- Approval of Subawards and Subcontracts
- Approval of Monitoring and Evaluation Plans
- Agency monitoring to permit specified kinds of direction or redirection because of interrelationships with other projects

[End of Section II]

SECTION III – ELIGIBILITY INFORMATION

1. DEFINITION OF ELIGIBLE LOCAL ORGANIZATIONS

Definition of Local Organizations :

A "local" entity is one that meets all of the following criteria:

- Be organized under the laws of the recipient country;
- Have its principal place of business in the recipient country;
- Be majority owned by individuals who are citizens or lawful permanent residents of the recipient country or be managed by a governing body, the majority of whom are citizens or lawful permanent residents of a recipient country; and
- Not be controlled by a foreign entity or by an individual or individuals who are not citizens or permanent residents of the recipient country.

The term "controlled by", means a majority ownership or beneficiary interest as defined above , or the power, either directly or indirectly, whether exercised or exercisable, to control the election, appointment, or tenure of the organization's managers or a majority of the organization's governing body by any means, e.g., ownership, contract, or operation of law.

"Foreign entity" means an organization that fails to meet any part of the "local organization" definition.

Government controlled and government owned organizations in which the recipient government owns a majority interest or in which the majority of a governing body are government employees, are included in the above definition of local organization.

2. POTENTIAL NEW IMPLEMENTING PARTNERS

In support of the Agency's interest in fostering a larger partner base and expanding the number and sustainability of development partners, USAID/India encourages applications from potential new implementing partners. However, the Agreement Officer may conduct pre-award surveys for the new implementing partners as per ADS 303.3.9.1.

[End of Section III]

SECTION IV – APPLICATION AND SUBMISSION INFORMATION

1. POINT OF CONTACT

Vandana Vats, Acquisition & Assistance Specialist USAID/India C/o American Embassy, Shantipath, Chanakya Puri, India E-mail: indiarco@usaid.gov

2. REQUIRED FORMS

All applicants must submit the application using the SF-424 series, which includes the:

- SF-424, Application for Federal Assistance;
- SF-424A, Budget Information - Nonconstruction Programs; and
- SF-424B, Assurances - Nonconstruction Programs.

The program described in Section I above includes non-construction elements. Therefore, these mandatory forms for non-construction programs must be completed. Costs to non-construction activities should be included on the SF-424A. Copies of these forms may be found in the following website:
https://apply07.grants.gov/apply/FormsMenu?source=agency

3. PRE-AWARD CERTIFICATIONS, ASSURANCES, AND OTHER STATEMENTS OF RECIPIENTS

In addition to the certifications that are included in the SF 424, applicants must provide additional certifications, assurances and other statements found in Attachment 1 of this RFA.

4. APPLICATION FORMAT

A. Preparation of Applications:

i. Applicants are expected to review, understand, and comply with all aspects of this RFA.

ii. Each applicant shall furnish the information required by this RFA. The applicant must sign the application form (SF 424) and print or type its name on the Cover Page of the technical and cost applications. Erasures or other changes must be initialed by the person signing the application. Applications signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office.

iii. Applicants who include data that they do not want disclosed to the public for any purpose or used by the U.S. Government except for evaluation purpose, must:

a. Mark the title page with the following legend:

"This application includes data that shall not be disclosed outside the U.S. Government and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to evaluate this application. If, however, a grant is awarded to this applicant as a result of - or in connection with - the submission of this data, the U.S. Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets____". and,

b. Mark each sheet of data it wishes to restrict with the following legend:

"Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this application."

iv. Applicants should retain for their records one copy of the application and all enclosures which accompany it.

v. Application shall be split into two separate parts: (1) Technical Application; and (2) Cost Application. The formats for each of these parts of the application are set forth below.

B. Technical Application Format

Technical applications should be specific, complete and presented concisely. Applications should demonstrate the applicant's capabilities and expertise with respect to achieving the goals of this program. Applications shall take into account the technical evaluation criteria found in Section V.

Applicants are invited to present 1) an innovative technical approach and an effective implementation strategy to achieve the project objectives set forth in Section I; 2) a well thought-out implementation plan with sound rationale for the proposed level of effort and scheduling of work; 3) an illustrative Performance Monitoring and Evaluation Plan (PMEP) that identifies appropriate milestones and targets, as well as plans to gather and utilize baseline data, the illustrative PMEP is expected to reflect concern for results and include proper impact indicators; and 4) an exit strategy and approach to ensure that the program results can be sustained after completion of the project.

Technical Application shall be written in English and shall not **exceed 20 single-spaced typed pages**. Page limitations include the following requirements: single-spaced text printed on one side of the page only, one-inch (1") margins, **12-point, Times New Roman font**. It shall include an executive summary, not to exceed 2 pages. The executive summary shall provide a clear overview of the results to be achieved, milestone or benchmark measures of progress and a brief summary of applicant's experience implementing similar activities. Annexes are excluded from the 20 page limit.

Technical Approach

- Describe in detail the technical approach to be used to achieve annual and end of assistance targets for the Program Element Result Area.
- Describe innovative, feasible, replicable, scalable, sustainable and cost effective solutions to achieve the intended results of the program.
- Provide thorough understanding of the issues related to women and energy nexus, Government of India's programs and policies particularly in rural electrification and linkages with community development initiatives. Also, describe the relevance of the project design and planned activities to the needs of the beneficiaries (women entrepreneurs).
- Provide linkages to Microfinance and other financial institutions for women based small scale clean energy projects.
- Applicants shall propose baselines and annual targets for the life of the project.
- USAID expects applicants to utilize their expertise and experience in designing a technical approach which will best achieve the objectives described in the program description. To be considered competitive, applicants are requested to submit an application that reflects a clear approach to achievements of USAID's objectives as outlined in the program description and outline how they would approach the components described therein. A clear connection between the Applicant's proposed approach and proposed level of effort and staffing plan must be demonstrated.

The Applicant must take into serious consideration efficient use of U S government funding for utilizing sound innovations or creative approaches to achieve the program objectives. The technical approach should include:

- outline of all program elements, with a clear vision of concrete proposed results
- understanding of the issues to be addressed, including recommendations for prioritization
- plan for effective rapid launch of activities
- timeline for implementation
- strategy for the phase-out and sustainability of activities
- creative use of new technology, innovative tools and lessons learned

As part of the technical approach, the applicant shall also include an illustrative Performance Monitoring and Evaluation Plan (PMEP) and Mobilization Plan as annexes to the application. The illustrative Performance Monitoring and Evaluation Plan (PMEP) must explain how the applicant proposes to monitor the program and assess program impact. The PMEP must include indicators, targets, data sources and collection methods, baseline information, and benchmarks. The applicant must discuss the ways in which the collection, analysis and reporting of performance data will be managed under the project. Applicants are encouraged to provide a performance plan that they believe would best monitor program process and which includes indicators and data collection systems that will provide reliable, valid, timely, and precise information in a cost-effective manner. All data collected must be disaggregated by sex, if applicable. It is the applicant's responsibility to ensure that all costs related to the implementation of the PMEP are included in the cost application and consider the required human resources for implementing the PMEP. The mobilization plan must provide a step-bystep outline of how the applicant will get the activity underway and include a clear timeline. The mobilization plan must cover the first six months of project implementation and address how the applicant can launch project activities rapidly.

Leveraging and Cost Share

USAID/India seeks to leverage additional resources from the private sector under this cooperative agreement through the establishment of public-private partnerships (PPPs). Offerors shall include in their proposals a comprehensive approach to private sector engagement that includes methods for private sector partner engagement, with a focus on innovative and practical approaches to using these resources for program objectives and a detailed explanation of how partnerships, including leveraged funds, will be solicited. Offerors shall also highlight the usefulness, innovativeness and likelihood that proposed partnerships will contribute to sustainable programs beyond the performance period and funding received from USAID. Applicants shall include in their applications a comprehensive approach to private sector engagement that includes the following:

- Understanding of the need for PPPs opportunities under this Agreement and how potential partnerships will contribute to Agreement objectives/results and to the business interests of potential partners;
- Approach for private sector partner engagement, with a focus on innovative approaches and sustainable development outcomes and a detailed explanation of how partnerships, including leveraged funds, will be solicited, established, and managed;
- Measurable indicators and targets that will determine success;
- Experience building and managing PPPs, and achievement of concrete results from previous partnerships.

A minimum of 1(USAID):4(private sector partner) leveraging is required, below which the proposal will be disqualified. Proposals with higher leveraging from the private sector will be given preference. Leveraged resources obtained through partnerships may free up funding for other purposes within the program description or allow for expanded project implementation.

Any partnership commitments undertaken by the implementer(s) during the course of Agreement implementation will be subject to USAID review and approval. Any post-award changes to the cost or project budget will also be subject to USAID approval.

Cost Share – USAID/India also seeks cost share from the applicant. A cost share of 20% is required for this project. Out of the 20% cost share, 5% cost share needs to be in cash and rest 15% could be in terms of time, or resources. Proposals with a clear and comprehensive approach of cost share right from the beginning of the project will be given preference. For

more information on leveraging and cost share, please refer to
http://www.usaid.gov/in/working_with_us/pdfs/ipn_08_005.pdf

Institutional Capability and Past Performance

- Applicants must highlight past institutional experience of similar partnerships, alliances, projects and activities that involved planning, oversight and implementation of women and/or clean energy projects in India.
- The Applicants (including all partners of a joint venture) must provide performance information for itself and each sub awardee whose total estimated cost exceeds 10% of the total proposed offer in accordance with the following:
- List in an annex to the technical application 5 of the most recent and relevant agreements for efforts similar to the work in the subject application. The most relevant indicators of performance are agreements of similar size, type of work, scope of work and complexity/diversity of tasks.
- Provide for each of these agreements a list of contact names, job titles, mailing address, phone numbers, e-mail address, and a description of performance to include:
  - Scope of Work or complexity/diversity of tasks,
  - Primary location(s) of work,
  - Term of performance,
  - Skills/expertise required,
  - Dollar value, and
  - Resources leveraged

Management and Staffing Plan

As part of its application, the applicant must submit a detailed Management Approach for USAID's review. Management Approaches must, as a minimum, address the following:

- Placement of the program team within the larger organization(s).
- Clear organizational structure.
- A clear chain of authority on the project/program team, including sub awardee staff.
- A clear line of communication and reporting which allows for early identification and proposed resolution of problems by the prime awardee and provision of related information to USAID.
- A clear, regular, and concrete means of communication between program staff in the field and their backstop officers in the headquarters office that functions without creating unnecessary overlap.
- Identification of key personnel, including their technical and managerial roles and responsibilities.
- A regular means of informal communication with the AOR, in addition to the required programmatic and financial reporting.

Program organizational charts with linkages to the key staff's parent organization are recommended.

Applicants are encouraged to describe specific instances in which the proposed management approach has had demonstrated success.

Applicants shall propose appropriate key personnel considered essential for implementation of this Agreement. Minimum qualifications and experience must be provided for all key personnel positions. Careful consideration should be given to the agreement requirements, results to be achieved and unique aspects of working with private sector and women networks. Resumes shall be included with 3 references and their contact information (name, title, organization, phone number, e-mail address).

vi. The suggested outline for the technical application is:

I. Table of Contents, listing all page numbers and attachments

II. Executive Summary

III. Technical Approach

IV. Leveraging and Cost Share

V. Institutional Capability and Past Performance

VI. Management and Staffing Plan

vii Leveraging of all alliance partners is highly encouraged and will be considered in the evaluation process.

viii. Copies of Personnel, Procurement and Travel Policies or Certificate of Compliance (preferred)

ix. Annexes:

a. Mobilization Plan
b. Illustrative Performance Monitoring and Evaluation Plan (PMEP)
c. Relevant Past Performance Information (Recipient and Key Partner Organizations)
d. Curriculum Vitae for Key Personnel

C. Cost Application Format

The Cost or Business Application is to be submitted under separate cover from the technical application. The Cost Application should be Indian Rupee with an additional column for US Dollar. Exchange rate for this should be $1=INR54 .

Certain documents are required to be submitted by an applicant in order for the Agreement Officer to make a determination of responsibility. However, it is USAID policy not to burden applicants with undue reporting requirements if that information is readily available through other sources. There is no page limitation on the Cost Application.

The following sections describe the documentation that applicants for an assistance award must submit to USAID/India prior to award. While there is no page limit for this portion, applicants are encouraged to be as concise as possible, but still provide the necessary detail to address the following:

i. A detailed budget with an electronic copy should be accompanied with budget narrative that provides in detail the rationale for proposed costs for each budget line item. The budget narrative should provide information regarding the basis of estimate for each line item, including reference to sources used to substantiate the cost estimate (e.g. organization's policy, payroll document, vendor quotes, etc.).

In addition to the detailed budget, a summary of the budget must be submitted using Standard Form 424 and 424A which can be downloaded from the following web site:

https://apply07.grants.gov/apply/FormsMenu?source=agency

ii. The cost/business application should contain the following budget categories:

a. Direct Labor – Direct salaries, wages and annual increases for all personnel proposed under the application shall be in accordance with the applicant's established personnel policies. To be considered adequate, the policies must be in writing, applicable to all employees of the organization, is subject to review and approval at a high enough organizational level to assure its uniform enforcement, and result in costs which are reasonable and allowable in accordance with applicable cost principles. The narrative should include a level of effort analysis specifying personnel, rate of compensation, and amount of time proposed. Anticipated salary increases during the period of the agreement should be included.

b. Supplies and Equipment - Differentiate between expendable supplies and nonexpendable equipment (NOTE: Equipment is defined as tangible nonexpendable personal property including exempt property charged directly to the award having a useful life of more than one year and an acquisition cost of $5,000 or more per unit, unless the applicant's established policy establishes nonexpendable equipment anticipated to be required to implement the program, specifying quantities and unit cost.)

c. Allowances- Allowances must be broken down by specific type and by person and must be in accordance with the applicant's established policies.

d. Travel and Per Diem - The narrative should indicate number of trips, domestic and international, and the estimated unit cost of each travel in accordance with the technical application. Proposed per diem rates must be in accordance with the applicant's established policies and practices that are uniformly applied to federally-financed and other activities of the applicant.

e. Other Direct Costs - This could include any associated costs such as office rents, communications, transportations, supplies and utilities, report preparation costs, passports, visas, medical exams and inoculations, insurance (other than the applicant's normal coverage), etc. The narrative, or supporting schedule, should provide a complete breakdown and support for each item of other direct costs. All costs should be charged direct.No indirect charges/cost are allowed.

f. Proposed Sub-contracts/agreements - Applicants who intend to utilize sub contractors or sub recipients should indicate the extent intended and a complete cost breakdown, as well as all the information required herein for the applicant. Sub-contract/agreement cost applications should follow the same cost format as submitted by the applicant. Indirect costs are not allowed for awards to indigenous organizations (see Implementing Partner Notice IPN 08-006: http://www.usaid.gov/in/working_with_us/ipn.html).

iii. Required assurances, certifications and representations as indicated in 424 B entitled Assurances-Non Construction Programs and the certifications identified in subsection 2 and 3 of the section.

iv. Applicants should submit any additional evidence of responsibility deemed necessary for the Agreement Officer to make a determination of responsibility. The information submitted should substantiate that the applicant:

a. has adequate financial resources or the ability to obtain such resources as required during the performance of the award;

b. has the ability to comply with the award conditions, taking into account all existing and currently prospective commitments of the applicant, nongovernmental and governmental;

c. has a satisfactory record of performance. Past relevant unsatisfactory performance is ordinarily sufficient to justify a finding of non-responsibility, unless there is clear evidence of subsequent satisfactory performance.

d. has a satisfactory record of integrity and business ethics; and

e. is otherwise qualified and eligible to receive a grant under applicable laws and regulations (e.g., EEO).

v. Applicants that have never received a grant, cooperative agreement or contract from the U.S. Government are required to submit a copy of their accounting manual. If a copy has already been submitted to the U.S. Government, the applicant should advise which Federal office has a copy.

vi. Certificate of Compliance: Please submit a copy of your Certificate of Compliance if your organization's systems have been certified by

USAID/Washington's Office of Acquisition and Assistance (M/OAA, formerly known as M/OP).

5. SUBMISSION DEADLINES

Applications shall be due at 1000 hours New Delhi Local Time on August 21, 2012. Because making this award is critical to USG foreign policy goals, time is important and late applications may not, at the sole discretion of the Agreement Officer, be considered.

6. FUNDING RESTRICTIONS/PRE-AWARD COSTS

There are no funding restrictions applicable to this RFA at this time. USAID in its discretion and at the request of the winning applicant may allow pre-award costs.

7. APPLICATION SUBMISSION PROCEDURES

Both electronic (e-mail) AND hard copy submission are required by USAID/India. Applications through both transmission methodologies must be received by the submission deadline will be reviewed for responsiveness to the specifications outlined in these guidelines and the application format. No addition or modifications will be accepted after the submission date.

A. Submission of Hard Copy Applications

Hard copy applications submitted via courier service or mail, shall be submitted in two separate parts and delivered in two separate envelopes: (a) technical and (b) cost or business application. The hard copy technical application shall consist of one (1) original and five (5) copies. The cost or business application shall consist of one (1) original and two (2) copies. Applications shall be submitted with the name and address of the applicant and RFA number (referenced above) inscribed thereon, to:

By Courier Service/Hand Delivery

Braden W. Enroth
Agreement Officer
Office of the Acquisition and Assistance
U.S. Agency for International Development
C/o American Embassy, Shantipath,
Chanakya Puri, New Delhi 110021
India Telephone: (+91)11-24198796

By Mail

Braden W. Enroth
Agreement Officer
Office of the Acquisition and Assistance

U.S. Agency for International Development
C/o American Embassy, Shantipath,
Chanakya Puri, New Delhi 110021
India Telephone: (+91)11-24198796

Hard copies of submissions must arrive by the due date and time specified herein.
Faxed applications are not acceptable.

Note: For purposes of recording the official receipt of applications, the date/time stamp of the Security Office (Gate 1) at American Embassy, New Delhi will govern.

B. Submission of Electronic Applications

Applications shall be submitted with the name and address of the applicant and the RFA number (referenced above) inscribed thereon, to India RCO mailbox and Vandana Vats, via e-mail to indiarco@usaid.gov and vvats@usaid.gov respectively.

For electronic submissions, your organization must ensure that the applications are received at USAID/India in its entirety. No addition or modifications will be accepted after the submission date. E-mail attachments should be formatted in Microsoft Word (for narrative text) and Microsoft Excel format (for spread sheets) with **5 MB limit per e-mail**. Please convert your documents to one of these formats before sending them to USAID/India, or provide scanned copies of pages in .pdf format (Adobe PDF) if they include signatures or forms. **USAID/India cannot accept .zip files, as they will be blocked by USAID's firewall.**

In addition to the aforementioned guidelines, the applicant is requested to take note of the following:

i. Applications submitted electronically must be in either Microsoft Word /.pdf for narrative text and MS Excel for spreadsheets/tables (workable version with calculations shown in the spreadsheet).

ii. After you have sent your applications electronically, please immediately check your own email to confirm that the attachments you intended to send were indeed sent. If you discover an error in your transmission, please send the material again and note in the subject line of the email or indicate in the file name if submitted via grants.gov that it is a "corrected" submission.

iii. Please do not send the same email more than once unless there has been a change, and if so, please note that it is a "corrected" email.

iv. If you send your application by multiple emails, please indicate in the subject line of the email whether the email relates to the technical or cost application, and the desired sequence of multiple emails (if more than one is sent) and of attachments (e.g. "no. 1 of 4", etc.). For example, if your cost application is being sent in two emails, the first email should have a subject line which says: "[organization name], Cost Application, Part 1 of 2".

Our preference is that the technical application and the cost application be submitted as single email attachments, e.g. that you consolidate the various parts of a technical application into a single document before sending them. If this is not possible, please provide instructions on how to collate the attachments. USAID/India will not be responsible for errors in compiling electronic applications if no instructions are provided or are unclear.

C. Receipt of Applications

Hard and Soft copies of Applications must be received at the place designated and by the date and time specified in the cover letter of the RFA. Applications, which are submitted late or are incomplete run the risk of not being considered in the review process. Late applications may be considered for award if, in the sole discretion of the Agreement Officer, it is determined that it is in the U.S. Government's interest and if the evaluation process has not yet commence.

D. Questions & Answers

Any questions regarding this RFA should be submitted in writing to Ms. Vandana Vats, A&A Specialist, via e-mail to indiarco@usaid.gov with a copy to vvats@usaid.gov .

Questions regarding this RFA should be submitted **no later than 1000 New Delhi local time on July 27, 2012** to provide sufficient time to address the questions and incorporate the questions and answers as an amendment to this solicitation. Verbal explanations or instructions given before award will not be binding.

Vendor Registration Form
Attached (Attachment#2) is a vendor registration form that all organizations desirous of doing business with USAID/India must complete and submit along with their applications. Please send the filled form along with your cost proposal.

[End of Section IV]

SECTION V – APPLICATION REVIEW INFORMATION

1. EVALUATION CRITERIA

The criteria presented below have been tailored to the requirements of this RFA. Applicants should note that these criteria serve to: (a) identify the significant matters which applicants should address in their applications and (b) set the standard against which all applications will be evaluated. To facilitate the review of applications, applicants are requested to organize the narrative sections of technical applications according to the technical application format (Section IV.4.B) in the Application and Submission Information and the evaluation criteria set forth below.

The specific evaluation criteria are as follows:

A. Technical Evaluation:

	EVALUATION CRITERIA	MAXIMUM SCORE
i.	Technical Approach	35
ii.	Leveraging and cost share	25
iii.	Institutional Capability and Past Performance	20
iv.	Management and Staffing Plan	20
	TOTAL SCORE	100

i. Technical Approach **35 points**

- Demonstrated innovative, feasible, replicable, scalable, sustainable and cost effective solutions to achieve the intended results of empowering women to engage in economic growth opportunities related to clean energy and improving energy access in targeted areas.
- Provided thorough understanding of the issues related to women and energy nexus, Government of India's programs and policies particularly in rural electrification and linkages with community development initiatives. Also, describe the relevance of the project design and planned activities to the needs of the beneficiaries (women entrepreneurs).
- Demonstrated linkages to Microfinance and other financial institutions for women based small scale clean energy projects.

ii. Leveraging and cost share **25 points**

USAID/India seeks to leverage additional resources from the private sector under this cooperative agreement through the establishment of public-private partnerships (PPPs).

Offerors shall include in their proposals a comprehensive approach to private sector engagement that includes methods for private sector partner engagement, with a focus on innovative and practical approaches to using these resources for program objectives and a detailed explanation of how partnerships, including leveraged funds, will be solicited. Offerors shall also highlight the usefulness, innovativeness and likelihood that proposed partnerships will contribute to sustainable programs beyond the performance period and funding received from USAID. A minimum of 1(USAID):4(private sector partner) leveraging from private sector is required, below which the proposal will be disqualified. Proposals with higher leveraging from the private sector will be given preference.
A cost share of 20% is required for this project. Out of the 20% cost share, 5% cost share needs to be in cash and rest 15% could be in terms of time, or resources. Proposals with a clear and comprehensive approach of cost share right from the beginning of the project will be given preference. For more information on leveraging and cost share, please refer to http://www.usaid.gov/in/working_with_us/pdfs/ipn_08_005.pdf

iii. Institutional Capability and Past Performance 20 points

- Past institutional experience of similar partnerships, alliances, projects and activities that involved planning, oversight and implementation of women and/or clean energy projects in India.
- Timeliness of performance, including adherence to contracting schedules and other time-sensitive project conditions, and effectiveness of personnel to make prompt decisions and ensure efficient operation of tasks.

iv. Management and Staffing Plan 20 points

Management Approaches will be evaluated based upon the following:

- Strength of organization structure.
- Communication procedures among the program management team members, with USAID, and with other partners. A clear line of communication and reporting which allows for early identification and resolution of problems by the selected recipient and provision of related information to USAID.
- Clear lines of responsibility and authority of each program team member.
- The key personnel will be evaluated based on their sector-specific qualifications, professional competence, relevant academic background, demonstrated success in carrying out proposed activities as well as their knowledge in clean energy market development and women focused projects.

Total Points 100 points

B. Cost Evaluation:

Points will not be awarded for cost. Cost will primarily be evaluated for reasonableness, realism, allowability and the applicant’s understanding of the work to be performed.

Effective cost saving measures to improve cost efficiency of the program will also be considered. Given the nature of this activity, USAID/India will weigh carefully potential benefits from the proposed staffing plans and level of effort.

2. REVIEW AND EVALUATION PROCESS

Application which is deemed to offer the best overall value and meet USAID objectives will be selected for award. The Technical Evaluation Committee (TEC) will evaluate the technical/programmatic merit of each application as measured against the evaluation criteria mentioned above.

Once an "apparent successful applicant" is identified, additional information and discussion may occur between the applicant and USAID Agreement Officer, before the final funding decision is made. The "apparent successful applicant" means the applicant recommended for an award of a component after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. "Apparently successful applicant" status confers no right and constitutes no USAID commitment to an award.

The recommendation or selection of an application for award does not in any way guarantee an award. The USAID Agreement Officer must be fully satisfied that the applicant has the capacity to adequately perform in accordance with standards established by USAID and the Office of Management and Budget (OMB). This issue of organizational capability is generally referred to as a pre-award "responsibility determination." The Agreement Officer must also complete any other necessary pre-award arrangements.
Details on USAID pre-award responsibility determination policy and procedure can be found on our agency website, in its automated directive system (ADS) chapter 303, section 303.3.9: http://www.usaid.gov/policy/ads/300/303.pdf.

USAID/India intends to make this award without any discussion. To the extent that they are necessary, negotiations will be conducted with the applicant(s) whose application(s), has or have a reasonable chance of being selected for award. The final award decision will be made by the Agreement Officer, with consideration of the Technical Evaluation Committee recommendations.

Other areas of review and discussion will vary according to the circumstances pertaining to the application. The following areas commonly require discussion and agreement prior to award:

A. Branding Strategy and Marking Plan. In accordance with ADS 303.3.6.3.f and 22 CFR 226.91, the apparently successful applicant must submit a Branding Strategy and a Marking Plan for evaluation and approval by the Agreement Officer before an award under this solicitation will be made. "Marking Plan" and "Marking of USAID-funded Assistance Awards" are contained in **AAPD 05-11** and in **22 CFR 226.91**. Please note that in contrast to "exceptions" to marking requirements, waivers based on circumstances in the host country must be approved by Mission Directors or other USAID Principal Officers, see **22 CFR 226.91(j)**. USAID approved Branding Strategy and Marking Plan is required for award execution.

B. Final program and budget plans.

C. Payment terms.

D. Procedures concerning administrative reporting and logistical requirements for program including training components.

E. Other award terms including audit, special provisions and/or special award conditions.

[End of Section V]

SECTION VI – AWARD AND ADMINISTRATION INFORMATION

1. NOTIFICATION TO APPLICANTS

The Notice of Award (ADS 303.3.7.1.a) signed by the Agreement Officer is the authorizing document that will be provided to the successful applicant to inform the applicant of its selection to be further considered to negotiate a cooperative agreement. USAID will provide this Notice electronically to the person designated to receive this information in the application.

Notification will also be made electronically to unsuccessful applicants pursuant to ADS 303.3.7.1.b.

2. AWARD NOTIFICATION

Notice of Award signed by the Agreement Officer is the authorizing document, which shall be transmitted to the recipient for countersignature to the authorized agent of the successful organization electronically.

Request for debriefings: USAID will follow the procedures included in ADS 303.3.7.2 to receive and accept requests for debriefings from unsuccessful applicants.

3. STANDARD PROVISIONS AND DEVIATIONS

No deviations are anticipated to the standard provisions for the cooperative agreement under by this RFA. All applicable standard provisions shall be incorporated into the resultant award. The standard provisions for Non-US Nongovernmental may be accessed at the following location:

- Standard Provisions for Non-U.S., Nongovernmental recipients can be accessed through the following URL: **http://www.usaid.gov/policy/ads/300/303mab.pdf**

The following Standard Provisions which are indicated below in full text should be specially noted by the prospective applicants.

A. BRANDING STRATEGY - ASSISTANCE (DECEMBER 2005)

(a) **Definitions**

Branding Strategy means a strategy that is submitted at the specific request of a USAID Agreement Officer by an Apparently Successful Applicant after evaluation of an application for USAID funding, describing how the program, project, or activity is named and positioned, and how it is promoted and communicated to beneficiaries and host country citizens. It identifies all donors and explains how they will be acknowledged.

Apparently Successful Applicant(s) means the applicant(s) for USAID funding recommended for an award after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. The

Agreement Officer will request that the Apparently Successful Applicants submit a Branding Strategy and Marking Plan. Apparently Successful Applicant status confers no right and constitutes no USAID commitment to an award.
USAID Identity (Identity) means the official marking for the Agency, comprised of the USAID logo and new brandmark, which clearly communicates that our assistance is from the American people. The USAID Identity is available on the USAID website and is provided without royalty, license, or other fee to recipients of USAID-funded grants or cooperative agreements or other assistance awards or subawards.

(b) **Submission**

The Apparently Successful Applicant, upon request of the Agreement Officer, will submit and negotiate a Branding Strategy. The Branding Strategy will be included in and made a part of the resulting grant or cooperative agreement. The Branding Strategy will be negotiated within the time that the Agreement Officer specifies. Failure to submit and negotiate a Branding Strategy will make the applicant ineligible for award of a grant or cooperative agreement. The Apparently Successful Applicant must include all estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events and materials, and the like.

(c) **Submission Requirements**

At a minimum, the Apparently Successful Applicant's Branding Strategy will address the following:

<u>(1) Positioning</u>

What is the intended name of this program, project, or activity?

<u>Guidelines:</u> USAID prefers to have the USAID Identity included as part of the program or project name, such as a "title sponsor," if possible and appropriate. It is acceptable to "co-brand" the title with USAID's and the Apparently Successful Applicant's identities. For example: "The USAID and [Apparently Successful Applicant] Health Center."

If it would be inappropriate or is not possible to "brand" the project this way, such as when rehabilitating a structure that already exists or if there are multiple donors, please explain and indicate how you intend to showcase USAID's involvement in publicizing the program or project. *For example: School #123, rehabilitated by USAID and [Apparently Successful Applicant]/ [other donors].* Note: the Agency prefers "made possible by (or with) the generous support of the American People" next to the USAID Identity in acknowledging our contribution, instead of the phrase "funded by." USAID prefers local language translations.

Will a program logo be developed and used consistently to identify this program? If yes, please attach a copy of the proposed program logo.

Note: USAID prefers to fund projects that do NOT have a separate logo or identity that competes with the USAID Identity.

(2) Program Communications and Publicity

Who are the primary and secondary audiences for this project or program?

Guidelines: Please include direct beneficiaries and any special target segments or influencers.
For Example: Primary audience: schoolgirls age 8-12, Secondary audience: teachers and parents–specifically mothers. What communications or program materials will be used to explain or market the program to beneficiaries?

Guidelines: These include training materials, posters, pamphlets, Public Service Announcements, billboards, websites, and so forth.

What is the main program message(s)?

Guidelines: *For example: "Be tested for HIV-AIDS" or "Have your child inoculated."* Please indicate if you also plan to incorporate USAID's primary message – this aid is "from the American people" – into the narrative of program materials. This is optional; however, marking with the USAID Identity is required.

Will the recipient announce and promote publicly this program or project to host country citizens? If yes, what press and promotional activities are planned?

Guidelines: These may include media releases, press conferences, public events, and so forth. Note: incorporating the message, "USAID from the American People", and the USAID Identity is required.

Please provide any additional ideas about how to increase awareness that the American people support this project or program.

Guidelines: One of our goals is to ensure that both beneficiaries and host-country citizens know that the aid the Agency is providing is "from the American people." Please provide any initial ideas on how to further this goal.

(3) Acknowledgements

Will there be any direct involvement from a host-country government ministry? If yes, please indicate which one or ones. Will the recipient acknowledge the ministry as an additional cosponsor?

Note: it is perfectly acceptable and often encouraged for USAID to "co-brand" programs with government ministries.
Please indicate if there are any other groups whose logo or identity the recipient will use on program materials and related communications.

Guidelines: Please indicate if they are also a donor or why they will be visibly acknowledged, and if they will receive the same prominence as USAID.

(d) **Award Criteria**. The Agreement Officer will review the Branding Strategy for adequacy, ensuring that it contains the required information on naming and positioning the USAID-funded program, project, or activity, and promoting and communicating it to cooperating country beneficiaries and citizens. The Agreement Officer also will evaluate this information to ensure that it is consistent with the stated objectives of the award; with the Apparently Successful Applicant's cost data submissions; with the Apparently Successful Applicant's project, activity, or program performance plan; and with the regulatory requirements set out in 22 CFR 226.91. The Agreement Officer may obtain advice and from technical experts while performing the evaluation.

[END OF PROVISION]

B. MARKING PLAN – ASSISTANCE (DECEMBER 2005)

(a) Definitions

Marking Plan means a plan that the Apparently Successful Applicant submits at the specific request of a USAID Agreement Officer after evaluation of an application for USAID funding, detailing the public communications, commodities, and program materials and other items that will visibly bear the USAID Identity. Recipients may request approval of Presumptive Exceptions to marking requirements in the Marking Plan.

Apparently Successful Applicant(s) means the applicant(s) for USAID funding recommended for an award after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. The Agreement Officer will request that Apparently Successful Applicants submit a Branding Strategy and Marking Plan. Apparently Successful Applicant status confers no right and constitutes no USAID commitment to an award, which the Agreement Officer must still obligate.

USAID Identity (Identity) means the official marking for the Agency, comprised of the USAID logo and new brandmark, which clearly communicates that our assistance is from the American people. The USAID Identity is available on the USAID website and USAID provides it without royalty, license, or other fee to recipients of USAID funded grants, cooperative agreements, or other assistance awards or subawards.

A ***Presumptive Exception*** exempts the applicant from the general marking requirements for a *particular* USAID-funded public communication, commodity, program material or other deliverable, or a *category* of USAID-funded public communications, commodities, program materials or other deliverables that would otherwise be required to visibly bear the USAID Identity. The Presumptive Exceptions are: Presumptive Exception (i). USAID marking requirements may not apply if they would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials, such as election monitoring or ballots, and voter information literature; political party support or public policy advocacy or reform; independent media, such as television and radio broadcasts, newspaper articles and editorials; and public service announcements or public opinion polls and surveys (22 C.F.R. 226.91(h)(1)).

Presumptive Exception (ii). USAID marking requirements may not apply if they would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent (22 C.F.R. 226.91(h)(2)).

Presumptive Exception (iii). USAID marking requirements may not apply if they would undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as "by" or "from" a cooperating country ministry or government official (22 C.F.R. 226.91(h)(3)).

Presumptive Exception (iv). USAID marking requirements may not apply if they would impair the functionality of an item, such as sterilized equipment or spare parts (22 C.F.R. 226.91(h) (4)).

Presumptive Exception (v). USAID marking requirements may not apply if they would incur substantial costs or be impractical, such as items too small or otherwise unsuited for individual marking, such as food in bulk (22 C.F.R. 226.91(h)(5)).

Presumptive Exception (vi). USAID marking requirements may not apply if they would local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bed pans, or similar commodities (22 C.F.R. 226.91(h)(6)).

Presumptive Exception (vii). USAID marking requirements may not apply if they would conflict with international law (22 C.F.R. 226.91(h)(7)).

(b) Submission. The Apparently Successful Applicant, upon the request of the Agreement Officer, will submit and negotiate a Marking Plan that addresses the details of the public communications, commodities, program materials that will visibly bear the USAID Identity. The marking plan will be customized for the particular program, project, or activity under the resultant grant or cooperative agreement. The plan will be included in and made a part of the resulting grant or cooperative agreement. USAID and the Apparently Successful Applicant will negotiate the Marking Plan within the time specified by the Agreement Officer. Failure to submit and negotiate a Marking Plan will make the applicant ineligible for award of a grant or cooperative agreement. The applicant must include an estimate of all costs associated with branding and marking USAID programs, such as plaques, labels, banners, press events, promotional materials, and so forth in the budget portion of its application. These costs are subject to revision and negotiation with the Agreement Officer upon submission of the Marking Plan and will be incorporated into the Total Estimated Amount of the grant, cooperative agreement or other assistance instrument.

(c) Submission Requirements.

The Marking Plan will include the following:

(1) A description of the public communications, commodities, and program materials that the recipient will be produced as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity. These include:

(i) program, project, or activity sites funded by USAID, including visible infrastructure projects or other programs, projects, or activities that are physical in nature;

(ii) technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID;

(iii) events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences, and other public activities; and (iv) all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies and other materials funded by USAID, and their export packaging.

(2) A table specifying:

(i) the program deliverables that the recipient will mark with the USAID Identity,

(ii) the type of marking and what materials the applicant will be used to mark the program deliverables with the USAID Identity, and

(iii) when in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking.

(3) A table specifying:

(i) what program deliverables will not be marked with the USAID Identity, and (ii) the rationale for not marking these program deliverables.

(d) Presumptive Exceptions.

(1) The Apparently Successful Applicant may request a Presumptive Exception as part of the overall Marking Plan submission. To request a Presumptive Exception, the Apparently Successful Applicant must identify which Presumptive Exception applies, and state why, in light of the Apparently Successful Applicant's technical proposal and in the context of the program description or program statement in the USAID Request For Application or Annual Program Statement, marking requirements should not be required.

(2) Specific guidelines for addressing each Presumptive Exception are:

(i) For Presumptive Exception (i), identify the USAID Strategic Objective, Interim Result, or program goal furthered by an appearance of neutrality, or state why the program, project, activity, commodity, or communication is 'intrinsically neutral.' Identify, by category or deliverable item, examples of program materials funded under the award for which you are seeking exception 1.

(ii) For Presumptive Exception (ii), state what data, studies, or other deliverables will be produced under the USAID funded award, and explain why the data, studies, or deliverables must be seen as credible.

(iii) For Presumptive Exception (iii), identify the item or media product produced under the USAID funded award, and explain why each item or product, or category of item and product, is better positioned as an item or product produced by the cooperating country government.

(iv) For Presumptive Exception (iv), identify the item or commodity to be marked, or categories of items or commodities, and explain how marking would impair the item's or commodity's functionality.

(v) For Presumptive Exception (v), explain why marking would not be cost-beneficial or practical.

(vi) For Presumptive Exception (vi), identify the relevant cultural or social norm, and explain why marking would violate that norm or otherwise be inappropriate.

(vii) For Presumptive Exception (vii), identify the applicable international law violated by marking.

(3) The Agreement Officer will review the request for adequacy and reasonableness.

In consultation with the Agreement Officer's Technical Representative Technical Officer and other agency personnel as necessary, the Agreement Officer will approve or disapprove the requested Presumptive Exception. Approved exceptions will be made part of the approved Marking Plan, and will apply for the term of the award, unless provided otherwise.

(e) Award Criteria: The Agreement Officer will review the Marking Plan for adequacy and reasonableness, ensuring that it contains sufficient detail and information concerning public communications, commodities, and program materials that will visibly bear the USAID Identity. The Agreement Officer will evaluate the plan to ensure that it is consistent with the stated objectives of the award; with the applicant's cost data submissions; with the applicant's actual project, activity, or program performance plan; and with the regulatory requirements of 22
C.F.R.226.91. The Agreement Officer will approve or disapprove any requested Presumptive Exceptions (see paragraph (d)) on the basis of adequacy and reasonableness. The Agreement Officer may obtain advice and recommendations from technical experts while performing the evaluation.
[END OF PROVISION]

C. MARKING UNDER USAID-FUNDED ASSISTANCE INSTRUMENTS (DECEMBER 2005)

(a) Definitions

Commodities mean any material, article, supply, goods or equipment, excluding recipient offices, vehicles, and non-deliverable items for recipient's internal use, in administration of the USAID funded grant, cooperative agreement, or other agreement or sub-agreement.

Principal Officer means the most senior officer in a USAID Operating Unit in the field, e.g., USAID Mission Director or USAID Representative. For global programs managed from Washington but executed across many countries, such as disaster relief and assistance to internally displaced persons, humanitarian emergencies or immediate post conflict and political crisis response, the Cognizant Principal Officer may be an Office Director, for example, the Directors of USAID/W/Office of Foreign Disaster Assistance and Office of Transition Initiatives. For non-presence countries, the Cognizant Principal Officer is the Senior USAID officer in a regional USAID Operating Unit responsible for the non-presence country, or in the absence of such a responsible operating unit, the Principal U.S Diplomatic Officer in the non-presence country exercising delegated authority from USAID.

Programs mean an organized set of activities and allocation of resources directed toward a common purpose, objective, or goal undertaken or proposed by an organization to carry out the responsibilities assigned to it.

Projects include all the marginal costs of inputs (including the proposed investment) technically required to produce a discrete marketable output or a desired result (for example, services from a fully functional water/sewage treatment facility).

Public communications are documents and messages intended for distribution to audiences external to the recipient's organization. They include, but are not limited to, correspondence, publications, studies, reports, audio visual productions, and other informational products; applications, forms, press and promotional materials used in connection with USAID funded programs, projects or activities, including signage and plaques; Web sites/Internet activities; and events such as training courses, conferences, seminars, press conferences and so forth.

Sub-recipient means any person or government (including cooperating country government) department, agency, establishment, or for profit or nonprofit organization that receives a USAID sub-award, as defined in 22 C.F.R. 226.2.

Technical Assistance means the provision of funds, goods, services, or other foreign assistance, such as loan guarantees or food for work, to developing countries and other USAID recipients, and through such recipients to sub-recipients, in direct support of a development objective – as opposed to the internal management of the foreign assistance program.

USAID Identity (Identity) means the official marking for the United States Agency for International Development (USAID), comprised of the USAID logo or seal and new brandmark, with the tagline that clearly communicates that our assistance is "from the American people." The USAID Identity is available on the USAID website at www.usaid.gov/branding and USAID provides it without royalty, license, or other fee to recipients of USAID-funded grants, or cooperative agreements, or other assistance awards.

(b) Marking of Program Deliverables

(1) All recipients must mark appropriately all overseas programs, projects, activities, public communications, and commodities partially or fully funded by a USAID grant or cooperative agreement or other assistance award or sub-award with the USAID Identity, of a size and prominence equivalent to or greater than the recipient's, other donor's, or any other third party's identity or logo.
(2) The Recipient will mark all program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) with the USAID Identity. The Recipient should erect temporary signs or plaques early in the construction or implementation phase. When construction or implementation is complete, the Recipient must install a permanent, durable sign, plaque or other marking.
(3) The Recipient will mark technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID with the USAID Identity.

(4) The Recipient will appropriately mark events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities, with the USAID Identity. Unless directly prohibited and as appropriate to the surroundings, recipients should display additional materials, such as signs and banners, with the USAID Identity. In circumstances in which the USAID Identity cannot be displayed visually, the recipient is encouraged otherwise to acknowledge USAID and the American people's support.

(5) The Recipient will mark all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies, and other materials funded by USAID, and their export packaging with the USAID Identity.

(6) The Agreement Officer may require the USAID Identity to be larger and more prominent if it is the majority donor, or to require that a cooperating country government's identity be larger and more prominent if circumstances warrant, and as appropriate depending on the audience, program goals, and materials produced.

(7) The Agreement Officer may require marking with the USAID Identity in the event that the recipient does not choose to mark with its own identity or logo.

(8) The Agreement Officer may require a pre-production review of USAID-funded public communications and program materials for compliance with the approved Marking Plan.

(9) Sub-recipients. To ensure that the marking requirements “flow down" to sub-recipients of sub-awards, recipients of USAID funded grants and cooperative agreements or other

assistance awards will include the USAID-approved marking provision in any USAID funded sub-award, as follows: *"As a condition of receipt of this sub-award, marking with the USAID Identity of a size and prominence equivalent to or greater than the recipient's, subrecipient's, other donor's or third party's is required. In the event the recipient chooses not to require marking with its own identity or logo by the sub-recipient, USAID may, at its discretion, require marking by the sub-recipient with the USAID Identity."*

(10) Any 'public communications', as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has not been approved by USAID, must contain the following disclaimer:

"This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government."

(11) The recipient will provide the Agreement Officer's Representative Officer (AOR) or other USAID personnel designated in the grant or cooperative agreement with two copies of all program and communications materials produced under the award. In addition, the recipient will submit one electronic or one hard copy of all final documents to USAID's Development Experience Clearinghouse.

(c) Implementation of marking requirements.

(1) When the grant or cooperative agreement contains an approved Marking Plan, the recipient will implement the requirements of this provision following the approved Marking Plan.

(2) When the grant or cooperative agreement does not contain an approved Marking Plan, the recipient will propose and submit a plan for implementing the requirements of this provision within 60 days after the effective date of this provision. The plan will include:

(i) A description of the program deliverables specified in paragraph (b) of this provision that the recipient will produce as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity.

(ii) the type of marking and what materials the applicant uses to mark the program deliverables with the USAID Identity,
(iii) when in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking,
(3) The recipient may request program deliverables not be marked with the USAID Identity by identifying the program deliverables and providing a rationale for not marking these program deliverables. Program deliverables may be exempted from USAID marking requirements when:

(i) USAID marking requirements would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials;

(ii) USAID marking requirements would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent;
(iii) USAID marking requirements would undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as "by" or "from" a cooperating country ministry or government official;
(iv) USAID marking requirements would impair the functionality of an item;

(v) USAID marking requirements would incur substantial costs or be impractical;

(vi) USAID marking requirements would offend local cultural or social norms, or be considered inappropriate;
(vii) USAID marking requirements would conflict with international law.

(4) The proposed plan for implementing the requirements of this provision, including any proposed exemptions, will be negotiated within the time specified by the Agreement Officer after receipt of the proposed plan. Failure to negotiate an approved plan with the time specified by the Agreement Officer may be considered as noncompliance with the requirements is provision.

(d) Waivers.

(1) The recipient may request a waiver of the Marking Plan or of the marking requirements of this provision, in whole or in part, for each program, project, activity, public communication or commodity, or, in exceptional circumstances, for a region or country, when USAID required marking would pose compelling political, safety, or security concerns, or when marking would have an adverse impact in the cooperating country. The recipient will submit the request through the Cognizant Technical Officer. The Principal Officer is responsible for approvals or disapprovals of waiver requests.

(2) The request will describe the compelling political, safety, security concerns, or adverse impact that require a waiver, detail the circumstances and rationale for the waiver, detail the specific requirements to be waived, the specific portion of the Marking Plan to be waived, or specific marking to be waived, and include a description of how program materials will be marked (if at all) if the USAID Identity is removed. The request should also provide a rationale for any use of recipient's own identity/logo or that of a third party on materials that will be subject to the waiver.

(3) Approved waivers are not limited in duration but are subject to Principal Officer review at any time, due to changed circumstances.

(4) Approved waivers "flow down" to recipients of sub-awards unless specified otherwise. The waiver may also include the removal of USAID markings already affixed, if circumstances warrant.

(5) Determinations regarding waiver requests are subject to appeal to the Principal Officer's Cognizant Assistant Administrator. The recipient may appeal by submitting a written

request to reconsider the Principal Officer's waiver determination to the Cognizant Assistant Administrator.

(e) Non-retroactivity.

The requirements of this provision do apply to any materials, events, or commodities produced prior to January 2, 2006. The requirements of this provision do not apply to program, project, or activity sites funded by USAID, including visible infrastructure projects (For example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) where the construction and implementation of these are complete prior to January 2, 2006 and the period of the grant does not extend past January 2, 2006.

D. EXECUTIVE ORDER ON TERRORISM FINANCING (FEB 2002)

The contractor/recipient is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the responsibility of the contractor/recipient to ensure compliance with these Executive Orders and laws. This provision must be included in all subcontracts/subawards issued under this contract/agreement.

E. FOREIGN GOVERNMENT DELEGATIONS TO INTERNATIONAL CONFERENCES (JAN 2002)

Funds in this agreement may not be used to finance the travel, per diem, hotel expenses, meals, conference fees or other conference costs for any member of a foreign government's delegation to an international conference sponsored by a public international organization, except as provided in ADS Mandatory Reference "Guidance on Funding Foreign Government Delegations to International Conferences" or as approved by the AO.

F. TRAINING RESULTS AND INFORMATION NETWORK (TRAINET)

Exchange Visitors and Training

The Recipient will conform to USAID Automated Directives System (ADS) Chapter 252 – Visa Compliance for Exchange Visitors and ADS 253 – Training for Development, as well as USAID/India-specific requirements for processing of J-1 Exchange Visitors.

The Recipient will enter applicable information into TraiNet for any participant Training, third-country training and in-country training that is funded through this award.

Information and assistance on ADS 253 requirements is currently available from the Mission's contact person Ms. Ritika Sawhney at rsawhney@usaid.gov
Telephone number +91-11-2419-8049.

G. NON-FEDERAL AUDITS