

SOUTH ASIA REGIONAL DEVELOPMENT MARKETPLACE ON NUTRITION: CALL FOR PROPOSALS

The South Asia Regional Development Marketplace (DM) on Nutrition is inviting innovative, small-scale grassroots development proposals for a competitive grant program under the theme **“Innovate for Nutrition: Family and Community Approaches to Improving Infant and Young Child Nutrition.** Submissions will undergo a thorough assessment by development experts from the World Bank and the greater development community, from which about 70 shortlisted candidates will be invited to present their proposals during a DM event to be held in Dhaka, Bangladesh in August 4-6, 2009. Winners from this event will receive award grants of up to US\$40,000 to implement their project during an 18 month period.

What is a Development Marketplace?

A DM is a competitive grant program that identifies and funds innovative, early stage development projects with a high potential for development impact. Administered by the World Bank and funded by various partners, the primary objective of the DM is to identify and support creative cutting-edge solutions to the most pressing social and economic concerns, solutions that deliver results and have the potential to be replicated and/or scaled-up. In this way, the World Bank and Development Partners gain insights from grassroots practitioners who have important contributions to make in their fight against poverty and its consequences.

What is the South Asia Regional Development Marketplace on Nutrition 2009?

The goal of the South Asia Regional DM on Nutrition is to identify and fund innovative ideas that deliver improved nutrition to infants and young children during their first two years of life. This DM will create a platform for engaging civil society and grassroots organizations to share their experiences and innovative ideas with the broader development community on how to improve nutrition among the poor in South Asia.

What are the eligibility criteria for this competition?

Applicant Profile

1. The applicant organization must be a legal entity.
2. NGOs, civil society organizations, and other local level development agencies (with at least three years in operation) that are based in the country of implementation may apply without additional partners.
3. All other groups (e.g. local governments, academic institutions, etc) must apply in partnership with at least one organization, subject to the conditions below:
 - a. The implementing partner must be based in the country of implementation.
 - b. Both parties cannot be private businesses or individuals.
 - c. Both parties cannot be academic institutions.
 - d. Both parties cannot be local or regional government institutions.
4. Individual applicants without any affiliation to a registered organization are **not** eligible to apply.

Project Profile

1. Proposals must reflect the overall goal of *Improving Infant and Young Child Nutrition*. As such, the DM will consider proposals that will clearly demonstrate how families, communities and possibly others can, among others:
 - **Empower girls and women** to address gender issues and other socio-cultural determinants of malnutrition, especially at the household level and in feeding and child care practices;
 - Increase access to and/or use of **micronutrient-rich foods** or supplements;
 - Develop sustainable ways of **changing household behaviors** to address malnutrition within the household resource constraints (e.g. exclusive breastfeeding, supplementary feeding of infants and young children, enhancing stimulation and parenting practices, etc.);
 - Demonstrate and measure the impact of **community-based interventions** including through growth monitoring and promotion, child development and care, as well as by providing a safer hygienic environment by improving the quality of the physical and social environment for infants and young children, e.g. access and use of clean water and sanitation, healthy environment for safe preparation of weaning foods, etc.
2. Projects with the primary output of research or knowledge, such as publications or conferences, formal education or scholarships are not eligible for the competition.
3. Projects activities must fall within a maximum project award budget of US\$40,000 and should be implemented within the time-frame of 18 months.
4. The DM is open to organizations from the following countries and the projects must be implemented in one or more of them: Afghanistan, Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan and Sri Lanka.

How will proposals be evaluated?

To be eligible, all proposals must meet the criteria under Applicant and Project Profile. All eligible proposals will undergo a thorough review process by development experts from the World Bank and partner organizations and the greater nutrition community using a pre-determined set of criteria. About 70 finalists will then be selected through a transparent and merit-based process and asked to prepare a more comprehensive proposal. The finalists will be invited to attend the Development Marketplace event in Dhaka, Bangladesh to present their proposals to an international jury. The jury will select up to 25 winners who will receive award grants of up to US\$40,000 to implement their projects. The evaluation criteria include:

1. **Innovation** – Proposals must demonstrate an idea/concept that is new in approach, (i.e. a product, technology, process/combination of processes and/or financing) in order to achieve sustainable improvements in infant and young child nutrition practices.
2. **Realism** – Proposals should provide a realistic implementation plan, time frame, and budget, and indicate the organization's capacity to implement the project.
3. **Results** – Projects must have clear and measureable results that have a direct impact on the theme and/or sub-themes. Proposals should make provisions for effective monitoring and evaluation with objectives, beneficiaries, key performance and outcomes indicators being clearly identified.

4. **Sustainability** – Proposals should show how the project can continue to operate and yield results beyond the DM funding period (Financial and Organizational sustainability).
5. **Growth Potential** –Proposals should demonstrate potential for replicability and scalability. It must be possible for government and/or other organizations to replicate and implement the idea in other places with similar contexts. Proposals must be clear on how the project can be effectively scaled-up in a sustainable way.

What are the key dates for the DM?

February 11, 2009: Competition launch

April 14, 2009: Deadline for proposal submissions

June 8, 2009: Finalists are announced

June 29, 2009: Finalists' proposal due

August 4-6: All finalists are invited to the Development Marketplace event in Dhaka

How can I apply?

Proposals must be submitted online through www.worldbank.org/nutritiondm2009

All proposals must be submitted in **English** on or before 2400 hrs EST on April 14, 2009.

ALL proposals should contain the following information:

Applicant Contact Information:

1. Name of Organization
2. Name of Contact Person
3. Title (Dr., Mr., Mrs., Ms.)
4. Position at Organization
5. Primary Contact Email
6. Organization Type (*Academic, Non-Governmental Organization, International Non-Governmental Organization, Cooperative, Foundation, Private-for-Profit, Government Agency, other*)
7. Organization Website
8. Telephone Number
9. Fax Number
10. Address
11. City/Town/Village
12. State/Province
13. Postal Code
14. Country
15. Describe your organization, including year established. (*word limit: 100*)

Basic Proposal Information

16. Title of Project Proposal (*word limit: 25*)

17. Country of Implementation
18. Is your Organization partnering with another Organization? [yes/no]
19. If yes to the question above, list the name and contact details of your partner organization(s).
20. Project duration using SAR DM funds (maximum timeframe is 18 months).
21. SAR DM Funding Request (maximum award size US\$40,000)

Project Details

22. **Problem Definition:** Clearly describe the specific infant and young child nutrition problem that your project will try to address. What is your project idea to address this problem? (*Word limit: 200*)
23. **Project Objective / Results:** State the project objective. It should focus on the expected outcome / results for the primary targeted beneficiary group for which the project can be held accountable, given the project's duration (18 mo. Max) and resources. The project objective should NOT encompass objectives that depend on other efforts outside the scope of the proposed project. Provide an estimate of the number of people belonging to the targeted beneficiary group and a description of the geographic area that you plan to reach during project implementation (18 months or less). (*Word limit: 200*)
24. **Implementation:** Describe the major activities that the project will undertake to meet your objectives (specify implementation time periods). What is the capacity of your organization to implement the project? Describe the strengths of your organization (and if relevant, the partner organization) including relevant implementation experience with similar initiatives. (*Word limit: 400*)
25. **Measuring Results:** What are the measurable targets to be reached by the end of the 18 month period? How will you monitor and evaluate the progress of the project (include key performance indicators and sources of data for the proposed indicators). To the extent possible, provide quantitative information/estimates of the expected results (e.g. 500 beneficiaries, 10% change in incomes, etc.).

Note: Indicators can either be quantitative (usually referring to a numerical amount, answering questions such as How much? or How many?) or qualitative (information regarding how people feel about an experience or what opinions they hold). In either case, indicators should be clear, discrete and measurable. (*Word limit: 200*)
26. **Innovation:** How is your idea innovative or unique? If other organizations are addressing the same problem using a different approach, how is your proposed idea different? (*Word limit: 200*)
27. **Sustainability (Organizational and Financial):** What actions do you plan to take to help project results continue beyond the phase funded by Development Marketplace? What characteristics of your project will help ensure that its results and development impact are sustainable? (*Word limit: 200*)

28. **Growth Potential:** Describe the characteristics of your project idea that make it replicable or scalable and describe possible opportunities and constraints. (**Word limit: 200**)
29. **Budget:** Provide an estimate of the total budget (in US Dollars) for your project activities (maximum grant size – maximum US\$ 40,000), and break down the budget into broad categories (e.g. Works, Goods (materials & equipment), Personnel, Travel, Other Services, Operating Costs, and Other Expenses). If selected as a finalist, a more detailed budget will be requested). Include amount and sources of co-financing if applicable.