

## COUNTRY-LEVEL DEVELOPMENT MARKETPLACE COMPETITION ANNOUNCEMENT

The New Delhi office of the World Bank will be hosting, for the first time in the country, a India Country-level Development Marketplace (IDM) on April 15, 2004. The Theme for the event is: *Improve Rural Services - Access and Quality*.

The Country-level Development Marketplace is an innovative program being sponsored by the World Bank to support non-governmental actors in the development world in finding creative approaches to address development issues. The Country-level Development Marketplace concept evolved from the Global Development Marketplace, a World Bank initiative to promote innovative development ideas through a competitive process for seed funding. IDM is the first such country specific initiative in India.

The main objective of the IDM is to bring together social innovators from all over the country to compete for funding and to share their knowledge and experience on how to improve the delivery of services in rural areas, particularly, the delivery of essential rural services such as rural water supply & sanitation, rural roads, rural education, rural health, rural electricity, and rural finance. The India Development Marketplace has two main components: an Innovation Competition and a Knowledge Forum. The competition will be held in the World Bank office, New Delhi on April 15, 2004 and the Knowledge Forum will be held at FICCI on April 14, 2004.

The IDM competition is open to : NGOs, community-based organizations, foundations, academic institutions, civic organizations and the private sector in partnership with registered NGOs, foundations, associations and other development organizations.

### **The Innovation Competition:**

The Innovation Competition will accept proposals prepared by a wide variety of civil society organizations, academia and private sector entities from across the entire country. The guidelines for submitting the proposals are on the website: [www.worldbank.org.in](http://www.worldbank.org.in). The winners will be selected by a jury, consisting of representatives of national and international organizations, governmental and non-governmental agencies. The World Bank and its partners will provide about US\$250, 000 in grants as awards to the winners. These winners will receive grant in range of US\$10,000–US \$15,000 from the World Bank and its partners in IDM.

### **The Knowledge Forum:**

In addition to the Innovation Competition, the event will include a Knowledge Forum in which various leaders in the development community will share their experiences and approaches for improving the access and quality of rural services.

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For further information, visit [www.worldbank.org.in](http://www.worldbank.org.in)  
or email us at [mregol@worldbank.org](mailto:mregol@worldbank.org)

## How to Apply

In order to apply to the Country-level Development Marketplace, proposal teams must follow the process outlined in this section.

Submit a three-page Proposal Outline to the Country-level Development Marketplace by January 30, 2004. These outlines, not to exceed 3 pages in length, will be reviewed by a panel of experts within the World Bank in line with the Country-level Development Marketplace objectives, guidelines, themes, and eligibility criteria.

Based on the ideas submitted, finalists will be announced by March 1, 2004. These finalists will be invited to submit a Full Proposal by March 31, 2004. These proposals will be assessed in detail by an assessment panel.

Finalists will then be invited to participate in the Country-level Development Marketplace Competition in New Delhi, on April 15, 2004. If selected for funding at the Development Marketplace, teams will be asked to comply with a Grant Agreement for any financial awards.

## Submitting a Proposal Outline

Your proposal outline should cover the following:

1. Title of your idea:
2. Contact Information:
3. Primary Partner Contact Information:
4. Geographic Area
5. Keywords:
6. Confidentiality

The Country-level Development Marketplace, would like to share your proposal outline with other donors interested specifically in your sector or geographical region. If you prefer to keep your information confidential please mark the appropriate box.

# COUNTRY-LEVEL DEVELOPMENT MARKETPLACE COMPETITION GUIDELINES

## Objectives and Themes

In a competition open to innovators - NGOs, Community-Based Organizations, Foundations, Academic Institutions, Civic Organizations and the Private Sector, the India Country-level Development Marketplace (IDM) will award start-up funds to ideas that test new approaches to fight poverty and bring people and institutions together with the greatest promise of moving from concept to results. It is expected that these ideas when transformed into projects would upon implementation ensure the greatest possible leverage, replicability, and scaling of impact--that they would push out "the frontier" of development.

The Country-level Development Marketplace will invite a jury drawn from all parts of the development community to award US \$10,000 – US \$15,000, to the best ideas for:

- *Improve Rural Services-Access and Quality in the following sectors:*

*(Rural Water Supply & Sanitation , Rural Roads, Rural Education, Rural Health, Rural Electricity and Rural Finance)*

The above theme underpins the World Bank Group's commitment in its fight against poverty and on improving the lives of people living in rural areas.

## Guidelines and Eligibility Criteria

### Guidelines

Proposed ideas must address the following theme:

- *Improve Rural Services – Access and Quality.*

In addressing this theme, proposal teams should seek to answer the following questions:

### **Design:**

- *In what way is your idea innovative or different to existing approaches that you are aware of in how it attempts to address the theme?*
- *To what extent does your idea address poverty reduction in developing countries? Particularly vis-a-vis the theme?*
- *Will your idea be sustainable beyond the pilot phase? What characteristics of your proposal would you highlight to suggest this?*
- *What is the possibility of your idea being used elsewhere? By a different organization or in a different region/country?*

## Implementation:

- *How does your idea and its implementation plan demonstrate a high potential for results while maintaining cost-effectiveness?*
  - *Can you demonstrate that your idea has **ownership** among a broad community and institutional base?*
  - *To what extent does your idea offer an opportunity to achieve **leverage**, catalyze a larger response or mobilize new resources to fight poverty?*
  - *Does the idea include a component of **learning**, both for those directly involved in the work and for others who may benefit although may not be directly involved.*
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## Eligibility Criteria

The Country-level Development Marketplace is seeking proposals from all who are involved in development – NGOs, Community-Based organizations, Foundations, Academic Institutions, Civic Organizations, and the Private Sector. Proposals will be reviewed to ensure that they conform with the criteria below, and are within the Objectives and Themes of the Country-level Development Marketplace.

The eligibility criteria:

**1. Twelve month implementation time frame.** Proposed activities to be financed by these funds must entail a time frame for implementation of no more than one year from the first disbursement.

**2. Promotion of partnerships.** All proposals must be submitted in partnership with at least one other organization -- e.g., an NGO may partner with another NGO, government, academic/research institution, or foundation.

*Note: If you are a private business, you may not partner with another private business. Instead you must partner with an NGO, government, academic/research institution, or foundation.*

**3. Project Idea not used before:** The proposed project structure should not have been used previously in the concerned state.

**4. Project Sustainability:** The proposed project should be able to continue after the first year.

**5. Achievement in chosen field:** The applicant should have a history/achievement in the chosen field.

**Maximum award size.** The World Bank and its partners will provide about US\$250,000 in grants as awards to the winners. We expect the maximum award size to be between US \$ 10,000 – US \$15,000. Generally, awards will vary in size and will be determined by the needs of the proposals that are selected.

### **7. Project Cost:**

Provide a brief statement of the idea's need for funding in order to achieve the stated objectives. Differentiate between funding requested from the Country-level Development Marketplace and funds coming from other sources.

### **8. Describe your idea:**

*(This section cannot exceed 2 pages or 1000 words)*

Briefly describe the goals and objectives of the idea. Consult the Guidelines and Criteria to ensure that your idea lies within the theme and addresses the relevant Design and Implementation questions:

Provide a description of the major activities and intended beneficiaries of the project.

## **Timeline**

### **Proposal Outline (Round 1)**

To compete in the Country-level Development Marketplace on April 15, 2004 in New Delhi, teams must meet eligibility criteria indicated below and submit a three-page Proposal Outline by **January 30, 2004**.

### **Full Proposals (Round 2)**

Once Proposal Outlines are reviewed, finalists will be announced by **March 1, 2004**. These finalists will be invited to submit Full Proposals by **March 31, 2004**. All Full Proposals will be evaluated by an assessment panel.

### **The Country-Level Development Marketplace (Round 3)**

Finalists will be invited to participate in the Country-level Development Marketplace on **April 15, 2004**. If selected for funding at the Development Marketplace, teams will be asked to comply with a Grant Agreement for any financial awards.

Please do not submit any additional material with the Proposal Outline.

Please ensure that your contact information requested on the Proposal Outline form is accurate. This will provide the Country level Development Marketplace the necessary information to contact proposal teams quickly and easily.

### **Proposal Outlines will be accepted via:**

-email at [mrego1@worldbank.org](mailto:mrego1@worldbank.org)

-post or by hand at:

Country-level Development Marketplace  
The World Bank  
70 Lodi Estate,  
New Delhi - 110 003

Finalists will be informed via fax, email or post and this information will also be available on our website.

**IMPROVE RURAL SERVICES- ACCESS AND QUALITY  
APRIL 15, 2004, INDIA**

For office use.

Application number: \_\_\_\_\_

Date received: \_\_\_\_\_

*Please refer to How to Apply for Instructions*

1. Title of your idea (maximum twelve words):

2. Contact Information: (required in full)

Your name:

Your institution/affiliation:

Academia     Business     Development Agency     Foundation     SME  
 NGO

Your Registration Certificate:

Your audited accounts of 3 years (past two years and current year)

Email-address:

Telephone:

Fax:

Full mailing address:

Country:

3. Primary Partner Contact Information (required in full)

Partnering Institution:

Primary contact name:

Email-address:

Telephone:

Fax:

Full mailing address:

Country:

**4. Geographic Area**

Country Specific:

**5. Keywords**

- Rural Water Supply & Sanitation
- Rural Roads
- Rural Education
- Rural Health
- Rural Electricity
- Rural Finance

**6. The Country-level Development Marketplace would like to share your Proposal Outline with other donors interested specifically in your sector or geographical region. If you prefer to keep your information confidential, please check here**

**7. Project Cost:**

Anticipated total project cost (in \$US)

Funding requested from the Development Marketplace

**8. Describe the idea:**

- (a) What is your idea (300 words)
- (b) What is your implementation plan (300 words)
- (c) What results do you expect to achieve at the end of the project (300 words)
- (d) Provide a breakdown of your project costs in 4-5 broad categories—personnel, equipment, travel, other (please specify).

**9. If selected, will your Full Proposal be in :**

English  
 other local language

Hindi

Any