

Annual Program Statement (APS) No. 003-FHM-IND

Issuance Date: December 01, 2023

APS closing date: June 01, 2024

Dear Applicant:

Frontier Health Markets (FHM) Engage is a USAID-funded, five-year program (2021-2026) that aims to strengthen local health market systems by offering a balanced set of activities to improve the market environment for greater private sector participation in the delivery of health products and services, and to improve equal access to and uptake of high-quality consumer driven health products, services, and information.

As USAID's flagship private sector global health project, FHM Engage envisions a world in which health markets are responsive, equitable, resilient, and driven by consumer needs. To meet this vision, FHM Engage – led by Chemonics and its core partners, co-technical lead Results for Development, Pathfinder, and Zenysis – catalyzes the adoption of fresh, contextually-relevant pathways in health market development by building on existing structures and offering strong behavioral, technical, and managerial approaches.

FHM Engage's team in India is considering issuing 2-3 sub agreements to local organizations in five Indian states, namely Maharashtra, Karnataka, Assam, Meghalaya, Delhi, that have shown strong leadership and the ability to implement interventions to influence demand and supply side solutions in women's healthcare ecosystem. Some of the proposed initiatives will be led by implementing partner Collective Good Foundation (CGF) with support from FHM Engage's India team nested under Women's Health & Livelihood Alliance (WOHLA), a flagship marketplace activity aimed at empowering women's health and economic development through collaborative partnerships and strategic interventions. Detailed information about the objectives of the sub-agreements to be issued under this APS can be found in Annex 1.

A. ANNUAL PROGRAM STATEMENT (APS)

This APS is not a Request for Applications (RFA) nor a Request for Proposals (RFP). Rather, this a two-step process consisting of 1) a Request for Concept Notes, and 2) an invitation to organizations of selected concept notes to co-create a final application/activity description in collaboration with FHM Engage.

STEP 1 -REQUEST FOR CONCEPT NOTE:

Once a concept note has been submitted in response to this APS, FHM Engage will conduct an initial review of the concept note based on the eligibility criteria outlined in this APS. If eligible, the concept note will move to a merit review using the criteria outlined in Section IV of this APS. The purpose of the initial merit review is to determine whether FHM Engage wishes to engage in further discussions regarding the proposed approach and activities. The review will result in one of two outcomes:

- Decline to Fund: A decision to forego further consideration of the approach proposed in the Concept Note.

- Proceed in Cycle: A concept note that meets the general objectives may receive a “Proceed in Cycle” when evaluated against the APS merit review criteria. Applicants that have successful concept notes may be invited for co-creation and will collaborate with FHM Engage India, and/or possibly other successful concept note applicants. Note that the co-creation process is intended to build on a concept note that has strength and potential; it is not intended to develop new concepts from the ground up.

STEP 2 – CO-CREATION

Based on the review of the concept notes led by FHM Engage team in India, FHM Engage will determine whether to invite applicants from the pool of apparently successful applicants that will “proceed to cycle” to co-create a full application/s. FHM Engage will engage in highly specific, detailed activity design discussions with the applicants that were selected to “proceed in cycle” throughout the remainder of the process, e.g., up to and through any sub-agreement that might be issued under a round of this APS. The goals of co-creation are to explore and validate key challenges and problems and to jointly develop promising solutions or adapt and expand upon existing ones. Co-creation is also intended to help identify potential consortia and partnerships to support these new or existing solutions and activities.

B. CONCEPT NOTE SUBMISSION SCHEDULE

For review purposes, this APS is divided into three (3) rounds/batches of concept notes, subject to dates of submission, according to the following times (dates are based on current timelines and are subject to change).

ROUND/BATCH 1

EVENT	DATE
PRE-CONCEPT NOTE MEETING	DEC 08, 2023
SUBMISSION OF CONCEPT NOTES	DEC 15, 2023
NOTIFICATION OF RESULTS	DEC 20, 2023

ROUND/BATCH 2

EVENT	DATE
PRE-CONCEPT NOTE MEETING	MARCH 05, 2024
SUBMISSION OF CONCEPT NOTES	MARCH 15, 2024
NOTIFICATION OF RESULTS	APRIL 01, 2024

ROUND/BATCH 3

EVENT	DATE
PRE-CONCEPT NOTE MEETING	MAY 14, 2024
SUBMISSION OF CONCEPT NOTES	JUNE 01, 2024
NOTIFICATION OF RESULTS	JULY 15, 2024

All interested parties are invited to participate in the on-line meeting before the submission of concept notes, per the dates listed above. Applicants should notify their wish to participate in such meeting/s and send general questions about the APS by email to FHM-Engage India's Program Management Unit at PMU-IND-FHM-Engage@chemonics.com. The subject line of the email should include **APS 003-FHM-IND, Batch #**.

IA. ACTIVITY DESCRIPTION

For a detailed Activity Description, see Annex 1.

IB. PRE-CONCEPT NOTE MEETING

To further explain what is required for the concept notes, FHM Engage will hold a pre-concept note, on-line meeting on the dates specified in the tables above. The first workshop will take place on **December 8, 2023 at 3:00 PM Delhi time**. After the initial pre-concept note meeting(s), FHM Engage will respond to written inquiries at PMU-IND-FHM-Engage@chemonics.com. We will respond to each inquiry before the deadline to submit concept notes and share questions and answers with interested applicants. ***Participation in the meeting is encouraged but it is not a requirement for submission of concept notes.***

FHM Engage will post addenda, clarifications, and any relevant information through the same sites on which we posted the original call for concept notes.

II. ELIGIBILITY & AWARD INFORMATION

IIA. Award Information

FHM Engage anticipates awarding approximately the equivalent of \$200,000 U.S. Dollars through two to three sub-agreements. The duration of any sub-agreement under this solicitation is expected to be of no more than one year.

Sub-agreement Type: FHM Engage expects to award sub-agreements where the recipient is paid for successful completion of previously negotiated milestones (Fixed Amount Awards - FAA). The FAA allows for the award of a sub-agreement for very specific program elements without the need for FHM Engage to monitor actual costs incurred in the performance of the sub-award. FHM Engage will use this type of sub-award where there is certainty about the cost and when the achievement of results or milestones is readily discernible. To speed up the negotiation process, the FHM Engage team will work together with the applicant/s to co-create a full milestone schedule and assist in the development of the budget.

IIB. Eligible Recipients

- To be eligible, applicants are required to possess a minimum of 2 years of experience in the financial sector in India (e.g., delivering services, implementing sub-award activities, or engaging in similar endeavors at the cusp of financial inclusion and health sector). The support provided will primarily concentrate on start-up funding, expanding, and promoting existing products and services or in strengthening the institutional capacities of the institution to provide or promote services.

- Applicants must be a registered Indian for-profit or non-profit entity formally constituted, recognized by, and in good standing with the appropriate country’s authorities, and compliant with all applicable civil and fiscal regulations. Applicants must have all the necessary licenses to execute the activities detailed on Annex 1.
- FHM Engage will disclose additional eligibility requirements (if any) by an addendum to this APS, prior to concept note submission deadlines.

IIC. Ineligible Expenses

Sub-agreement funds may not be utilized for the following:

- Construction or infrastructure activities of any kind.
- Ceremonies, parties, celebrations, or “representation” expenses.
- Purchases of restricted goods without prior approval, or purchases of prohibited goods. FHM Engage will explain these changes during the workshops and in the full application process.
- Any purchase or activity which has already been made prior to the sub-award issuance.
- Prior obligations of and/or, debts, fines, and penalties imposed on the sub-awardee.
- Creation of endowments.
 - Expenses related to concept note or application preparation (pre-award or application expenses)

FHM Engage will disclose additional ineligible expenses during the co-creation stage.

III. PRESENTATION AND SUBMISSION OF CONCEPT NOTES

IIIA. CONCEPT NOTE

The first stage described in this APS is for the potential partners to submit a short concept note that provides a general idea of the type of activity to be financed. FHM Engage India will review the concept notes based on the criteria listed in Section IV below. Concept notes that meet the selection criteria and demonstrate impact in meeting the objectives of the activity, may be invited to co-create a full application with the technical team in charge of this activity.

Concept notes will be reviewed on a rolling basis:

First Batch: Concept notes received by December 15, 2023, will be reviewed by December 19, 2023

Second Batch: Concept notes received between December 16, 2023, and March 15, 2024, will be reviewed by March 31, 2024

Third Batch: Concept notes received between March 16, 2024, and June 01, 2024 will be reviewed by June 30, 2024.

IIIB. SUBMISSION INFORMATION

- Concept notes shall be submitted in English and may not be more than two (2) pages.

- Concept notes should be submitted in electronic copy only by email. FHM Engage will continue to accept concept notes through 17:00 EST time, on June 01, 2024, or until funds are no longer available.

FHM Engage will award only one sub-agreement per institution.

IIIC. CONCEPT NOTE CONTENT

Concept notes are intended to take applicants less time and promote creative approaches. Concept notes will include:

- A short description of the organization's background, including experience in implementing activities such as those proposed;
- Proposed activities and expected results;
- Description of the activities' sustainability;
- Beneficiaries, how the activities will reach the intended beneficiaries, and how they will benefit from the sub-agreement;
- A preliminary timeline; and
- A summary budget with no more than four budget line items (e.g. training, travel and transportation, goods and materials, and other direct costs) to broadly define how funds are envisioned for use, indicating the level of contribution the applicant organization will make.

IV. CRITERIA FOR REVIEWING CONCEPT NOTES

Concept notes will be reviewed against the following criteria:

- The applicant is eligible as outlined in Section IIB.
- The proposed activities are responsive to the activity description in annex 1.
 - Solutions proposed or provided should be able to be replicated across other health care interventions requiring similar solutions.
 - Interest rates and loan terms and repayment options offered by the prospective provider should compare with other vendors having similar business model and should be competitive and suitable for FHM India's project objectives.
 - Application and documentation for loan – preference would be given to providers with a straightforward and efficient application process, which minimizes paperwork and administrative burden.
 - Be transparent on hidden costs like fees and charges associated with the loan.
- The concept note shows that the entity that will implement the activities has adequate capability and experience to manage the proposed program.
- The applicant demonstrates that they are committed to a prerequisite leverage of initial capital to 3-4x. The more leverage an entity demonstrates for increasing corpus the preference.
- The applicant demonstrates a significant potential impact as a result of sub-agreement activities.

V. DISCLAIMER

Issuance of this APS does not constitute an award or a commitment on the part of FHM-Engage to pay for costs incurred in the preparation and submission of a concept note. Further, FHM Engage reserves the right to accept or not accept any or all of the concept notes received.

This APS is subject to availability of funds. FHM Engage reserves the right to amend this APS on or before the closing date. Interested applicants are encouraged to submit concept notes as early as possible after reviewing this APS document.

FHM Engage sincerely hopes that your organization will consider submitting a concept note for this APS.

Sincerely,

Jenna Wozniak
Partnerships Manager
FHM Engage