



In partnership with



India-UK Scoping and Engagement for the Creative Industries and Cultural Heritage

Contents

I. Executive Summary.....	2
II. Programme Description	3
A. Overview	3
B. Creative Industries Scoping Study.....	3
C. Cultural Heritage Scoping Report.....	8
D. India 75 Follow on Funding for impact and engagement	10
III. Eligibility	13
A. Eligibility information.....	13
IV. Funding and Eligible Costs	14
A. Available funding.....	14
B. Eligible activity and costs	14
C. International co-investigators.....	15
D. Project partners	15
E. Career Development of Researchers	16
V. Application Process and Format.....	16
VI. Submission Dates and Times	22
VII. Assessment Process and Criteria.....	22
VIII. Scheme Requirements and Post-Award Reporting.....	23
IX. Contact Information.....	24

I. Executive Summary

Funding Opportunity Title:	India-UK Scoping and Engagement for the Creative Industries and Cultural Heritage
Application Deadline:	9th November 2021
Funding Decisions to be Issued	December 2021 / January 2022
Estimated Number of Awards:	Creative Industries Scoping Study: 1 award Cultural Heritage Scoping Report: 1 award India 75 Follow-on Funding: Up to 3 awards
Funding Range:	Creative Industries Scoping Study: Up to £100,000 (fEC) Cultural Heritage Scoping Report: Up to £100,000 (fEC) India 75 Follow-on Funding: Up to £50,000 (fEC) per award
Award Duration:	Creative Industries Scoping Study: Up to six months Cultural Heritage Scoping Report: Up to six months India 75 Follow-on Funding: Up to nine months
Eligible Applicants:	Applications must be submitted by an eligible higher education institution, independent research organisation or research council institute in the UK. Unless otherwise stated below, standard eligibility criteria apply to this call as set out in the AHRC research funding guide . For all three strands, we welcome and encourage proposals that include international academic co-investigators, particularly based in India, and which involve partnership and/or collaboration with non-academic organisations in India and/or subcontracting of work to partners in India. This must be delivered in keeping with the 2020 amendments to the Indian Foreign Contributions Regulation Act

II. Programme Description

A. Overview

AHRC, working with UKRI India, Innovate UK, the British Council, and partners in India, is seeking to commission scoping and engagement activity related to India-UK research within the areas of the Creative Industries, Cultural Heritage and the 75th anniversary of independence in India in 2022. The aims of this opportunity are to support a programme of India-UK collaborative research activities which map and analyse the current research and innovation landscape in these areas; highlight key outcomes of recently funded research; identify synergies and emerging research challenges; and foster new partnerships for engagement.

There are three strands to this opportunity:

- Creative Industries scoping study
- Cultural Heritage scoping report
- Follow on Funding for past and existing AHRC/UKRI award holders to support activities relevant to the 75th anniversary of independence in India (India 75).

India is a longstanding priority country for AHRC's and UKRI's international engagement. From exploring the challenges that the rich Cultural Heritage of both countries faces to participating in an international design festival, collaborative India-UK research has been at the forefront of AHRC's and UKRI's international activity in recent years. The publication of the [2030 Roadmap for India-UK future relations](#) in May 2021 has provided AHRC and UKRI with a fresh impetus for strengthening existing and building new India-UK research and innovation collaborations, with enhanced creative and cultural partnerships embedded within the document as a key priority.

This opportunity therefore aims to map the current landscape of India-UK collaboration in the respective fields of Creative Industries and Cultural Heritage research and innovation and to scope future opportunities. Coinciding with India's 75th anniversary of independence in 2022 (India 75), it also offers the opportunity for past and existing AHRC/UKRI award holders to apply for follow on funding to engage with activity related to India 75.

B. Creative Industries Scoping Study

i. Context

Scoping Study:

In May 2021, the UK Government (HMG) published its 2030 Roadmap for India-UK Future Relations which outlines an aim to:

“Enhance (India-UK) collaboration to support the development of our Creative Economies to wealth and secure livelihoods, (and) work together to better understand the value and impact of the formal and informal creative economy through research and policy dialogue for long-term impact on GDP.”

With the UK and India both global leaders in creative industry sectors such as film and textiles, and the importance of the creative industries to the cultures and economies of both countries, UKRI and partner organisations are now considering how to enhance existing, and develop new, India-UK collaborative research, innovation, and cultural exchange activity across the creative industries. Coordinated by UKRI India and involving AHRC, Innovate UK, the British Council, and the UK Government's Department for International Trade (DIT) and Intellectual Property Office (IPO), a cross-UKRI and HMG Working Group has in recent months started to identify shared UK priorities for further engagement with India's vast and diverse creative industries landscape.

To inform this mapping process, the group have now determined a need to commission a scoping study of India's creative industries, to acquire a more detailed understanding of where the opportunities and possible barriers lie for future India-UK creative industries research and innovation. It is anticipated that this study will provide a strong evidence base to work from as the group continues to identify possibilities for India-UK research and innovation partnerships across the creative industries.

[Participants in the Cross-UKRI and HMG Working Group](#)

Arts and Humanities Research Council (AHRC)

AHRC has identified India as a key priority for international engagement and in recent years has developed a number of partnerships including with the Indian Council of Historical Research (ICHR) and the National Museum Institute in New Delhi, which have fostered joint India-UK collaborative research and training principally in the areas of Cultural Heritage and museum collections.

The Creative Industries are also a priority area for the AHRC. With a [wide-ranging portfolio of investment](#) across the UK and wider creative ecosystems, AHRC now aims to extend the international dimension of its Creative Industries partnerships and build on existing engagement with India through this cross-UKRI initiative. This portfolio spans practice-led research in the creative and performing arts; research about, with and increasingly for the creative industries, including emerging multidisciplinary areas such as immersive technologies and their applications and innovative responses to and recovery from the COVID-19 pandemic; and the role of art and performance in strengthening research participation and co-design and addressing global challenges across a range of fields from health to the environment. Internationally, since 2018 AHRC has led the UK-China Collaboration in the Creative Industries programme, which is developing large-scale research-industry partnerships between the UK and Shanghai.

Innovate UK

Innovate UK works closely with the Creative Industries in India mainly through its strong relationship with the Department of International Trade (DIT) and UKRI India, and it is their key international priority for the sector. Since 2018, there have been three industry-led

missions to India, exploring their Media and Entertainment Sector in 2018 ([report](#)), their exploding Mobile Economy in 2019, and most recently focused on their approach to [Sustainable Fashion](#). During the pandemic, when travel was minimised, Innovate UK continued to collaborate with DIT India leading to successful India-UK collaborations, including real-time video production in streaming media and democratising live music broadcasting. The economic and societal impact of this work has been significant, and there is an ambition to build upon this work to explore further commonalities and potential areas for collaboration within the wider Creative Industries.

British Council

The British Council are leading on *India-UK Together*, a cultural programme in partnership with the Government of India to mark India's 75th anniversary of independence in 2022. Within the planned season of activities, 'Creative Economy Working Together' is an integral theme. This area of work will look at building post-COVID 19 sector resilience and harnessing research insight and innovation from the UK to drive systematic change for the Creative Economy in India, including in areas such as tax coding and the assessment of the formal and informal sector's GDP value. Deploying existing partnerships, including with the Government of India's Ministry of Culture and UNESCO India, the British Council will join forces with the British High Commission India to support a range of activities including fundraising toward a Creative Economy conference, public/private investor roundtables, policy dialogues and research and high-level UK study tours.

ii. Aims

On behalf of the cross-UKRI and HMG UK-India Creative Industries Working Group, AHRC is seeking to commission a scoping study to provide an overview and mapping of the creative economy in India, and the research and innovation ecosystem which supports it, including highlighting particular areas of strength, growth, and innovation. The prevailing aims for the scoping study are to:

- Map these areas of strength and growth against existing studies which map UK strengths in creative economy research and innovation
- Provide an overview of current levels of connectivity between creative economy research and innovation systems in the UK and India, including barriers to collaboration
- Identify areas within the creative economy where there may be the greatest potential to grow or develop India-UK research and innovation collaboration
- Identify areas where there may be a need for further in-depth scoping or research to fully understand possible India-UK opportunities, as well as addressing some more specific questions such as whether the UK's tax coding for the creative economy could be mapped onto India's formal and informal creative economies to indicate likely GDP across specific areas.

iii. Study Requirements

Areas of Focus:

We expect the study to provide an overview of the creative economy in India and potential India-UK opportunities, as well as to identify areas for more in-depth analysis. As a part of this, we expect the study to cover the following sectors and areas of the creative economy which have been identified through previous work by UKRI and partner organisations as being of particular interest:

- Screen/Film/TV/gaming and related broadcasting technologies
- Mobile economy/creativity/technologies
- Digital content production – inclusive of screen, books, gaming, music, podcasts etc
- Live Performance, including music, dance and associated technologies to improve distribution and audience experience, such as streaming and immersive technologies
- Fashion, especially Sustainable Fashion – including the whole supply chain from design to manufacture to retail and end of life
- Design and cognate fields such as architecture, crafts, and creative manufacturing, including those which relate to sustainability and Net Zero
- AI, machine learning and data in the creative industries and related areas such as AdTech and MusicTech.

Please note that this is not intended to be an exhaustive list, and the scoping study should also identify emerging or other important fields which come to light during the analysis. Where appropriate, the scoping study should complement and draw upon other scoping activities recently undertaken or underway in specific areas, for example relevant work supported by the HMG UK-India Creative Industries Working Group on sustainable fashion.

We also expect the scoping study to review the policy landscape, research and innovation ecosystem, and business environment for the creative economy in India, with particular reference to how this might affect international collaborative opportunities (and barriers to collaboration) in the creative economy, including issues such as:

- Intellectual property rights, data protection and wider issues around the regulation of/responsible innovation, trusted research and innovation, research ethics and wider legal issues which have particular significance/relevance for the creative economy sector
- Funding, finance, incentives, taxation, business models, market size and structure, and related issues such as value chains, crypto currencies and block-chains
- Skills base, infrastructure, platforms, networks, clusters, connectivity, geographies of concentration etc.

- Sustainability and transitions to sustainability of the creative sector both in terms of environmental/climate impacts and wider dimensions of sustainability including sustainable livelihoods, gender, and inequalities etc.
- Relevant strengths across the full breadth of the supporting research and innovation ecosystem, including across disciplines and partnership working between relevant research, innovation and creative sectors
- Specific cultural factors such as heritages in knowledges, creative skills and crafts etc, cultural norms, languages, faiths, roles of cultural institutions, community arts etc (for example inter-relationships between cultural factors and specific aspects of the creative economy such as digital content production)
- Impacts of the coronavirus pandemic on the creative economy in India, including its impact in stimulating innovation and adaptation, and pathways to recovery.

Please note that AHRC is managing this commissioning on behalf of UKRI and in partnership with the cross-HMG UK-India Creative Industries Working Group. Therefore, the scope of the work should include all relevant areas within UKRI Councils' remits, including Innovate UK and interdisciplinary areas, and collaboration across sectors (academic, business, cultural organisations etc).

Approach and Ways of Working:

We expect that the outcomes of the scoping study will include a publishable study, and that this study will contain (but not be limited to):

- Analysis of data and literature (including policy documents) on the creative economy in India
- Interviews and or other methods of engagement such as virtual focus groups and roundtable surveys with key stakeholders/organisations
- Other relevant methods/activities such as case studies of India-UK collaboration.

The appointed individual/team will be expected to work with the cross-UKRI and HMG UK-India Creative Industries Working Group, including AHRC and Innovate UK, participate in a number of the group's virtual meetings to discuss their plans for the study, emerging findings, and final report, and complement other activities being undertaken by organisations represented on the group, for example in specific areas such as sustainable fashion. AHRC, Innovate UK, the British Council and UKRI India will provide the appointed individual/team with a briefing summarising relevant literature, potential contacts and past and current work undertaken by the group, but please note that the appointed individual/team will be expected to conduct a wider literature review and identify additional appropriate contacts.

UKRI will also provide the appointed individual/team with recent analysis of the UK creative economy conducted by UKRI and links to other UK-focused reports, including the recent analysis of the UK creative economy conducted by the British Council in India and through

its global network. **Please note though that we do not expect that the study will conduct new analysis of, or data collection on, the UK creative economy, except possibly to address gaps specifically related to the research issues raised in this commissioning call such as:**

- The current state or emerging pattern of India-UK creative economy collaboration
- Learning from case studies of India-UK collaboration
- Barriers to India-UK creative economy collaboration

Please also note that we strongly encourage scoping proposals involving India-UK collaboration. We welcome proposals that include international academic co-investigators, particularly based in India (please see the ‘Eligibility’ section of this document for guidance on costing international co-investigators for this opportunity), and which involve partnership and/or collaboration with non-academic organisations in India; this could also involve the subcontracting of work packages to partners in India, which must be delivered in keeping with the 2020 amendments to the Indian Foreign Contribution Regulation Act (FCRA). Please note that applicants who do not include partners in India will be expected to demonstrate how they will work with UKRI to ensure such partners are brought into their planned activities during the study.

Please also note that there may be a requirement for the appointed individual/team under this strand to engage in further events and initiatives with partners in India and the UK, including those planned by the British Council as part of the *India-UK Together* programme. Any such opportunities and requirements will be signposted to the appointed individual/team by AHRC, Innovate UK and UKRI India.

C. Cultural Heritage Scoping Report

i. Context

AHRC has supported collaborative India-UK Cultural Heritage research through a number of funding programmes and initiatives. Since 2014, a partnership with the Indian Council of Historical Research (ICHR) has jointly funded a series of research projects exploring the impact of rapid urbanisation on India’s rich cultural history and heritage. Projects have focused on areas such as urban history, public spaces and urban planning, architectural history, digital heritage, and community engagement. More recently, joint ICHR-AHRC projects are investigating how diasporic communities engage with and preserve their cultural heritage. In addition to the joint ICHR programme, AHRC has also supported collaborative India-UK Cultural Heritage research through the Global Challenges Research Fund (GCRF), a partnership with the UK Government’s Department for Digital, Culture, Media, and Sport (DCMS) and the British Council on cultural heritage and climate change/natural disasters, and its responsive mode schemes.

A recent report, commissioned by the AHRC and conducted by the GCRF Praxis team in collaboration with the UNESCO UK National Commission, provides analysis of how heritage research can help to tackle global challenges and foster sustainable development. The report '[Heritage for Global Challenges](#)' includes elements of India-UK research, which provide several contextual components on which this current scoping report call intends to build.

ii. Aims

AHRC, in collaboration with ICHR, is seeking to commission a scoping report to gather evidence in the format of case studies and analysis on its portfolio of India-UK Cultural Heritage research. The prevailing aims for the scoping report are to:

- Provide case studies and analysis of research findings
- Identify thematic synergies and gaps in the research portfolio and important emerging or innovative research areas
- Identify opportunities for new partnerships in the research area
- Build an evidence base to help inform AHRC's future work

In addition, the scoping report will consider issues that can potentially cut across all areas of Cultural Heritage research such as skills development, digitisation, cultural value, community engagement, sustainability, role of cultural / heritage institutions, policy making, equitable partnership working, ethics, and issues of equality, diversity, and inclusion.

iii. Report requirements

The scoping report will produce a comprehensive report on the recent and existing portfolio of AHRC's India-UK Cultural Heritage research. Although only one award will be made under this strand, we welcome proposals that include collaboration with partners and organisations in India. The exact requirements of the report will be agreed with AHRC staff at the start of the project, but it will include for example:

Context setting

An overview of the broad Cultural Heritage landscape in India, including analysis of recent research and evidence on the importance and value of cultural heritage in India, and the research and innovation ecosystem which supports it. This should also consider how cultural heritage in India contributes to wider global challenges, such as the UN Sustainable Development Goals (building for example on the recent AHRC funded report '[Heritage for Global Challenges](#)'). The context should also consider:

- The role of cultural, heritage and research institutions that provide opportunities for conservation and engagement with heritage in India
- The contribution of international connectivity, diaspora and collaboration particularly between the UK and India, and related issues concerning the historical and cultural connections between India and the UK

- Relevant key recent trends or issues which may have a long-term impact on cultural heritage research in India and/or India-UK collaboration (e.g., impacts of / recovery from COVID-19, any philosophical, historical, geographical, or demographical factors)
- A summary of AHRC (including ICHR-AHRC) supported research in the area and its outcomes
- A description of the approaches and methodologies used in the report.

ICHR-AHRC Cultural Heritage and Rapid Urbanisation Programme

Analysis of the joint ICHR-AHRC programme and funded research. This should include case studies of the funded projects, analysis of the reported outcomes and the identification of any synergies or emerging research areas. AHRC and ICHR via UKRI India will provide the necessary project details and also facilitate contact with researchers in India where necessary.

Analysis of the wider AHRC/UKRI portfolio of research

Analysis of India-UK Cultural Heritage research across the wider portfolio of AHRC/UKRI funding schemes. This will include schemes such as GCRF, the AHRC's partnership with the Department for Digital, Culture, Media, and Sport (DCMS) and British Council on cultural heritage and climate change/natural disasters, and AHRC's responsive mode calls. It should also compliment and build on India-specific components of the AHRC funded report [‘Heritage for Global Challenges’](#), conducted by the GCRF Praxis team in collaboration with the UNESCO UK National Commission.

Cross cutting areas

As well as specific thematic research areas, we are also interested in cross-cutting themes such as skills development, digitisation, infrastructure, community engagement, sustainability and environmental impacts, policy making and issues of equality, diversity, and inclusion. Where applicable, the historical dimension to these themes should be included. The report should also identify any current barriers to inclusive participation and consider equitable, accessible, and ethical working practices and emerging digital and sustainable methods of collaborative working (particularly internationally).

Future support and engagement

Resulting from the analysis, this should include any emerging research areas that have been identified. It should also identify key individuals, stakeholders and organisations in both India and the UK, who are either already engaged with collaborative research in the area or could be further engaged in the future.

D. India 75 Follow on Funding for impact and engagement

i. Context and scope

2022 will mark India's 75th anniversary of independence, which will be marked with a global programme of activity to highlight the history of India's people, culture, and achievements.

The anniversary creates an opportunity for arts and humanities research to contribute to both reflection and understanding of India's history, heritage, culture, creativity and global connections but also to consider, imagine and support civic discourse about futures for India. Through this strand of the programme of activities, AHRC in collaboration with the Indian Council of Historical Research (ICHR) is inviting proposals for discrete impact and engagement activities which follow-up past or current AHRC/UKRI research and would contribute to marking this anniversary. The overall aim of this strand is to enhance India-UK collaborative partnerships and research impact activity.

Although not an exhaustive list, potential areas for follow-on activity may include:

- The history of India, both before and post-independence, both rural and urban and at a variety of scales (local, regional, and global), including development of cultures, languages, faiths and identities, and the impacts of these histories in the shaping of India at its 75th anniversary of independence. We would also welcome proposals which seek to share more widely the outcomes of research which has uncovered new dimensions of Indian history or which seeks to address the challenges of difficult, contested or challenging pasts.
- India's heritage and the role of museums and other cultural institutions in engaging communities with their social and cultural history. This may include, for example, the enhancement of digital innovation in the museum/heritage sectors and the potential for wider and more inclusive access. It may also explore how educational and public facing resources in these sectors can be best designed and implemented to reach a wide audience.
- The importance of culture and creativity in India and the role of the creative and cultural industries on prosperity, sustainable development and community wellbeing. This may include, for example: the significance of festivals, performances, traditions, visual arts, music, crafts and heritage skills (amongst others) in Indian culture, economy and society and/or in marking the 75th anniversary of independence; the importance of the screen industry in India and its global influence; potential of digital innovation and other technologies to engage wider audiences in new and creative ways such as immersive and mobile technologies; how people use, value and experience public spaces for cultural and creative purposes.
- How India's culture and heritage have been influenced by its global interactions and are represented by its globally diverse diaspora, including the role of the Indian diaspora in the preservation of cultural heritage, in marking the 75th anniversary of independence and in the continued development of Indian cultural production and creativity. The ways in which ideas and concepts of India, its culture and history have travelled with its global diaspora and/or inspired, influenced or fused with other cultures and creativity globally.
- How arts and humanities research can stimulate, or open up spaces for, civic dialogue about, or imagination or anticipation of, the future beyond India's 75th anniversary of independence, for example urban/ design/ green/ creative (etc) futures, future heritages or the evolution of cultures / language and/or related issues

such as inter-generational equity and cross-cultural communication in context of global change, interconnectivity and mobility

ii. **Eligible activity**

Funding will support innovative and creative activities that engage with themes such as those above and which would be timely to undertake in 2022 as a part of India's 75th anniversary of independence. Eligible activities for this strand include:

- Knowledge exchange, interactive public engagement, civic dialogue or active dissemination activities with a particular focus on themes related to India 75. These activities should focus on engagement with user communities, enhancing impact from AHRC/UKRI-funded research, widen audiences or support commercialisation or proof of concept activities.
- Activities that build upon knowledge exchange and impact already undertaken but which take those activities in the direction of themes relevant to India 75 and to wider audiences.
- Conferences, seminars, briefings, tools/resources or digital engagement, aimed at a policy/practice audience or cultural production, exhibitions, performances, educational activities, digital content and similar activities aimed at wider non-academic communities, including public engagement/local community groups.
- Pursuit and development of new India-UK partnerships involving non-academic organisations or 'user' groups
- Feasibility studies to test the potential application of ideas emerging from the research in different business, policy or practice contexts.

In line with the overall remit of the AHRC's Follow-on-Funding (FoF) scheme, the focus of this strand is on activity that seeks to enhance the value and wider benefit of the original funded research project. Whilst it is not intended to support entirely new research, proposals may engage in new activity that is relevant to India's 75th anniversary of independence and may include an element of research, data collection or related activities to update or adapt outcomes to the India 75 context, should it be essential to the proposed objectives. Research activities related to understanding the value and impact of the proposed activities may also be included. The original research does not have to be directly relevant to India 75 or independence, but the proposed follow-on activity should show how it relates to, or would be timely in the context of, India 75, for example by addressing the themes outlined above and/or as supporting global recognition of India's rich history, culture, and creativity.

As events in relation to India's 75th anniversary of independence are refined in the build up to August 2022, there may be a requirement for award holders under this strand to engage in further events and initiatives with partners in India and the UK. This could include National Days in India celebrated in memory of people, places, and events. Any such opportunities and requirements will be signposted to award holders by the AHRC. Award holders will be expected to keep AHRC and UKRI India informed of the progress of their

plans and the details of any specific events and consult AHRC and UKRI India in advance about planned announcements, press releases and media coverage.

Previous applicants or award holders under the Follow-on Funding scheme are welcome to apply as there is no limit on the number of different applications which can be submitted or held which relate to the same original project. Applications should normally involve the principal investigator on the original award; where this is not possible please refer to the guidance on the Follow-on Fund in AHRC's Research Funding Guide for the steps that need to be taken to provide evidence of that the relevant permissions have been given for the follow-on activity to be undertaken.

This activity is specifically about India and India-UK partnerships. Follow-on impact and engagement activities relating to India which do not fit within the scope or timing of this highlight notice, may continue to be submitted to AHRC's standard follow-on funding scheme in accordance with its standard eligibility and funding terms and conditions. Applications which do not relate specifically to India, including those relating to wider histories in the region, may also continue to be submitted to AHRC's standard follow-on funding scheme.

III. Eligibility

A. Eligibility information

i. AHRC Eligibility Requirements

Higher Education Institutions (HEI) that receive grant funding from one of the UK higher education funding bodies are eligible to receive funds for this Call. Independent Research Organisations (IRO) and Research Council Institutes are also eligible to act as lead organisation. Prospective applicants who are at a cultural institution or a research council institute but are unsure if they are eligible should consult [UKRI's list of eligible institutions](#) and the [list of Eligible Research Council Institutes](#). If your organisation is not on that list, you are not eligible to apply; however, you are eligible to act as a project partner and/or subcontractor for a lead organisation based in either country. Please note IROs and Research Council Institutes can also act as project partners.

Standard eligibility criteria (see section 2 of AHRC's [Research Funding Guide](#)) will apply to this call for investigators and research organisations. International co-investigators may be included, as detailed below.

ii. Additional Eligibility Requirements for this Call

An individual applicant can be named as PI on either the Creative Industries strand or Cultural Heritage strand but not both.

If you are applying to the India 75 strand, your proposed activity must:

- be based upon either previous or current research directly funded by the AHRC (with the exception of research conducted under Masters, Doctoral or Collaborative Doctoral and Knowledge Transfer Partnerships).

OR

- be based upon research that has been co-funded with another UK Research Council, funded entirely by another UK Research Council or funded under UKRI supported schemes, but only where the FoF proposal genuinely falls within the AHRC's remit. In such cases justification is required for why the FoF project is directed to the AHRC.

Applicants to the Creative Industries and Cultural Heritage strands may also apply to the India 75 strand, so long as it can be demonstrated that a sufficient amount of time can be committed to both concurrently.

IV. Funding and Eligible Costs

A. Available funding

- Creative Industries Scoping Study – one award is available. Applicants will be able to apply for up to £100,000 (fEC) with AHRC contributing 80% of the full economic cost.
- Cultural Heritage Scoping Report – one award is available. Applicants will be able to apply for up to £100,000 (fEC) with AHRC contributing 80% of the full economic cost.
- India 75 – up to three awards are available. Applicants will be able to apply for up to £50,000 (fEC) with AHRC contributing 80% of the full economic cost.

The award duration for all the two scoping studies (strands 1 & 2) is up to 6 months and for the third India 75 follow-on fund strand it is up to 9 months. All projects must have a start date of 1st February 2022. Exceptionally we may be able to consider no cost extensions to awards where there is a strong case for extending activities later into 2022 but we expect all activities to be completed by the end of the 2022 calendar year.

B. Eligible activity and costs

For the Creative Industries and Cultural Heritage strands, it is anticipated that the majority of activity will take the format of desk-based research. Co-delivery of activity through equitable partnerships between collaborators in the UK and India is strongly encouraged and funding arrangements should appropriately reflect the work being undertaken by different partners. Eligible activity and costs for these two strands could include staff time; activities supporting evidence-gathering and analysis and stakeholder engagement; and small amounts of data costs where these are essential to the activities proposed.

Please see above for any eligible activities that are specific to each strand.

All requested costs must be in line with the guidance set out in section 3 of the [AHRC Research Funding Guide](#), any exceptions are noted in this document. Any subcontracting to partners in India must be delivered in keeping with the 2020 amendments to the Indian Foreign Contribution Regulation Act (FCRA).

Travel and subsistence costs are eligible for all three strands but local COVID-19 restrictions on travel should be taken into consideration when planning activity. Virtual communication and/or the engagement of local researchers / partners is preferable where feasible and

costs for this can be requested where they are essential for the activities proposed. If overseas travel is deemed essential, it must be fully justified as to why the activities cannot take place remotely.

In June 2020 UKRI launched its [environmental sustainability strategy](#) which seeks to embed environmental sustainability across the research sector and work towards net zero futures. Accordingly, we encourage all applicants to this call to actively consider managing the environmental footprint of the proposed activities and welcome proposals that seek to experiment or innovate more environmentally sustainable, as well as inclusive, approaches.

C. International co-investigators

Costs for international co-investigators can be included for all three strands. Given the international focus of this call and emphasis on equitable partnerships and collaboration with India, AHRC's standard 30 percent cap on international co-investigator costs (paid at 100 percent fEC) may be exceeded where a strong case is made for this in the proposal up to a maximum of 50 percent of total grant costs. The Justification of Resources document submitted with your application should include individual figures for the total amount of international funding, and the total amount of UK funding being requested.

Where projects involve international co-investigators or the sub-contracting of significant elements of the funding or research delivery to international partners, it will be a condition of funding that the UK Research Organisation undertakes appropriate and proportionate due diligence and financial assurance, and adheres to the 2020 amendments to the Indian Foreign Contribution Regulation Act (FCRA).

A further condition will be that award holders ensure that partner organisations have in place contextually appropriate procedures for addressing issues of gender, equalities, diversity and inclusion, research integrity, safeguarding, data protection, fraud prevention and compliance with the other standard terms and conditions of UKRI grants.

D. Project partners

Project Partners

A Project Partner is a third-party organisation, or third-party person not employed on a grant, who provides specific contributions either in cash or in kind to a project. Project Partners provide contributions to the delivery of a project and therefore should not normally seek to claim funds from that project. However, if there are specific circumstances where Project Partners do require funding for minor costs such as travel and subsistence, these can be included. Any Project Partner costs should be outlined and fully justified in the proposal and will be subject to peer review. Please note that any applicable Subsidy Control regulation and HMRC guidance will also be taken into account which may affect the percentage of these costs that we will fund.

Subcontractors

A subcontractor is a third-party organisation, or third-party person not employed on a grant, who is subcontracted by the host organisation to deliver a specific piece of work. This

subcontracted work will be subject to the procurement rules of the host Research Organisation. All costs that support the delivery of the subcontract are eligible and will be paid at 80 percent fEC unless included as a part of research costs linked to international co-investigators which can be paid at 100 percent fEC, these should be outlined and fully justified in the proposal and will be subject to peer review. If a piece of work is subcontracted to an Indian partner, this can be paid at 100% fEC if it is counted as part of research costs linked to an international co-investigator.

Dual Roles

An organisation or individual may act as both a Project Partner and Subcontractor on a project, however, this must be fully justified and will be subject to peer review. This dual role may be required, for example, when an organisation or individual is contributing to the project in kind, but is selected to deliver other work to the project involving substantial costs to be covered via a subcontract

E. Career Development of Researchers

In addition to considering the EDI (Equalities, Diversity and Inclusion) aspects of any proposed posts to be created under the award (e.g. post-doctoral associates or research assistants), UKRI expects Research Organisations to support the skills and career development of researchers on UKRI grants, in line with the [Concordat to Support the Career Development of Researchers](#) and the [Technician Commitment](#).

V. Application Process and Format

Applications must be made through the online application form:

<https://www.surveymonkey.co.uk/r/6RPTZYD>

Applicants will need to complete the form and upload a single PDF that includes the required documentation detailed below.

Please remember to allow sufficient time for your organisation's submission process between submitting your proposal to them and the Call closing date. Although the application stage of this call is not being managed through the Joint Electronic System (JeS), successful applicants will need to submit their proposals via JeS. Your Research Organisation must be aware of your application submission and be involved with the preparation of costings.

The application form asks for the following:

- opportunity strand that you are applying for
- title
- name
- organisation
- contact email
- overview of project team
- short project summary

- EDI characteristics (this is optional and not part of the assessment. We will use this information to help AHRC address the needs of our research communities and ensure we are meeting our commitments to equality, diversity, and inclusion).

The following are a list of attachments that are permitted for this Call. Please see below for further guidance on submitting these attachments (please note that guidance notes apply to all three strands unless indicated otherwise):

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory (6 sides of A4)
Curriculum Vitae	Compulsory for the PI, each Co-I, and any named researchers (2 sides of A4 each)
Publication Lists	Compulsory (these should cover major publications and outputs in the last five years and should be no more than one side of A4 each)
Justification of Resources	Compulsory (3 sides of A4)
Project Partner Letter of Support	Compulsory for all listed partners (2 sides of A4 per partner)
Data Management Plan	Compulsory (2 sides of A4)
Workplan	Compulsory (1 side of A4)
Visual Evidence	Optional (Applications may include no more than two sides of A4 non-textual, visual evidence in support of the proposal, to illustrate the proposed aims and objectives and/or research methods)
International Co-Investigator Head of Dept. Statement	International Co-Investigator Head of Department Statements should be submitted if an International Co-Investigator has been named on the proposal.

Case for Support attachment (max. 6 sides of A4)

This is the body of your proposal. You must clearly outline the rationale for the activities, approach, and context in which they will operate. The case for support should clearly set out how the project meets the requirements of the strand you are applying to.

Please use the following guidance for the strand you are applying to structure your Case for Support:

Creative Industries Scoping Study

- **Rationale:** How the proposal meets the requirements of this funding opportunity.
- **Study Requirements:** How you would approach the study requirements listed above, including an indicative outline of what you would look to include or focus on, and how your work would ensure coverage of the policy landscape, research and innovation ecosystem, and business environment for the creative economy in India.
- **Methodology and Approach:** An explanation of the scoping and analysis work proposed, including a clear explanation of the methodologies to be used and why, and how these would enable you to meet the requirements of the scoping study listed above. This should also include proposed plans for engaging with the cross-UKRI and HMG UK-India Creative Industries Working Group during the scoping process.
- **Timetable of Activities:** You should give a clear timetable of activities and an explanation of how you would ensure delivery of the study within the timescales set out in this opportunity.
- **Management and Co-ordination:** How the proposed scoping team would meet the needs of the proposed work and ensure it could be completed in time. Where relevant, this should include references to the roles of collaborating organisations and project partners.

Cultural Heritage Scoping Report

The case for support should clearly set out the following:

- **Rationale.** How the project meets the requirements of this funding opportunity
- **Report requirements.** How you would approach the report requirements listed above, including an indicative outline of what you would look to include or focus on and what existing cross-cutting issues you would focus on
- **Methodology and approach.** An explanation of the scoping and analysis work proposed, including a clear explanation of the methodologies to be used and why and how these would enable you to meet the requirements of the report listed above.
- **Timetable of activities.** You should give a clear timetable of activities and an explanation of how you would ensure delivery of the report within the timescales set out in this opportunity
- **Management and co-ordination.** How the proposed project team would meet the needs of the project and ensure it could be completed in time. Where relevant, this should include reference to the roles of collaborating organisations and project partners

India 75 Follow on Funding for impact and engagement

The case for support should clearly set out the following:

- **Previous or current grant reference.** Please state the reference number for your award and the title.

- **Aims and objectives.** You should describe the aims and objectives of your proposal and explain the specific targets to be achieved at milestones as well as by the end of the award. You should explain how your proposed activities demonstrate impact innovation, creativity, and engagement as this is the principal criterion for support. Proposals that fail to demonstrate this will not be considered for support, no matter how high the quality of the original research.
- **Context.** You should describe the context for your proposed activities, clearly identifying the existing piece of research the proposed activities are based on and how the FoF proposal will strengthen the impact of that research. You should provide evidence that the completed research is of direct relevance to the wider audience(s)/organisation(s) that you intend to work with. You should also demonstrate that there is a well-defined need and that you have consulted and involved potential users and/or stakeholders in developing the proposal. Where your proposal is for an emergent activity within the current lifespan of the grant, you should explain how this opportunity has arisen, why it wasn't foreseeable at the application stage, the timeliness of the activity and how it will enhance the impact of the research.
- **Proposed activities.** Please provide a clear and concise description of the activities to be undertaken. The proposed work should be fully explained, taking into account the scheme criteria. Justification should be provided for the chosen methods/approach. If you are seeking travel, subsistence, or event costs then you should describe their purpose and why they are relevant to the programme of work. If you are proposing a feasibility study or shorter, higher-risk activity you should identify specific risks and explain how they will be managed.
- **Timetable.** Describe the timetable for the project, including appropriate milestones and dates for when outcomes/outputs of the project will be completed.
- **Project management.** You should describe the respective roles and responsibilities that you, your host RO and the project partners or stakeholders will undertake and the process by which a shared understanding of this has been reached. How will the project be managed on a day-to-day basis and how will it be monitored to review progress and ensure delivery against the aims and objectives?
- **Collaboration.** Where appropriate, detail the partner organisation(s) that you are working with, their role in the project and how you will work together to develop and deliver the outcomes. It is vital that the project responds to a well-defined non-academic need and that there has been a joint or consultative approach to its development. Where you are not working with a named project partner, detail the methods used to consult with relevant stakeholders and user communities to formulate the project. If you have an existing working relationship with the partner(s), briefly describe the nature of that relationship. How will this project enhance that relationship? If you are seeking to establish a working relationship with a new partner, then please describe the steps you will take or have taken to make that happen. The assessment panel will want to know that you and your partner(s)

have considered any relevant issues of ownership/intellectual property arising from the project.

- **Outcomes and impact.** Describe how this project meets the India 75 Follow-on Fund scheme aims and eligibility criteria, especially in terms of delivering impact by developing creative and innovative engagements with new audiences and user communities. Who will benefit and how and why does it matter? You should also consider the longer-term sustainability of the proposed activities and the likely transformative effects of any outputs on the target audiences and user groups, or within an organisational or policy context. What do you envisage will happen after the end of the funding period?

Curriculum Vitae (max. 2 sides of A4 each)

A summary curriculum vitae should be attached as a separate document for each Principal Investigator and Co-Investigator or named postdoctoral researcher. CVs should include basic information about education, employment history, and academic responsibilities.

Publication List (max. 1 side of A4 each)

Summary lists of publications/research outputs should be attached as separate documents for each Principal Investigator and Co-Investigator. These should cover major publications/outputs in the last five years. Brief articles, conference papers, etc. need not be included. You should asterisk those of particular relevance to your current research proposal.

Justification of Resources attachment (max. 3 sides of A4)

This statement should be used to justify the resources required to undertake the project.

You should:

- Provide a breakdown of the budget requested using the cost headings Directly Incurred, Directly Allocated, Indirect, and Exceptions. Costs for international co-investigators should be included as 'Exceptions' and will be paid at 100% so long as they are in line with AHRC's international co-investigator policy (see above). The budget should clearly state both the full economic cost (fEC) and the amount being requested from AHRC at 80% (or 100% for eligible international co-investigator costs)
- Explain why the indicated resources are needed, taking account of the nature and complexity of the research proposed. Note that it is not sufficient merely to list what is required.
- Directly Incurred, Directly Allocated and (where appropriate) Exceptions.
- Have regard for the breakdown of resources in the summary fund headings.
- In some cases, such as investigator time, use of internal facilities and shared staff costs, the basis of the costing need not be justified, but the need for the resources does need justification.
- Try to be explicit about the need for the level of investigator time sought.
- Do not justify estates and indirect costs.

- Include a clear and detailed justification for both why items expected to be found in a department are required for the project and why they cannot be provided from the ROs' / businesses' own resources (including funding from indirect costs).

Project Partner Letters of Support (max. 2 sides of A4)

A Project Partner is an organisation which contributes in cash or in-kind to the project, but which is not requesting any money. You should include letters of support from all organisations named as 'Project Partners'. The letters of support should outline all contributions to the project, including quantified in-kind contributions.

The letter should be written when the proposal is being prepared and should be targeted specifically to the project, it must therefore be dated within six months before the submission of the proposal.

Data Management Plan (max. 2 sides of A4)

A data management plan of no more than two sides of A4 must be provided in line with standard AHRC guidance. Please see the [AHRC Research Funding Guide](#) for further information.

Work plan (max. 1 side of A4)

Describe the specific tasks that will be accomplished during the project. Include a Gantt chart of important tasks and milestones and indicate the staff member responsible for each component. Identify any risks and note how they might adversely affect the overall schedule. Describe your strategies to mitigate these risks, to keep the project on budget and on schedule. If your project involves staging a workshop or conference, include a draft agenda and a list of proposed participants or specific criteria for selecting participants.

International Co-Investigator Head of Department Statement (max. 2 sides of A4)

If your proposal includes an international Co-Investigator, their institution must submit a Head of Department Statement. This statement must include the following information:

- What the international Co-Investigator is bringing to the project and why they are best placed to conduct the research
- How they will deliver the project's objectives
- How their institution will support them during the lifetime of the project
- Assurances that their contract will be in place for the duration of the project.

If the Investigator's Research Organisation will be acting as a "Project Partner", the International Co-Investigator Head of Department Statement will not be required, and a Project Partner Letter of Support should be submitted instead.

More information about the requirements of the attachments and submission process can be found in the [Research Funding Guide](#).

VI. Submission Dates and Times

Call Timetable

Activity	Date
Call open	28 th September 2021
Deadline for submissions	9 th November 2021
Panel meeting date	December 2021
Funding decisions to be issued	December 2021/January 2022
Start date of awards	1 st February 2022

VII. Assessment Process and Criteria

AHRC staff will review applications for eligibility, completeness, and fit to call after the submission deadline.

Proposals will be considered by a cross-disciplinary expert assessment panel drawing on members of AHRC's Peer Review College, and other experts as appropriate. For some strands, such as the Creative Industries scoping study, we may seek additional advice for example from the cross-HMG UK-India Creative Industries working group to feed into the assessment panel's discussions and/or to contribute to feedback to the funded projects. There will not be a separate stage of individual peer review for each application prior to consideration by the panel, therefore applicant teams will not receive feedback on their applications in the form of individual peer reviewer comments. The assessment panel will agree on grades for each proposal, agree a ranked priority list of applications for each of the three strands respectively, and make funding recommendations to AHRC.

The following criteria will be used to assess proposals:

Criteria applicable to all three strands:

- Overall fit with the call specification: the vision established by the proposed project, its achievability and potential to realise its aims
- The quality, ambition, and innovative nature of the proposal
- The appropriateness, effectiveness, and feasibility of the proposed research methods and/or approach
- The strength and balance of the project team, including track record, ability to successfully manage the project, areas of research expertise and career development opportunities
- Strength of the India-UK partnerships and collaborations, including evidence of consideration of equitable approaches to, and funding for, partnership working
- Whether a realistic timetable, incorporating milestones, is presented which will achieve the project's aims and objectives within the proposed timescale
- The extent to which the likely outcome of the programme will represent value for money

- Whether the resources requested are reasonable and justifiable in the context of the proposed activity.

Additional criteria applicable to the Creative Industries strand:

- Strong understanding and experience of the Creative Industries and the research and innovation-related issues and policy areas identified in this call document
- The clarity and appropriateness of the scoping methodologies and approach set out
- An understanding of the requirements of the funding opportunity, particularly the plans for the required scoping study, managing delivery of this on time, and proposed engagement with the cross-UKRI and HMG Creative Industries working group.

Additional criteria applicable to the Cultural Heritage strand:

- Strong understanding and experience of Cultural Heritage research and the areas identified in this document
- The clarity and appropriateness of the scoping methodologies and approach set out
- Understanding of the requirements of the funding opportunity, particularly the plans for the required report and managing delivery of this on time

Additional criteria applicable to the India 75 strand:

- The extent to which the project responds to a well-defined non-academic audience/user community need
- The potential of the activities to enhance the value and impact of the original research
- The extent of engagement with new target audiences and users
- Level of creativity and innovation demonstrated in the proposed activities and outcomes
- Suitability and reach of engagement and dissemination activities

Applicants will be notified of funding decisions by email in December 2021 or January 2022.

VIII. Scheme Requirements and Post-Award Reporting

Award holders in the UK will be required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. More details on Researchfish are available on the [UKRI website](#).

For the two scoping strands, the teams will be expected to participate in a briefing meeting with the AHRC and UKRI India. Regular updates on the progress of the work will be required and an early draft of the final report must be shared with AHRC and partners for comment. Both reports will need to be submitted by a date agreed with the AHRC. The Creative Industries scoping study team will also be expected to collaborate with the cross-HMG UK-India Creative Industries working group, including participating digitally in some meetings to discuss work plans and emerging findings. The report on both studies will need to be submitted by a date agreed with the AHRC.

For all three strands, engagement with wider activity and partners may be required.

Applicants may be asked to share findings and case studies directly with AHRC to help design future opportunities in this programme and contribute to communications activities.

IX. Contact Information

For queries about this Call, including those regarding its remit, the application process and eligible activities and costs, please contact AHRC at international@ahrc.ukri.org (available Monday to Friday, 08:30 - 16:30).