



Request for Proposal (RFP)

UPSKILLING OF WOMEN ARTISANS IN
VARANASI, UTTAR PRADESH

For nasscom foundation

ABOUT NASSCOM FOUNDATION

Established in 2001, Nasscom Foundation has been witness to the transformative power of technology for over 23 years. Part of the nasscom ecosystem, we are the only neutral not-for-profit organization representing the Indian tech industry. We remain rooted to our core philosophy of TechForGood, where our efforts are focused on unlocking the power of technology by creating access and opportunity for those who need it the most. We work on helping people and institutions transform the way they tackle social and economic challenges through technology. We have five key areas of intervention - Digital Literacy, Skilling and Employability, Women Entrepreneurship, Scaling Social Innovation and Empowering NGO Ecosystem. At nasscom foundation , we are committed to enriching lives by providing equitable opportunities for marginalized groups through skill development training programs and aiming at building a skilled workforce for India's growing economy.

REQUEST FOR PROPOSAL

UPSKILLING OF WOMEN ARTISANS

Nasscom Foundation intends to execute a project in collaboration with NGO or for-profit partners in Varanasi (Uttar Pradesh). The primary objective of the project is to support women artisans by providing them with the knowledge and skills to effectively utilize digital devices and applications, thereby enhancing their livelihood opportunities.

From: Nasscom Foundation

RFP No: [WEP-RFP-2024-25-02-Varanasi](#)

Date: November 4th, 2024.

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2. This document neither constitutes nor should it be interpreted as an offer or invitation for the selection of the Implementation Organization described herein.
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8. When any proposal is submitted under this RFP, it shall be presumed by nasscom foundation that the implementation partner has fully ascertained and ensured its eligibility to provide required services, under the respective governing laws and regulatory regimen, and it has the necessary approvals and permission, and suffers no disability in law or otherwise to act as such.

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1. BACKGROUND

As the social arm of Nasscom, nasscom foundation works with the technology industry in achieving its goals of social transformation and impact through technology. Since over a decade of its existence, the foundation has touched more than one million lives through its efforts towards providing digital literacy, skills for livelihood, supporting persons with disabilities, fostering innovation, empowering non-profits with technology, and engaging in volunteerism.

Nasscom Foundation's 'Skills Initiative and Entrepreneurship' department works to bridge the skilling gaps and support in building and upskilling the entrepreneurship ecosystem in India towards its goals of social transformation and impact through technology.

2. AN OVERVIEW

Over the last few years, India has witnessed the contribution of women rural entrepreneurs in the development of rural areas, however, the growth of women entrepreneurship in the emerging markets has been low (rural areas & small towns). Despite the provisioning of various government schemes promoting women's entrepreneurship, only about 13.8% of total entrepreneurs i.e., about 8 million out of 59 million entrepreneurs are women. These women-led enterprises are not only important for their economic empowerment but also provide employment to about 13.45 million people. There are many reasons for the low participation of women in entrepreneurship. One of the primary reasons being the patriarchal family structure contributes to women having unequal access to finance thereby less participation in the labour force, lack of awareness around opportunities, lack of digital inclusion, etc.

Therefore, there is a dire need to recognize, educate and upskill women entrepreneurs, especially in small towns & rural areas, as this digital divide continues to act as a barrier to financial inclusion, education, access to information, better economic awareness and opportunities for women entrepreneurs. Providing digital literacy further linking their businesses with online platform will equip women with the knowledge and resources they need to effectively participate in the national economy, increase women's smartphone usage, internet adoption, complimented with digital literacy will work towards ending digital discrimination based on gender norms.

3. ABOUT THE PROJECT

Nasscom Foundation plans on implementing a project through NGO/for profit partners in Varanasi, Uttar Pradesh. The primary objective of the project is to support women artisans by providing them with the knowledge and skills to effectively utilize digital devices and applications, thereby enhancing their livelihood opportunities by increasing their online market access opportunities through leveraging digital technologies (ICT). The Intervention will be carried out in Varanasi (Uttar Pradesh).

The indicative timelines of the project are as follows:

| Particulars | Timeline |
|---------------------------|----------------|
| Project Commencement Date | December 2024 |
| Project End Date | September 2025 |

4. INVITATION FOR PROPOSAL

Inviting proposals for executing women entrepreneurship program with 600 women artisans in Varanasi (Uttar Pradesh) on using digital devices and applications to enhance their income. We are looking at implementing partner/s with below mentioned criteria:

- In-depth knowledge of the rural entrepreneurial environment in Varanasi, Uttar Pradesh.
- Good on-ground presence and experience of working with women entrepreneurs
- On ground partner having experience in conducting programs promoting the use of digital devices and apps for enhancing/generating income
- Financial sustainability
- Standard adherence

Note: Nasscom Foundation provides standardized content that is readily available.

Interested Organizations are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document.

- Implementation partner details
- Understanding of Scope of Work
- Proposal with Implementation Plan
- Detail of the beneficiary for the proposed district your presence and types of intervention.
- Gantt Chart
- Financial Proposal
- Monitoring and MIS tools and framework
- Basic 'human impact stories' (case studies) framework
- Details of relevant previous experience (Budget, timeline, Client/Donor)

5. RFP SUBMISSION SCHEDULE & TIMELINE

The following table is an overview of the selection activities and timeline.

| ACTIVITY | TIMEFRAME |
|--|------------|
| RFP Release Date | 04.11.2024 |
| Intent with due diligence documents to proposal email must be sent to rfp@nasscomfoundation.org | 06.11.2024 |
| Any follow up questions must be sent to rfp@nasscomfoundation.org | 07.11.2024 |

| | |
|---|--------------------------|
| One (1) electronic copy of the RFP response must be submitted to nasscom foundation via email by close of business date 11.11.2024, 5:30 PM IST to rfp@nasscomfoundation.org | 13.11.2024 |
| Screening | 13.11.2024 to 18.11.2024 |
| Communication from nasscom foundation to the shortlisted organisation | 19.11.2024 to 26.11.2024 |
| Field visit | 26.11.2024 to 29.11.2024 |
| Selection process (presentation and interaction) | 02.12.2024 |
| Partner finalization (scoring) | 05.12.2024 |
| Contract Finalization (in consultation with organizations) | 09.12.2024 |

6. DETAILS OF RFP

| S N. | Particulars | Details |
|------|----------------------|--|
| 1. | Beneficiary Profile | Identifying over 800 women artisans (mobilization) <ul style="list-style-type: none"> - having access to smart phone - age lies between 18 to 50 years (preferably) - handicraft practitioners - willingness to grow their business through online ecosystem. |
| 2. | Nature/Scope of work | <ol style="list-style-type: none"> i. Facilitate baseline survey & need assessment of the women beneficiaries along with preparation of implementation plan (<i>will be done by nasscom foundation with support of the organization</i>). ii. Ensure that the selection criteria are met considering the baseline and the need assessment and a pre-training session is conducted to provide a glimpse of the project. iii. Basic Infrastructure set up for the batch-wise training for the 600 women beneficiaries (projector, mike, internet, sitting, etc.). iv. Conducting orientations and introductory training of 600 women artisans on digital, financial and entrepreneurial skills (6 hours' orientation). v. Intensive training 300 women artisans in digital, financial and entrepreneurial skills (40 hours' training). Training of women artisans on the usage of digital technology (ICT) for business communication, access to government schemes, market linkages, on boarding on e-commerce websites, making online payments, and leveraging the use of smartphones to bring women closer to the online business ecosystem. |

| | | |
|---|--------------------------------|---|
| | | <p>vi. Handholding 150 women artisans and providing exclusive mentoring, onboarding on platforms, network enhancement of the selected women entrepreneurs.</p> <p>vii. Providing access to finance to 80 women artisans in collaboration with a financial institution on need basis.</p> <p>viii. Motivating and enabling the 80 women artisans to become digital literacy advocates and further motivating 5 women each (80*5= 400 total) by sharing their journey in digital literacy.</p> <p>ix. Facilitate end-line assessment to measure and assess the progress of the project against the desired outcomes.</p> <p>x. Human impact stories (case studies) of successful enterprises by women.</p> <p>xi. Weekly and monthly reporting on all parameters of program execution along with narrative and comprehensive reports.</p> |
| 3 | Proposals Requested by | Nasscom Foundation, Plot 7 to 10, Sector 126, Noida – 201303 |
| 4 | Period of Validity of Proposal | The proposals shall be valid for 60 days from the date of submission. |
| 5 | Tenure of Contract | Tenure of Contract would be effective from the date of agreement till September 2025. |

7. PROJECT OUTREACH

| State | No. of Women Beneficiaries |
|----------|--|
| Varanasi | 1,000 women artisans (total – training + women motivated) <i>Refer annexure 1</i> |

8. DELIVERABLES & TIMELINES

Deliverables with Timeline for Year-1 (October 2024- March 2025)

| S. No. | Activities | Timeline |
|--------|--|--------------------|
| 1. | On-boarding of implementation partner | December 2024 |
| 2. | Conducting baseline survey | December 2024 |
| 3. | Curating needs specific content and materials for digital transformation | Nov 2024- Dec 2024 |
| 4. | Introductory Training of 600 women artisans (1 day – 6 hours) | Jan 2024 |

| | | |
|----|---|--------------------|
| 5. | Identification of 300 women artisans and conduction of intensive training for them (10 days – 40 hours) | Jan 2025- Mar 2025 |
|----|---|--------------------|

Deliverables with Timeline for Year-2 (April 2025-September 2025)

| S. No. | Activities | Timeline |
|--------|--|----------------------|
| 1. | Continuation of the conduction of intensive training of women artisans (10 days – 40 hours) (Overall duration to complete training of 300 women artisans is January 2025 to April 2025) | April 2025 |
| 2. | Identification and handholding of 150 women artisans | May 2025 |
| 3. | Access to finance to 80 women artisans | June 2025- July 2025 |
| 4. | Motivation of 400 women artisans | August 2025 |
| 5. | Learning and evaluation | September 2025 |

9. KEY OUTCOMES

| Phase | Outcome |
|--------------|---|
| Awareness | <ul style="list-style-type: none"> Women are aware about the digital space and gamut of services they can access through it. Women are comfortable about having a digital foot print |
| Application | <ul style="list-style-type: none"> Beneficiaries are better equipped to use smartphones and related digital Application (Intensive Training) Beneficiaries are well aware of e-commerce platforms and other mediums for selling their products Beneficiaries have an improved understanding of e-governance & therefore have better access to government schemes Beneficiaries have learnt to use digital payment for doing transactions. Beneficiaries have access and understanding of alternative digital resources (e kiosks, CSC, DRCs, ATMs) |
| Adoption | <ul style="list-style-type: none"> Beneficiaries have learnt to use e-accounting apps for recording business transactions Beneficiaries have improved their understanding on the uses and functioning of digital market space and have developed enhanced digital marketing skills Beneficiaries have access and familiarity of using digital payment Application (Intensive Training)s (Net banking, mobile Banking, UPI) |
| Acceleration | Beneficiaries have availed or in the process of availing loans through formal |

| | |
|------------|--|
| | lending institutions |
| Motivation | Beneficiaries have understood the journey of digital literacy and its phases |

10. PROPOSAL FORMAT:

Following details to be included in the proposal:

- Cover Page
- Section 1 - Implementation Partner Details to be filled in by the Requesting Organization:

| | | |
|-------|--|--|
| i. | Name | |
| ii. | Registered Address | |
| iii. | Tel. No./Fax No./e-mail ID | |
| iv. | Constitution (Society/Trust/Company - Please indicate.) | |
| v. | Is the organization a "For Profit Organization" or "Not for Profit Organization" | |
| vi. | Tax Exemption Details (If any) | |
| vii. | Registration details: Act under which registered, State, date of registration | |
| viii. | Registration Number/ CIN Number with date of and address of registration | |
| ix. | Does organization has 80G Certificate | |
| x. | Does Organization has 12A Certificate | |
| xi. | Does Organization has FCRA Certificate | |
| xii. | Has a Government Department/ Ministry ever blacklisted or imposed funding restrictions on the organization? (Please provide details, if yes) | |
| xiii. | Does nasscom foundation & your organization have had/would have any previous partnership? | |
| xiv. | Does the organization have audited Accounts & Balance Sheets for the last three years, indicating receipts, payments, closing balance, income-expenditure statements | |
| xv. | Certificate of agency that members are not involved in political activities, nor being blacklisted | |

| | | |
|--------|--|--|
| xvi. | A certificate to the effect that the officials / staff of the organization are not employees of any Govt./Semi Govt. or PSU. | |
| xvii. | Certificate of agency that contribution received from nasscom foundation would be used only for given project . | |
| xviii. | Does your organization have any prior experience in reaching out to rural communities(Hindi Speaking areas) | |
| xix. | Does your organization have any prior experience in reaching out / addressing the needs of rural women communities | |

- Section 2 - Approach and Methodology
 - Organizational Understanding of the objectives of the Project
 - Detailed approach & methodology to execute the project including work steps, Gantt chart
 - Past experience of working in the same thematic in the three proposed districts (good weightage will be given to this section)
- Section 3 - Implementation Partner's Training Centre Details & Technology Infrastructure
 - Availability of required Infrastructure (PC's/Internet/Office equipment &Furniture) in the training centre
 - Capability towards Data Analytics, Dashboards and real time reporting
 - Availability of community workshop centres
- Section 4 - Implementation partner – Operation Structure Major Content
 - Digital Skilling: This will be the core of trainings. With the new age transitions world over on adopting digital technology; the need arises for entrepreneur to learn digital ways of selling & managing their business/production and keep up with emerging trends
 - Financial literacy: The financial skill sets (adept to tech tool) of artisans empowers them to make an informed decision. It provides solid backing to their decisions about the business and sustainability. Also, guide them on how to raise working capital loans for production & what are the options available for entrepreneur.
 - Entrepreneurship Literacy: This will focus on developing their entrepreneurship skills or upskilling for better management and operations. It will also enable them to make the right business decisions
 - Government Scheme: This will focus on relevant government schemes and the formalization of enterprises based on the needs of the entrepreneurs.

11. RESOURCE REQUIREMENT

- Proposed Organogram with job description (as annexure)
- Resume of the management team and ground team to be enclosed as annexure

12. IMPLEMENTATION PLAN: Detailed activity schedule

13. ORGANIZATION BACKGROUND / OVERVIEW

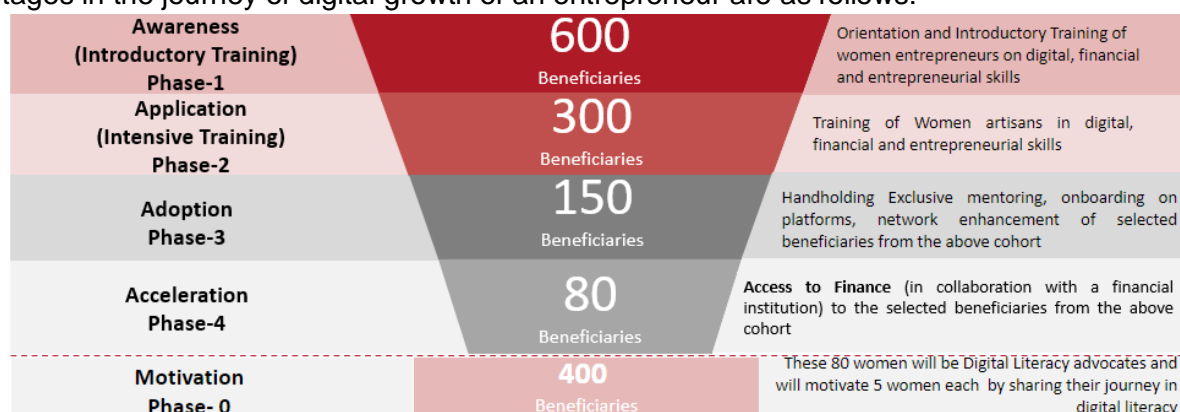
14. FINANCIAL PROPOSAL FORMAT

- Requesting organization to provide below details- Cost/beneficiary: *(shared in annexure 2)*
*please provide budget separately for year1(2024-25) and year2(2025-26)

ANNEXURES

Annexure 1

Stages in the journey of digital growth of an entrepreneur are as follows:



Annexure 2:

| Sl/ No | Item | % | Year 1 | | | Year 2 | | | Remarks |
|--------|--|-------------|--------|------|-----------------|--------|------|-----------------|---------|
| | | | base | Unit | Unit Cost (INR) | Amount | Unit | Unit Cost (INR) | |
| 1 | Beneficiary mobilisation, field survey and partner capacity building | | | | | | | | |
| 1.1 | Project coordinator/ Manager | Months | | | | | | | |
| 1.2 | Field Level Coordinator/ Field Manger | | | | | | | | |
| 1.3 | Documentation Expert | | | | | | | | |
| 1.4 | Workshop, refresher training, Exposure visit, field team travel cost | Months | | | | | | | |
| 2 | Delivery of training to beneficiaries | | | | | | | | |
| 2.1 | Orientation | Beneficiary | | | | | | | |

| | | | | | | | | | |
|-----|---|-------------|--|--|--|--|--|--|--|
| 2.2 | Training delivery cost (Venue, refreshment, training material print, Renting Projector, travel Cost) | Beneficiary | | | | | | | |
| 2.3 | Trainer cost | Months | | | | | | | |
| 3 | Handholding support, refresher trainings | | | | | | | | |
| 3.1 | Project coordinator/ Manager | Months | | | | | | | |
| 3.2 | Field Level Coordinator/ Field Manger | Months | | | | | | | |
| 3.3 | Engagement officer | Months | | | | | | | |
| 3.4 | Documentation Expert | Months | | | | | | | |
| 3.5 | Workshop, refresher training, Exposure visit, travel cost | Months | | | | | | | |
| 3.6 | Handholding cost (Venue, refreshment, training material print, Renting Projector, field team travel Cost) | Months | | | | | | | |
| 3.7 | Digital Literacy Advocate | | | | | | | | |
| | Total | | | | | | | | |

- It's not compulsory that these resources are based out of operational area
- It's compulsory that these resources are based out of operational area

Detailed budget breakup to be attached. *(the budget line item need to be same as mentioned above)*

Annexure 3

Due Diligence document for IP selection (all the documents need to be attached as a separate file) – **this will be requested at a later date, and need to be submitted alongside proposal on the 11th November 2024**

| Organizational Requirement | Status |
|----------------------------|--------|
| MOA | |

| | |
|--|--|
| AOA | |
| Certificate of incorporation/Registration (Should be older than 3 years) | |
| Shop Establishment Proof | |
| 12A & 80G registration | |
| Shareholding pattern | |
| Minutes of last board meeting held | |
| Board composition | |
| Organizational Policies (procurement, HR, Finance) | |
| Audit report of last 3 FY | |
| Audited Financials for last 3 FY | |
| IT & TDS returns of last 3 years | |
| GST returns of last 3 years | |
| PF Returns | |
| Major clients and details(MOU) in past 2 years | |
| Client reference | |
| CSR /FCRA registration & renewal | |
| Further requirements | |
| Draft financials for Current year | |
| Current monthly GST return | |
| Bank Statement | |
| Cancelled Cheque/Bank account confirmation | |

For the interested organization, one electronic copy of the RFP response must be submitted to nasscom foundation via email with RFP number mentioned in the subject line by close of business Date – 11.11.24, 5:30 PM IST to rfp@nasscomfoundation.org.