



Request for Proposal
UPSKILLING OF
WOMEN ENTREPRENEURS

For nasscom foundation

ABOUT NASSCOM FOUNDATION

Established in 2001, nasscom foundation has been witness to the transformative power of technology for over 20 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 ENTREPRENEURS

Nasscom Foundation intends to execute a project in collaboration with NGO or for-profit partners, targeting three districts each in five states. The primary objective of the project is to support women entrepreneurs from Agriculture, Manufacturing, Processing, Handicraft and Handloom 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-05-2024-25

Date: 03/09/2024

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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 West Bengal. The primary objective of the project is to support women entrepreneurs from Agriculture, Manufacturing, Processing, Handicraft and Handloom 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 three districts of each state.

The indicative timelines of the project are as follows:

Particulars	Timeline
Project Commencement Date	October 2024
Project End Date	February 2026

4. INVITATION FOR PROPOSAL

Inviting proposals for executing women entrepreneurship program with 800 women entrepreneurs from Agriculture, Manufacturing, Processing, Handicraft and Handloom sector from the rural areas 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 West Bengal.
- 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

The overall project is for 17 months:

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

S. No.	Activities	Timeline
1.	Mobilization of 1000-1200 women entrepreneurs (350-400 each of the three identified districts)	Oct 2024
2.	Training of trainers	Nov 2024
3.	Conduct training of 375 women entrepreneurs (125 each of three identified District)	Nov 2024- Feb 2025
4.	In depth handholding of trained entrepreneurs	Feb - Mar 2025

Activities with Timeline for Year-2 (April 2025- March 2026)

S. No.	Activities	Timeline
1.	Conduct training of 425 women entrepreneurs (140-145 each of three identified district)	Apr - Jul 2025

2.	In depth handholding of trained entrepreneurs Facilitate 800 with social commerce and other digital tools adoption as per the outcome	Apr - Sept 2025
3.	<ul style="list-style-type: none"> • Shortlisting 400 for additional benefits <ul style="list-style-type: none"> - Digitizing their bookkeeping and accounting practices - Providing with the relevant formalisations - Access to finance (need based) 	Apr- Jan 2026
4.	<ul style="list-style-type: none"> • Facilitating endline assessment • Closure report Creating insights report & case stories • Analysis, report development and dissemination 	Feb 2026

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.

- A. Implementation partner details
- B. Understanding of Scope of Work
- C. Proposal with Implementation Plan
- D. Detail of the beneficiary for the proposed district your presence and types of intervention (any aspirational block proposed will have extra weightage).
- E. Gantt Chart
- F. Financial Proposal
- G. Monitoring and MIS tools and framework
- H. Basic 'human impact stories' (case studies) framework
- I. 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	03.09.24
Intent with due diligence documents to proposal Email must be sent to rfp@nasscomfoundation.org	06.09.24
Any follow up questions must be sent to rfp@nasscomfoundation.org	09.09.24
One (1) electronic copy of the RFP Response must be submitted to nasscom foundation via email by close of business date 15.09.24, 5:30 PM IST to rfp@nasscomfoundation.org	15.09.24
Screening	16.09.24 to 19.09.24

Selection process (presentation and interaction)	20.09.24 to 25.09.24
Partner finalization (scoring)	26.09.24 to 1.10.24
Contract Finalization (in consultation with organizations)	02.10.24 to 07.10.24

6. DETAILS OF RFP

S N.	Particulars	Details
1.	Beneficiary Profile	<p>Identifying over 1000-1200 women entrepreneurs</p> <ul style="list-style-type: none"> - having access to smart phone - age lies between 18 to 45 years - types of product they have, which sector they belong to - willingness to grow their business through online eco system. <p>250-280 beneficiaries identified within each of the three districts within the state.</p>
2.	Nature/Scope of work	<p>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></p> <p>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</p> <p>iii. Basic Infrastructure set up for the batch-wise training for the 800 women beneficiaries (projector, mike, internet, sitting, etc.)</p> <p>iv. Training and handholding of rural women entrepreneurs 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> <p>v. Entrepreneur will be provided with necessary:</p> <ul style="list-style-type: none"> - Registration and formalization - digitizing accounting through platform - access to finance to scale-up their business <p>vi. End-line assessment to measure and assess the progress of the project against the desired outcomes.</p>

		vii.Human impact stories (case studies) of successful enterprises by women
		Weekly and monthly reporting on all parameters of program execution along with Narrative and comprehensive reports
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 120 days from the date of submission.
5	Tenure of Contract	Tenure of Contract would be effective from the date of agreement till 28 th Feb '26

7. PROJECT OUTREACH

State	No. of Women Beneficiaries
West Bengal	800 Women Entrepreneur (250-280 entrepreneur each from three districts within state mentioned)

8. DELIVERABLES & TIMELINES

S No.	Deliverables	Timeline
1.	Identifying 1000-1200 rural women entrepreneur	Oct'24
2.	Facilitating of baseline survey & need assessment of the beneficiaries with the preparation of implementation plan <i>(will be done by nasscom foundation with support of the organization)</i>	Oct'24
3.	Mobilization 1000-1200 and selection of 800 rural women entrepreneurs	Oct'24
4.	ToT of IP trainers on prescribed content	Nov'24
5.	Training of 800+ rural women Entrepreneurs	Nov'24 to Jul'25
6.	Handholding of the trained beneficiaries - Identify opportunities - create a roadmap, enablement and market linkage	Feb to Sept '25
7.	Linkages: Shortlisting 400 entrepreneur for additional benefits <ul style="list-style-type: none"> Digitizing their bookkeeping and accounting practices Providing with the relevant formalizations Access to finance (need based) 	Apr'25 to Jan'26
8.	End line assessment to measure and assess the progress of the project against the desired outcomes.	Feb to Mar'26

9.	Human impact stories (case studies) of successful enterprises by women	Based on the agreed frequency on an ongoing basis
10.	Weekly & Monthly Reporting on suggested formats along with Narrative and comprehensive reports	Based on the agreed frequency

9. KEY OUTCOMES

S No.	Outcome
1.	Beneficiaries have improved abilities to utilize smartphones and other digital applications.
2.	Beneficiaries used digital payment applications (Net banking, mobile Banking, UPI)
3.	Beneficiaries used social-commerce platforms and other mediums for selling their products
4.	Beneficiaries used e-accounting apps for recording business transactions.
5.	Beneficiaries business have been formalised
6.	Beneficiaries have successfully accessed or applied for loans through formal lending institutions.
7.	Beneficiaries reported an increase in revenue after 6 month of the intervention

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 1*)
**please provide budget separately for year1(2024-25) and year2(2025-26)*
- Due Diligence documents (*list shared in annexure 2*)

Annexure 1

Budget Break up						
	Items	Unit Rate	No of Units	UoM	Total	Remarks
1	Team (HR Deployment Cost)					
1.1	Leadership cost ³					
1.2	Project Co-ordinator ⁴					
1.3	Documentation Expert ³					
1.4	Travel Cost (Project Team & Leadership)					
2	Preparatory Phase					
2.1	Mobilization campaign (Awareness) (1 in each district)					
3	Training Delivery Cost					
3.1	Venue cost					
3.2	Refreshment per participant- tea, lunch and snacks					
3.3	Training Materials Print - Standees/Banners					
3.4	Renting projector, mic, etc.					
3.5	Travel Cost(beneficiary)					
3.6	Trainer Cost ⁴ (1 in each district)					
	Total					
4	Admin Cost					
	Total Budget					
	Training Investment Per Beneficiary					

³ It's not compulsory that these resources are based out of operational area

⁴ 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 2:

Due Diligence document for IP selection (all the documents need to be attached as a separate file)

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 – 15th September'2024, 5:30 PM IST to rfp@nasscomfoundation.org