

# Request for Proposal

## Digital and Financial Literacy Trainings in Aspirational Districts

Nasscom Foundation

# **REQUEST FOR PROPOSAL**

## **Digital Literacy Project**

Provide Digital and Financial Literacy training to educate the marginalized communities of aspirational districts to become digitally literate.

From: Nasscom Foundation

RFP No.: NF/FY 23-24/DRC/01

Date: 25.07.2023

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2. This document neither constitutes nor should it be interpreted as an offer or invitation for the selection as a supporting partner described herein.
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7. This document constitutes no form of commitment on the part of the nasscom foundation. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed process of selection of call centre partner.
8. When any proposal is submitted pursuant to this RFP, it shall be presumed by nasscom foundation that the supporting partner has fully ascertained and ensured about 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

We at nasscom foundation are focused on UNLOCKING THE POWER OF TECHNOLOGY BY CREATING ACCESS AND OPPORTUNITY FOR THOSE WHO NEED IT MOST. We work on helping people and institutions transform the way they tackle social and economic challenges through technology.

Established in 2001, nasscom foundation has been witness to the transformative power of technology for the last 20 years. Part of the nasscom ecosystem, we are the only neutral, not for profit outfit, representing the Indian Tech Industry. We remain rooted to our core philosophy of TechForGood, where our efforts are focussed on unlocking the power of technology by creating access and opportunity for those who need it most. We work on helping people and institutions transform the way they tackle social and economic challenges through technology. We have three key areas of intervention, Digital literacy, Skilling and employability and Women entrepreneurship.

## 2. AN OVERVIEW

“Nasscom Foundation’s Resource Center for Digital Literacy and E-Governance” project aims at empowering the communities from marginalized backgrounds in Aspirational districts to become digitally literate and access all relevant government schemes. It would help to enhance the knowledge, bridging information gaps, livelihoods creation and easing access to relevant government schemes, financial inclusion and linkages to ensure overall wellbeing. In this project, nasscom foundation has established “Resource Center for Digital Literacy and E-Governance” in 20 Aspirational Districts in the country.

## 3. ABOUT THE PROJECT

The Aspirational District Programme launched by the government in January 2018 is an attempt to push for growth across various socio-economic parameters for inclusive development. **“Nasscom Foundation’s Resource Centre for Digital Literacy and E-Governance”** will contribute to achieving the UN Sustainable Development Goals (SDGs) through following key interventions:

1. Digital and Financial Literacy training to the beneficiaries of marginalized communities of aspirational districts.
2. Provide access to E-Governance schemes and services to citizens of the districts.

#### 4. INVITATION FOR PROPOSAL

We are looking for **Non-profit/For profit** organisations who could extend their support to nasscom foundation to provide Digital and Financial Literacy training in the selected Aspirational districts as per the Scope of work (SoW) attached below.

1	Proposals Requested by	Nasscom Foundation, Plot 7 to 10, Sector 126, Noida – 201303
2	Period of Validity of Proposal	The proposals shall be valid for a period of 6 months from the date of submission.
3	Currency to be utilized (for submitting financial proposal) Budget Breakup to be enclosed as annexure	INR (Indian Rupee)  ** Statutory & Tax compliance as per GoI law & guidelines
4	Tenure of Contract	Tenure of 'Contract' would be effective for a period of maximum 6 months (or less) from the date of issuance of letter of award.
5	Nature of contract	The contract between NF and the agency is non-transferable in nature, thus it cannot be transferred or outsourced to any other agency.

#### 5. RFP SUBMISSION SCHEDULE & TIMELINE

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

ACTIVITY	TIMEFRAME
RFP Release Date	25.07.2023
Intent to proposal Email must be sent to <a href="mailto:rfpforskills@nasscomfoundation.org">rfpforskills@nasscomfoundation.org</a>	28.07.2023
Any follow up questions must be sent to <a href="mailto:rfpforskills@nasscomfoundation.org">rfpforskills@nasscomfoundation.org</a>	31.07.2023
Response to RfP related queries/ Pre bid conversation	01.08.2023
One (1) electronic copy of the RFP Response must be submitted to nasscom foundation via email by close of business date PM IST to <a href="mailto:rfpforskills@nasscomfoundation.org">rfpforskills@nasscomfoundation.org</a>	06.08.2023
Vendor Finalization	16.08.2023
Contract Declaration	18.08.2023

\*The above-mentioned Time frame dates may slightly vary.

## 6. DETAILS OF RFP

\* All interventions will be focused in the 'Program Locations' as mentioned in point 7.

S.No	Particulars	Details
1	<b>Problem Statement</b>	<ol style="list-style-type: none"> <li>1. Digital divide limiting underserved communities towards accessing information, digital devices, government schemes and other opportunities.</li> <li>2. Lack of information and skills leads to reduced livelihood opportunities</li> <li>3. Limited knowledge of marginalized communities of potential cyber frauds and scams associated.</li> </ol>
2	<b>Project Objective</b>	Enhance impact outreach by providing Digital and Financial Literacy training to marginalized communities of the selected aspirational districts.
3	<b>Project Interventions</b>	Comprehensive Digital & Financial Literacy training to 17,500 citizens per district (including adolescents, youth, adults, senior citizens, women, SHG members, MSMEs) within the age group of 12-75 years
4	<b>Nature/Scope of work</b>	<ol style="list-style-type: none"> <li>1. Comprehensive Digital &amp; Financial Literacy training to 17,500 citizens per district (including adolescents, youth, adults, senior citizens, women, SHG members, MSMEs) along with post assessments</li> <li>2. Training duration between 5 to 15 hours which is flexible depending on the stakeholder being catered</li> <li>3. <b>Audio-video content will also be provided for the training</b></li> <li>4. Beneficiary details to be captured in nasscom foundation mandated template</li> <li>5. Training module to be provided by nasscom foundation</li> <li>6. Training of trainers by nasscom foundation</li> </ol>

## 7. LOCATIONS FOR PROGRAM REACH OUT

States	Districts
Rajasthan	Karauli, Dholpur, Siorhi, Jaisalmer, Baran
Maharashtra	Nandurbar, Osmanabad, Washim, Gadchiroli
Andhra Pradesh	Vishakhapatnam, Vizianagaram, YSR Kadapa
Telangana	Kumuram Bheem, Jayashankar Bhupalapally, Khammam
Karnataka	Raichur, Yadgir
Tamil Nadu	Virudhnagar, Ramanathapuram
Kerala	Wayanad

## 8. DETAILS OF DIGITAL AND FINANCIAL LITERACY TRAINING –

The training is developed in four stages – Foundation, Basic, Advance and Proficient modules (detailed content information is annexed). The textual, audio-visual, and infographic content is available in regional languages other than Hindi and English. The basic and foundation modules majorly cover the daily usage topics related to computers, mobile phones, internet, and its basic functions. The advance module covers topic specific to MSMEs, SHG women, Farmers, Senior Citizen, Youth and Adults and other aspects of internet usage (e-commerce), MS office, and digital payments. The proficient module covers net banking, E-Governance, and learning platforms. Every module entails a pre and post assessment which the stakeholder will undertake.

## 9. DELIVERABLES & TIMELINES

Overall Performance Metrics	Expected Outputs (per district)	Timeline
Digital and Financial Literacy training for citizens of Aspirational districts	17,500 beneficiaries	August 2023 to December 2023

(Please note: Nasscom Foundation may be able to provide 4-5 tabs and one laptop for training purposes. Once used, the IT assets are to be returned carefully to the resource center POC in appropriate condition. Any damage to the asset will be the sole responsibility of the organization and will have monetary implications)

## 10. PROPOSAL FORMAT:

Following details to be included in the proposal:

### Section 1 – Organisational Details

To be filled in by the Requesting Organization:

i.	Name	
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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 organisation has 80G Certificate	
x.	Does Organisation has 12A Certificate	
xi.	Does Organisation 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 has any prior experience in reaching out to rural communities (as per locations mentioned)	

xix.	Does your organization have any prior experience in mobilizing/training with rural communities	
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**Section 2 - Relevant Experience and Understanding**

- Introduction/Background
- Past Experiences and Area of Intervention
- Understanding of the Project

**Section 3 – Operational Capabilities**

- Implementation Plan – Detailed Activity Schedule
- Key Strategy
- Performance Indicators
- Project Specific Organogram
- Monitoring and Evaluation Plan
- Risk Assessment and Mitigation Plan
- Data Management Plan
- Reporting Sample

**Section 4 – Finances**

- Requesting per-beneficiary cost
  - \* Taxes to be added if applicable
  - \* Detailed financial quote to be attached in the annexure of the proposal (in excel)

**11. TERMS OF REFERENCE (KEY POINTS BUT NOT LIMITED TO .....)**

1. Entity shall be Not For/For Profit Entity and must be having at-least 3 year prior experience in successfully running similar scale program
2. Entity shall not engage/outsouce the activities mentioned in the RFP to another / third party, it's a non-transferrable assignment
3. Entity shall share the list of its staff and resumes who has been part of similar program
4. Entity shall use the funds exclusively for the purpose and activities as clearly mentioned and agreed between the parties for this RFP
5. Entity shall not source any external funds or grants from any entity or individual, private or Govt. towards CAPEX or Opex of this program by referring NF's agreement
6. Entity shall maintain professional understanding with the implementation partner of the project and provide details of the resource center and overall project to all varied stakeholders.
7. Entity shall not associate the "NF's Digital Resource Centres" and the project with any

political or religious party or Institutions and would not support in driving initiatives of Individual political parties or Institutions.

8. Entity shall always seek due approvals from NF in writing before initiating new intervention / program / campaigns / projects of central / state / local Govt administrations / private institutions etc. in the NF resource centre other than what is already mentioned in the RFP.
9. Entity shall always seek due approvals from NF in writing before engaging with any new agency/institutions/private or Govt. for building partnerships around NFs digital resource centres.
10. Entity shall not change the approved branding or incorporate any additional logos / photographs of Individual / Institutions / Political parties / Religious bodies / organizations etc. all communication / branding materials need to be approved by nasscom foundation in advance.

For the interested organization, one electronic copy of the RFP response must be submitted to nasscom foundation via email by close of business Date – 06<sup>th</sup> August 2023, 06:00 PM IST to [rfpforskills@nasscomfoundation.org](mailto:rfpforskills@nasscomfoundation.org)

### Annexure

Module	Topics	Sub-Topics
Foundation Module	Hardware Basics	Computer hardware, Smart phones, Laptop Tablets, Phone OS - Andriod, IOS, Windows
	Phone Basics	Phone on and off, making a call, adding a contact, making a contact list, sending SMS, Taking a photo, internet connection, connecting to Wifi, Intro to Apps,
	Digital Payments	Definition of Internet Banking (NEFT, RTGS, IMPS), Mobile Banking, Mobile Wallet, UPIs
Basic Module	Internet Usage	Intro to Search Engines, Intro to Email (Password protection, Sign in-out, Sending an Email, Reply or Forward)
	Cyber Security	SPAM Email, Secure Password
	E-Commerce	Basic Steps for Online Shopping
	Social Media	Intro to WhatsApp and Facebook (account setup, Facebook post, WhatsApp Group, Forward a message)
	Financial Literacy	Investments, Bank Account - Basic Info, KYC and its importance)
Advanced Module Part 1	Internet Usage	Youtube, Google Maps
	Software Apps	MS Word Basics
	Cyber Security	Introduction to Cybercrimes, OTP Sharing Fraud, Social Media Fake Account, Mobile Wallets, E-commerce
	Financial Literacy	Debt, Loan, Insurance, UPI - Money Transfer Guidelines

Advanced Module Part 2	Stakeholder-Specific Content	<p><b>Farmers</b> – IFFCO Kisaan App, Kisaan Suvidha, RML Farmer; Agromarket/Shetkari Mashik, Krishi Jagran; Govt and YouTube Platforms for innovation; E-governance</p> <p><b>SHG Women</b> – E-bookeeping and Bachatghar App/ Sahabhagi/ My SHG; Online Investment – FDs, Post Office Schemes – application process; E-Mahila Haat, Meesho, Regional Platforms; E-governance and Skill Training Platforms</p> <p><b>Micro Entrepreneurs</b> - Online Licensing and Renewal platforms; NEISBUD, MSME Training; E-governance; E-Commerce - Regional and Govt Platforms</p> <p><b>Adolescents, Youth and Adults</b> - MS Office and Canva; E-learning platforms- MyGov, SWAYAM, Bharatavani, Coding, Digital Marketing, Academic; Finance, Language; E-governance, Skill Training Platforms, Parental Control; Govt Job Portals - NSDC, MSDE; Managing tools.</p> <p><b>Senior Citizens</b> - Cyber Senior, Google Senior; Passbook Viewing; E-governance - Pension and Health; Senior Citizen Courses</p>
Proficient Module	Software Apps	MS Excel, Power Point
	Internet Usage	Telegram, Pinterest, Google Drive, We Transfer
	Financial Literacy	Internet banking - Setting up Net Banking Account, Diversification of Investment, Safe Internet Banking Guidelines