

Request for Proposal

About Nasscom Foundation

Established in 2001, Nasscom Foundation has been witness to the transformative power of technology for over two decades. 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.

About the Project

The NF–DXC Technology Digital Literacy and E-Governance Project aims to build a digitally inclusive ecosystem across 7 Aspirational Blocks in four states of India. The project seeks to empower marginalised communities — with a particular focus on tribal and PVTG populations — through foundational digital literacy, e-governance facilitation, and the development of locally sustainable Digital Ambassador (DA) networks.

Building on four years of successful partnership (FY 2022–26), the FY 2026–27 phase is a 10-month intervention (June 2026 – March 2027) encompassing four integrated programme components:

- Digital Literacy Training and Awareness
- E-Governance Facilitation
- Capacity Building and Upskilling of newly onboarded Digital Ambassadors
- Sustainability of Digital Ambassadors from FY 2025–26

1. Project Location Population

S L	STATE NAME	DISTRICT NAME	BLOCK NAME	Nos. of Existing DA	SC Population	ST Population	Others	Total
1	Tripura	North Tripura	Dasda	11 in Damcheera and 8 in Ganga Nagar Block and distance is at least 01 hr.	7504	68717	25816	102037
2	Maharashtra	Chandrapur	Jiwati		12500	17988	31332	61820
3	Maharashtra	Gadhichiroli	Bhamragarh	10 in Sironcha and	1128	29459	5738	36325

				14 in Aheri . Both Blocks under Gadchiroli District.				
4	Telangana	Adilabad	Narnoor	16 Existing DA available in Narnoor Block.	8192	33060	7987	49239
5	Odisha	Sundargarh	Nuagaon		7821	70233	28102	10615 6
6	Odisha	Khandmal	Phiringia		14695	48225	20508	83428
7	Odisha	Khandmal	Tumudibandh		7558	27649	9909	45116

2. Target groups and Proposed Reach

Sl.	Deliverable	Target
1	Digital Literacy Training – marginalised community (age 14–65 years), with certification	3500
2	Digital Awareness Sessions – marginalised community (age 14–65 years)	14000
3	E-Governance applications processed (schemes),	3500
4	Community members trained as Digital Ambassadors (minimum 50% women)	35
5	Sustainable livelihood for Digital Ambassadors (transition to self-employment)	18
6	Sustainability support for Digital Ambassadors from FY 2025–26 (TEC certified)	59

3. Key Project Objectives

Objective 1: Digital Empowerment and Literacy

- Provide structured digital literacy training (15 hours) to 6,900 community members with certification
- Conduct digital awareness sessions (4–5 hours) for 25,300 citizens
- Train 56 new Digital Ambassadors in digital, financial, and entrepreneurial skills
- Improve awareness and usage of government schemes and digital services

Objective 2: E-Governance Access and Facilitation

- Facilitate 7,500 e-governance scheme and service applications with a target of 50% benefit receipt
- Link citizens to key welfare schemes: Ayushman Bharat, PM-Kisan, e-Shram, PM Awas Yojana, Atal Pension Yojana
- Conduct information camps and door-to-door outreach to drive e-governance adoption

Objective 3: Digital Ambassador Sustainability

- Enable 28 of 56 new DAs (50%) to transition to self-employment post-intervention
- Provide continued support and capacity building to 59 TEC-certified DAs from FY 2025–26
- Support DA cohorts to obtain CSC licenses and establish independent digital service enterprises

Project Implementation Model

The project follows a phased implementation model over 10 months, covering planning, resource finalization, training of trainers and Digital Ambassadors, community-level training and e-governance support, and endline evaluation and closure. Each phase has defined sub-activities, timelines, and responsibilities, and is reflected in the Gantt chart that maps activities across months 1–10 of the DXC grant period.

1. Phase 1 – Planning and community engagement: In this phase, Nasscom Foundation and DXC formalise the partnership through MoU signing, finalize the overall programme design, and agree on geographic focus and key deliverables. Stakeholder engagement is undertaken with local government departments, implementing partners, and community leaders to align expectations, validate target geographies, and surface contextual risks and opportunities in Aspirational Blocks.
2. Phase 2 – Resource finalization: This phase focuses on shortlisting and onboarding implementation partners (IPs), Master Trainers (MTs), Programme Field Officers (PFOs), and other field staff required for project rollout. Curriculum development and finalization also takes place here, with DL/FL content and e-governance modules customized to local contexts, stakeholder profiles (youth, farmers, women, senior citizens), and language needs.
3. Phase 3 – Training of trainers and DA mobilization: Digital Ambassadors are mobilised and identified from target communities based on eligibility criteria (age, smartphone access, women focus, basic education) to serve as local digital support points. Training of Trainers is conducted for Master Trainers and PFOs, who then train Digital Ambassadors in a 40-hour curriculum covering digital literacy, financial literacy, and entrepreneurship, while also starting the sustainability and strengthening work for the FY 2025–26 DA cohort.
4. Phase 4 – Community training and e-governance facilitation: In this core implementation phase, the team undertakes intensive community outreach and mobilisation in all selected blocks, using village-level meetings, awareness sessions, and targeted campaigns. Digital Literacy Training (15-hour comprehensive modules) and shorter Digital Awareness Sessions (4–5 hours,

module-specific) are delivered, and DAs facilitate e-governance scheme applications through door-to-door visits, information camps, and coordination with local officials.

5. Phase 5 – Endline evaluation and closure: Towards the end of the 10-month cycle, an external endline evaluation is conducted, including finalization of tools, data collection with key beneficiary groups, and analysis and report writing to capture outcomes and impact.

Purpose of the RFP

Nasscom Foundation would like to commission a qualified and experienced research agency, academic institution, or impact evaluation firm to undertake a comprehensive research and impact assessment study for the project. As an organization strongly committed to evidence-based programming, we are looking for a learning partner who can generate actionable insights and help synthesize program learnings into implementation and design improvements for enhanced reach, effectiveness, and long-term impact

The findings from this study will help Nasscom Foundation, Cisco, implementation partners, and ecosystem stakeholders better understand the effectiveness, relevance, outcomes, and long-term sustainability of the intervention across Aspirational Blocks.

A. Scope of work

The selected agency will conduct comprehensive Baseline and Endline assessments to evaluate programme effectiveness, outcomes, and impact.

The baseline will aim to establish the existing status, needs, gaps, and contextual realities related to digital literacy, e-governance access, and community-level digital ecosystems across the intervention geographies. The endline study will focus on demonstrating the impact of the project on beneficiary communities. It would also aim to explore and understand the critical elements/components of program that brought significant changes.

Evaluation Questions

The study will adopt a cross-sectional mixed-method approach through baseline and endline survey to understand program relevance, implementation effectiveness, outcomes, sustainability, and scalability across intervention geographies. Evaluation questions are organized by thematic area with each question clearly marked as a baseline question (B) or an endline question (E).

1. Digital Literacy and E-Governance

- **(B):** What is the current level of digital awareness, access, and usage among target beneficiaries, particularly women, tribal communities, and PVTGs?

- **(B):** What are the existing levels of knowledge, confidence, and skills related to smartphone usage, internet access, digital payments, cyber safety, and use of digital platforms across different age groups?
- **(B):** What are the major barriers and enabling factors influencing access to and adoption of digital tools, e-governance platforms, and government schemes and services?
- **(B):** What is the current level of awareness and utilization of government schemes and e-governance services (e.g., Ayushman Bharat, e-Shram, Udyam Registration, pensions, etc.) among target households?
- **(E):** What changes are observed in awareness, access, and adoption of digital platforms among beneficiaries, including age-group-specific outcomes?
- **(E):** To what extent have training and awareness sessions improved beneficiaries' knowledge, skills, confidence, and ability to use digital tools and services?
- **(E):** What changes are visible among households that accessed digital schemes and services (such as Ayushman Bharat, e-Shram, Udyam Registration, etc.) through the project intervention?

2. Community Digital Ecosystem and Service Delivery

- **(B):** What are the existing community-level mechanisms and support systems for accessing digital services and e-governance platforms?
- **(B):** What are the current levels of access to digital infrastructure, connectivity, devices, and digital support services within the target geographies?
- **(B):** What community, socio-cultural, gender, or geographic factors influence participation in digital literacy and e-governance initiatives?
- **(E):** To what extent has the project reduced barriers related to digital access, connectivity, service delivery, and adoption of e-governance services?

3. Digital Ambassadors and Sustainability

- **(B):** What are the current capacities, aspirations, and socio-economic profiles of Digital Ambassadors?
- **(B):** What is the existing level of digital, financial, entrepreneurial, and facilitation skills among Digital Ambassadors?
- **(B):** What opportunities and challenges exist for establishing sustainable community-led digital service delivery and livelihood models through Digital Ambassadors?
- **(E):** To what extent is the Digital Ambassador model an effective and sustainable mechanism for last-mile digital service delivery?

- **(E):** What socio-economic changes are observed among Digital Ambassadors following programme participation, including improvements in digital, financial, and entrepreneurial skills, confidence, and livelihood opportunities?
- **(E):** To what extent have Digital Ambassadors effectively facilitated digital literacy and e-governance access at the community level?
- **(E):** What proportion of supported DAs have transitioned to self-employment or established CSC enterprises?

4. Programme Design, Sustainability, and Scalability

- **(B):** What contextual factors (state-specific, socio-cultural, geographic, institutional) should inform programme implementation across different states and community settings?
- **(B):** What implementation risks, community expectations, and operational considerations should be addressed to strengthen programme effectiveness and sustainability?
- **(E):** To what extent is the Digital Literacy and E-Governance model sustainable and scalable across Aspirational Blocks?
- **(E):** To what extent has the project strengthened the sustainability and livelihood potential of ST Promoters in Kerala, and what evidence demonstrates the model's potential for replication as a sustainable community-led digital service delivery and revenue model in other states?
- **(E):** Are the behavioural and institutional changes resulting from the intervention likely to sustain beyond the project period, including continued use of digital tools and access to e-governance services?
- **(E):** To what extent is the intervention aligned with the Government of India's ABP priorities and local governance systems at endline?
- **(E):** What are the key implementation learnings and recommendations emerging from the intervention to strengthen future programme design and scale-up?

Suggested Research Design

The study is expected to adopt a mixed method, quasi-experimental panel design that combines quantitative surveys with qualitative enquiry to assess changes between baseline and endline for key stakeholder groups.

Agencies may also propose an alternate or refined study design, which should be clearly justified with respect to feasibility, methodological robustness, contextual appropriateness, and budget considerations. Agency should consider beyond conventional sampling methods to address the listed evaluation questions effectively and build robust evidence on program effectiveness, outcomes and sustainability.

The proposal should include a detailed methodology outlining the overall research approach, sampling framework, proposed sample size, respondent categories, data collection methods, analytical approach, and quality assurance mechanisms for both baseline and endline assessments.

Key Deliverables

In due course of assignment, the agency is expected to deliver

- Inception report including methodology and draft tools
- Finalized data collection tools and translated versions
- Field operational plan, progress reports,
- Analysis framework and dummy tables
- Raw data set; both quantitative and qualitative
- Top-line presentations for baseline and endline
- Baseline report
- Endline report
- Factsheet

Study Timelines

Activity	Baseline (July - September 2026)	Endline (January – March 2027)
Field activities	Tool finalization + Tool pretesting + Finalized translated tools + Baseline survey	Tool refinement based on program learnings + Tool pre-testing (endline) + Finalized translated / accessible tools + End-line survey with beneficiaries
Deliverables	Inception Report + Final Baseline Tools + Baseline Findings (Topline findings PPT) + Baseline Report +Factsheet	Final Endline Tools + Endline (Topline Findings PPT) + Endline Report + Factsheet

Budget

Agencies are requested to submit a detailed financial proposal covering:

- Professional fees
- Staffing costs
- Field operations
- Travel and logistics
- Data processing and analysis
- Taxes and applicable overheads

Provide a detailed breakdown of your estimated costs for the baseline and endline studies, including travel costs, and any additional fees.

Financial Proposal Format

	Cost Head	Particulars (indicative)	Cost (INR)	Cost (INR) + GST
1.				
2.				
	Total Study Cost (inclusive of all applicable taxes)			

Proposal Submission Guidelines

The competitive bids will be evaluated in terms of 70% technical and 30% financial weightage. Proposal costing more than 7.5 lakhs rupees for both Baseline and Endline, including GST, will not be considered for evaluation. The following criteria will be primarily used for proposal evaluation -

- The experience of the agency in undertaking similar assignments in the past.
- The proposal should detail the personnel and their credentials, demonstrating their capability to handle the assignment effectively.
- The consultant's understanding of the project objectives and requirements of the study.
- The proposed strategy for collecting data through surveys, including measures to ensure high data quality.
- Methodology and Study Plan: Including the study strategy, data collection plan, reporting framework, and research methods.
- Timeline: A detailed timeline with Gantt chart for the study, showcasing the feasibility and appropriateness of the proposed schedule.
- Financial Proposal: The financial proposal will be evaluated for its comprehensiveness and feasibility. It should provide a clear budget breakdown and demonstrate cost-effectiveness.

Submission Instructions

Your proposal should include the following:

- A brief outline of the study framework
- A detailed breakdown of your proposed timeline.
- Your team's qualifications and experience.
- Cost breakdown for Baseline and Endline Study – overheads, staff costs, field operations costs, etc.
- Your CV/ Work Profile

Documents to be Submitted: Work Profile, Financial Proposal, Technical Proposal including key staff profiles, Some references of past work/case studies.

- Last Date for Proposal Submission: 15th July 2026.
- A 30-minute call can be scheduled for any clarification.

All proposals should be mailed to rfp@nasscomfoundation.org with the **subject line:** “<Baseline and Endline_DXC_DL _ MEL>” in a single PDF file by 5:00pm. **Proposals submitted after the deadline will not be considered.**