



**Agency for developing Training Modules to MSMEs on Innovate Scheme: IPR, Financial Knowledge & Management & Broad ESG Compliance guidelines for entrepreneurs through Technology and conducting the Training of Trainers (ToT) on the developed modules.**

**For Nasscom Foundation**

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### **BACKGROUND:**

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 a 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**

Nasscom Foundation plans on implementing a project through various engagement partner in Maharashtra. The objective of the project is to enhance the competitiveness of MSMEs in Maharashtra through capacity building on Awareness and Training on the IPR Scheme for MSMEs, Loans and Digital Loans application and Financial Knowledge and Management.

### **ASSIGNMENT**

Nasscom Foundation India intends to provide training to the MSMEs in Maharashtra on key thematic areas of the project i.e., Awareness and Training on IPR scheme for MSMEs, Loans & Digital Loans Application, Financial Knowledge & Management & Broad ESG Compliance guidelines. The training will be delivered through Master resource persons for 6 hours on each of the module. This assignment is being released to onboard an agency for the content development and conducting ToT to various master trainers of engagement partners who will be delivering the training on ground in various districts of Maharashtra.

From: Nasscom Foundation

RFP No: NF-WEP-08-08-2025

Date: 11/08/2025

## SCOPE OF WORK

S.no	Module Name	Overview	Session Plan	Duration
1	Training to MSMEs on Innovate Scheme: IPR	This workshop series is designed to help MSMEs understand the importance of Intellectual Property Rights (IPR) and how to leverage them for business growth.	IPR Regimes: Learn about patents, trademarks, copyrights, designs, geographical indications (GI), and more.	06 hours
2			Strategic Benefits: Discover the advantages of formalizing IPR through registration.	
3			Protection Measures: Understand how to protect your ideas, innovations, and business strategies	
4	Training to MSMEs in Financial Knowledge and Management	Effective financial management is crucial for MSMEs. This training program is designed to equip MSMEs with essential skills such as sound financial management, understanding financial leverage, maintaining regular documentation, and diagnosing flaws in business models and financial decisions	Unlock Available Finances: Learn how to access and utilize finances optimally to fuel business growth.	06 hours
5			Expert Guidance: Resolve your doubts and issues regarding institutional finance with the help of experts.	
6			Collateral-Free Credit: Develop awareness about schemes that offer collateral-free credit.	
7	Training to MSMEs on Applying for and availing Loans digitally	Our workshop series is designed to empower MSMEs by providing awareness about systems and tools to reduce the time and cost of applying for and availing loans. This includes non-collateralized credit through the CGTMSE mechanism and other innovative market offerings. The series aims to train MSMEs on leveraging digital platforms to finance their long-term and working capital needs and familiarize them with co-lending technology and practices.	Digital Loan Systems: Learn how to navigate digital systems and processes to secure quicker loans for your business.	06 hours
8			Documentation Diligence: Build awareness about the necessary diligence and documentation required for digital submissions.	
9			Safety and Security: Get clarity on the safety and security of digital platforms to alleviate any apprehensions.	
10	Broad ESG compliance guidelines	ESG compliance sensitization to the participants.		30 minutes

- The above mentioned session development process would include designing associated content to be incorporated in all the following documents for each module:
  - Training manuals for trainers.
  - Training deck for beneficiaries
  - Handouts for the beneficiaries (reference material to be used post training by the beneficiaries)
- Develop contextual and engaging training content in English and Marathi.
- Submit final training material in editable format with supporting visuals/media.
- Conduct 02 ToT sessions in Marathi for trainers identified.
- The Agency will consider designing the module and sessions in such a way that the content can be taught in both virtual and classroom mode
- All content developed will have to be mapped to standards and/or curriculum issued by Nasscom Foundation
- All developed content shall need to adhere the brand guidelines of Nasscom Foundation.
- All content shall be translated and delivered in **Marathi language**

## **DELIVERABLES**

- Development of training modules which shall include training manual, and deck for beneficiaries and handout (in both English and Marathi) for four curriculums, as per the specifications mentioned in the scope of work. The content needs to be aligned with the specific guidelines issued by the concerned department.
- Conducting 02 Training of Trainers for the Master Trainers.

## **ELIGIBILITY CRITERIA**

- Proven experience in content designing and development in Entrepreneurship, IPR, Financial Management and Digital Loan.
- The agency should have successfully completed at least four content development assignments, each with a minimum project value of ₹5 lakhs.
- Experience in conducting ToT in Marathi or training programs in Entrepreneurship, IPR, Financial Management and Digital Loan.
- The agency must be a registered entity with a minimum of 08 years of existence as of the date of application
- The agency should have the capacity to engage thematic specialists for the development of training modules and for conducting Training of Trainers (ToT) programs for master trainers. Each specialist must possess a minimum of 10 years of relevant experience in the respective domain
- Prior work in developing content for MSMEs or Banks will be an added advantage.

## STRUCTURE OF THE TECHNICAL PROPOSAL

The technical proposal must include the following information areas:

#	Description
1	Introduction of the Agency and team profile
2	Agency's previous projects and experience relevant with this RFP
3	Experience of similar assignments (Awareness and Training on IPR scheme for MSMEs, Loans & Digital Loans Application, Financial Knowledge & Management & Broad ESG Compliance guidelines for entrepreneurs) with details on client, location of project, module design/development areas, cost of the assignment
4	Experienced in developing digital content/videos mapped to entrepreneurship and digital training project
5	Work plan & timeline
6	Resume of thematic specialists (with references)/Profile of the agency to be attached as annexures
7	Sample content on any topics as mentioned in Scope of work aligning with Nasscom Foundation brand guidelines. Minimum duration of module shall be 30 minutes

\*Nasscom Foundation brand guidelines are available on

<https://www.nasscomfoundation.org/images/pdf/Nasscom-Foundation-Brand-Deck-2023.pdf>

## EVALUATION AND SELECTION CRITERIA

- The agency will be selected through the Quality and Cost-Based Selection (QCBS) method, with greater emphasis placed on the technical proposal
- Total cost is to be shared in the given template excluding of GST or applicable taxes:

### Template for Budget summary

#	Expense head	Slides/Days/ Pages	Unit Cost	Quantity	Amount
1	Content development				
2	Content designing				
3	Translations (from English to Marathi)				
4	Handbook (Training manual) - English and Marathi				
5	Training of Trainers (ToT)				
6	Handouts for participants				
	Total				



## **DUE DILIGENCE DOCUMENTS**

The following due diligence documents will be required, wherever applicable:

1. MOA
2. AOA
3. Certificate of incorporation/Registration
4. Shareholding pattern
5. Minutes of last board meeting held
6. Board composition
7. Latest audited Financials
8. IT & TDS returns- Latest
9. GST returns
10. Draft financials for Current year
11. Current monthly GST return
12. PAN Card of organization
13. Cancelled Cheque/Bank account confirmation
14. Proposal Budget

**IPR of the Content Developed as part of this Terms of Reference:** The IPR of the Content Developed as part of this Terms of Reference shall be solely owned by Nasscom Foundation.

## **PROPOSAL SUBMISSION GUIDELINES**

Interested applicants must submit:

- Organization profile with relevant experience.
- Technical proposal (understanding of scope, methodology, work plan).
- Financial proposal with detailed cost breakdown.
- Samples of past training content or modules.

## **TIMELINE**

- Proposal submission deadline: 20<sup>th</sup> August, 2025
- Eligible and interested agencies can submit their intent and the due diligence by 14<sup>th</sup> August, 2025
- Selection and onboarding: Fourth week of August, 2025
- Content development and ToT: September, 2025

Proposal should be mailed to [rfp@nasscomfoundation.org](mailto:rfp@nasscomfoundation.org) with subject line “Proposal: Content Development for MSMEs”.

For the interested organization, one electronic copy of the RFP response must be submitted to Nasscom Foundation via email with “Proposal: Content Development for MSMEs” mentioned in the subject line by close of business Date – 20<sup>th</sup> August 2025, 5:30 PM IST to [rfp@nasscomfoundation.org](mailto:rfp@nasscomfoundation.org)