REQUEST FOR PROPOSAL

FOR

Base-line and End-line evaluation for

Digital Literacy Project in 4 States

Nasscom Foundation

September, 2025

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

India's Aspirational Blocks represent some of the most underserved regions, where low levels of digital literacy and limited access to government schemes continue to hinder social and economic progress. Communities in these areas, particularly women and Particularly Vulnerable Tribal Groups (PVTGs), often face challenges such as lack of awareness about digital tools, inadequate access to welfare entitlements, and dependency on external intermediaries for basic e-governance services.

The **DXC-Nasscom Foundation Digital Literacy and E-Governance in Aspirational Blocks** initiative is designed to strengthen digital inclusion and last-mile governance access for marginalized communities, particularly **Particularly Vulnerable Tribal Groups (PVTGs)** and underserved populations. By training community-based Digital Ambassadors, delivering targeted digital literacy and awareness sessions, and linking citizens to essential government schemes, the project aims to empower 25,000 unique beneficiaries across 10 Aspirational Blocks.

. It aims to:

- **Build digital awareness and confidence** among community members (youth, adolescents, adults, and women).
- To provide **structured digital literacy training** to 6,000 individuals (age group: 14-65 years), equipping them with the foundational to advanced skills necessary to access and utilize digital tools and platforms effectively.
- To conduct short duration **digital awareness sessions** for 22,000 individuals especially from the **PVTG (Particularly Vulnerable Tribal Groups)**—in order to increase their awareness, access, and safe usage of digital services, thereby reducing the digital divide.

- To assist in the **application and delivery of 6,500 e-governance services and welfare schemes**, ensuring last-mile digital service delivery, with a strong emphasis on inclusion of **PVTG and underserved population**), ensuring at least 50% benefit realization.
- To **train and empower 50 local citizens (50% women)** as **Digital Ambassadors** through comprehensive modules in digital literacy, digital financial literacy, and entrepreneurship, to act as a Last mile change agents, enabling them to support community-level digital transformation resulting in their livelihood improvement and to help atleast 50% of Digital Ambassadors achieve sustainable livelihoods by engaging in income-generating activities such as government service delivery, digital payments, or entrepreneurship.
- Provide **follow-up support to 20 Digital Resource Centre (DRCs)** transitioned to government premises, ensuring sustainability.

Project Period: FY 2025–26 (10 months)

GEOGRAPHICAL COVERAGE AND TARGET GROUP

The program is being implemented across **10 Aspirational Blocks** in states of Maharashtra, Tripura, Telangana, and Jharkhand

Segment: Rural communities (focus on PVTGs, women, youth, underserved groups)

States	District	Blocks
Maharashtra	Gadhchiroli	Sironcha
		Aheri
	Palghar	Vikramgad
		Talasari
Tripura	Dhalai	Damcherra
	North Tripura	Ganganagar
Jharkhand	Godda	Sundarpahari
	Pakur	Littipara
	Sahibganj	Mandro
Telangana	Adilabab	Narnoor

SCOPE OF WORK

The present evaluation study aims to demonstrate evidence on the impact of the Digital Literacy program model. At the same time, the study also aims to explore and understand the critical elements/components of program that brought significant changes.

The key evaluation questions include

1. To what extent does the program address the digital literacy and e-governance needs of marginalized communities, especially PVTGs and women?
   a. What is/are the level of changes in the awareness and adoption of digital platforms among the beneficiaries (age group- specific results)?
   b. Did the training/awareness sessions provided the required information and skills to meet the needs of the beneficiaries in terms of their knowledge, skills and confidence in using digital tools?
   c. What changes are visible in household who have accessed digital schemes and services (e.g., Ayushman Bharat, e-Shram, Udyam registration) as part of project model?
2. Is the Digital Ambassador model an effective and sustainable mechanism for last-mile service delivery?
   a. What is the socio-economic impact of the project intervention among DAs post program intervention?
      i. Increase in knowledge and confidence in using digital, financial and entrepreneurial skills?
      ii. What proportion of Digital Ambassadors transitioned to sustainable livelihoods (entrepreneurship, CSCs, digital service provision)?
   b. How effectively did Digital Ambassadors and volunteers deliver digital skills and e-governance services? (What worked/didn't work)
3. Examine the success of the Digital Literacy model in terms of outcome sustainability and scalability of intervention
   a. Are the changes resulted from project intervention significant and will continue beyond the project period? For e.g. - consistent use of digital tools and accessing e-governance schemes and services
   b. Alignment with Government's Aspirational Block Program (ABP) initiative?
   c. What are the key learning from the project intervention to inform the model? (what worked/didn't work)

SUGGESTED RESEARCH DESIGN

- The evaluation will adopt a cross-sectional, mixed-method design to assess changes between baseline and endline. It will focus on measuring project outcomes, estimating social returns, and identifying key factors driving sustainable change in communities. The qualitative component at baseline should aim at providing information on current community practices and social norms, while the endline qualitative interviews should focus on identifying the key factors responsible for bringing positive outcomes. An external baseline and endline evaluation will be conducted with key beneficiaries to

measure changes in awareness, knowledge, attitudes, and digital behaviors resulting from the intervention. The assessment will utilize both quantitative and qualitative methods to capture community-level outcomes and document the transformational journeys of selected Digital Ambassadors (DAs) who establish their own enterprises with project support. The evaluation agency will also weigh alternate methodologies and recommend the most appropriate approach to credibly address the key evaluation questions.

RESPONSIBILITY OF AGENCY

The responsibilities of the agency include, but not limited to the followings

- Hiring, training and deploying quality field surveyors, supervisors, monitors and field executives for the base-line and end-line survey
- Develop an inception report, finalize multilingual research tools with NF, and submit an analysis plan.
- Establish robust data collection, monitoring, and reporting mechanisms to ensure accuracy and reliability.
- Submit a comprehensive final report and presentation with findings, survey statistics, and commentary on data quality.
- Coordinate with key stakeholders to clarify and present study findings for program improvement.

KEY DELIVERABLES

- Research methodology and inception report (with draft tools and pre-testing).
- Final data collection tools and training report (with translations).
- Field operational plan, progress reports, and analysis/dummy tables.
- Top-line presentations for baseline and endline.
- Baseline report providing state wise findings.
- Final evaluation report with findings, success stories, and recommendations.

STUDY TIMELINES:

Activity	Base-line (Sept-Oct 2025)	End-line (Feb-March'26)
Field activities	Tool finalization + Tool pre testing + Finalized translated tools + Base-line survey	Tool refinement + Tool pre testing + Finalized translated tools + End-line survey
Deliverables	Inception report + Pre-testing report + Final tools + Baseline findings (PPT + Report)	Final tools + Endline topline findings (PPT) + Comprehensive endline report with comparisons

PROPOSAL SUBMISSION GUIDELINES

The competitive bids will be evaluated in terms of 70% technical and 30% financial weightage., Proposals costing more than the donor budget amount (<10 lakhs) will not be considered for evaluation. The following criteria will be primarily used for proposal evaluation -

- The experience of the consultant 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 and references of past work/case studies.

All proposals should be mailed to rfp@nasscomfoundation.org with the **Subject Line - Request for Proposal – "Baseline and Evaluation Study for Nasscom Foundation's Digital Literacy program in 4 states" in a single PDF file by 18th Sept 2025, 6:00pm,. Proposals submitted after the deadline will not be considered.**