Request for Proposal (RFP)

Baseline and Endline Study for the Up-Skilling of Rural Women Entrepreneurs in Karnataka

Issued by: Nasscom Foundation
Supported by: Tietoevry
Issue date: 3 November 2026
Last date for submission of proposals: 10 November 2026, 5:00 PM IST
Total budget ceiling: ₹4,10,000 (baseline and endline combined and inclusive of taxes)

1. About Nasscom Foundation

Nasscom Foundation is the not-for-profit arm of the Indian technology industry, working for over two decades on the philosophy of TechForGood. Its work spans women entrepreneurship, digital literacy, skilling and employability, NGO empowerment and social innovation, delivered with NGOs, social enterprises, government and corporate partners.

2. Background of the Project

Nasscom Foundation, with support from Tietoevry, is implementing a 7-month programme (September 2026 – March 2027) to up-skill **250 rural women entrepreneurs** in Karnataka, mainly in handloom and handicrafts and allied micro-enterprises. The women are drawn from districts around Bengaluru such as Bengaluru Rural, Ramanagara, Kolar, Chikkaballapura, Tumakuru and Mandya.

The programme builds digital, financial and entrepreneurial capability through:

- Entrepreneurship development and business planning
- Digital literacy and use of smartphone-based business tools (e.g., WhatsApp Business, Google Forms, online finance apps)
- Financial literacy and digital payments
- Onboarding on social-commerce and e-commerce platforms, with handholding
- Awareness of government schemes and portals (e.g., MyScheme), UDYAM registration and convergence with SRLMs and ecosystem partners

Programme objectives: (1) strengthen entrepreneurial and financial skills; (2) enhance digital literacy for business; (3) expand access to government schemes and social-commerce platforms.

3. Purpose of the Assignment

Nasscom Foundation seeks an independent agency or consultant to conduct a **baseline study** at the start of core training and an **endline study** at project closure, to measure the change attributable to the programme against the project's Logical Framework (LFA) and MEL framework.

4. Scope of Work

4.1 Baseline study (October – December 2026)

- Review the proposal, LFA and MEL framework, and finalise the study design and indicator matrix in consultation with Nasscom Foundation.
- Design and pilot a structured questionnaire (English and Kannada) covering the indicators in Section 5, including knowledge, attitude and practice scales that can be repeated at endline.
- Collect data from the selected sample of women entrepreneurs before core training begins.
- Clean and analyse the data and establish baseline values for all outcome indicators.
- Submit a baseline report with findings and recommendations for programme delivery.

4.2 Endline study (March 2027)

- Re-survey the **same respondents** (panel design) using the same tools, adding questions on programme experience and satisfaction.
- Compare endline against baseline values and report change on each indicator, noting limitations and attrition.
- Include 4–6 short case stories (with consent) of women entrepreneurs, with photographs where permitted.
- Submit the endline report with learnings and recommendations for scale-up.

4.3 Proposed sampling approach

Out of 250 enrolled women entrepreneurs, a sample of about **150** (95% confidence, around 5% margin of error with finite population correction) is proposed, spread proportionately across districts and enterprise types. Bidders may suggest an alternative sampling approach with justification, keeping within the budget. Data may be collected by telephone (CATI) and in-person visits, or by a mix, as the bidder proposes.

5. Key Indicators to Be Measured

Indicators are drawn from the project LFA. The final list will be agreed at the inception stage.

Result	Indicator
Outcome 1: Improved knowledge, attitude and practices for business sustenance and expansion	% increase in knowledge of digital tools for business; % of women showing positive attitude shift towards digital adoption (self-efficacy, perceived utility); % using at least one identified digital tool for business in the past month
Outcome 2: New digital marketplaces accessed	% reporting increased knowledge of alternate digital marketplaces; % successfully onboarded and active on at least one new marketplace or social-commerce platform
Outcome 3: Enhanced access to government	% with improved awareness of business-relevant schemes through digital portals (e.g., MyScheme); %

Result	Indicator
schemes and services	able to navigate and use such portals to access schemes
Additional (financial and enterprise)	Use of digital payments; record-keeping and financial practices; UDYAM registration status; enterprise profile (sector, income band, years of operation)

6. Methodology Expectations

- Quantitative survey as the primary method, supported by a small number of qualitative interactions (FGDs or interviews) at endline.
- Same tool, sample and mode at baseline and endline to ensure comparability.
- Ethical practice: informed consent, confidentiality, data protection in line with the DPDP Act, 2023, and sensitivity to women respondents.
- Use of digital data collection tools with quality checks (back-checks, spot checks, logic validations).
- Gender-disaggregated and district-wise analysis where sample permits.

7. Deliverables and Timeline

Dates below are indicative and will be finalised with the selected agency.

Deliverable	Indicative date
Inception note: study design, sampling plan, indicator matrix, work plan	20 November 2026
Final questionnaire (English and Kannada) and data collection plan	25 November 2026
Baseline data collection completed	10 December 2026
Cleaned baseline dataset (Excel/CSV/SPSS) and draft baseline report	17 December 2026
Final baseline report	24 December 2026
Endline tool review and sample list	5 March 2027
Endline data collection completed	20 March 2027
Draft endline report with baseline comparison, cleaned dataset, case stories	26 March 2027
Final endline report	31 March 2027

All reports will be submitted in MS Word and PDF; datasets with data dictionary in Excel or CSV. All data and outputs remain the property of Nasscom Foundation.

8. Budget and Payment

- The **total budget ceiling is ₹4,10,000** for the entire assignment (baseline and endline), including all fees, travel, data collection, enumerator costs, translation, tools, reporting and applicable taxes. Proposals above this ceiling will not be considered.
- Bidders must submit a break-up of cost for the baseline and endline separately.
- Proposed payment schedule: **50%** on approval of the final baseline report; **50%** on approval of the final endline report and datasets. Payment is subject to applicable TDS.

9. Eligibility

- Registered agency, firm, or independent consultant with experience in baseline, endline or impact studies, preferably in livelihoods, women's entrepreneurship, skilling or digital inclusion.
- Demonstrated ability to collect data in Karnataka, with Kannada language capability.
- At least two relevant studies completed in the last three years (client details and sample reports may be requested).
- No conflict of interest with Nasscom Foundation, the implementing partners or the donor.

10. Contents of the Proposal

Bidders should submit a technical and financial proposal (up to 8 pages excluding annexures) containing:

1. Understanding of the assignment and proposed methodology
2. Sampling plan and data collection approach (mode, tools, quality assurance)
3. Work plan aligned to the timeline in Section 7
4. Team composition with brief CVs and roles
5. Relevant past experience, with two references or sample work
6. Financial proposal with itemised budget for baseline and endline, stating taxes
7. Registration documents (PAN, GST if applicable, registration certificate) for agencies

11. Evaluation Criteria

Criterion	Weight
Technical approach and methodology	35%
Relevant experience (women entrepreneurship, livelihoods, digital inclusion)	25%
Team capability and Kannada language and field capacity in Karnataka	20%
Financial proposal and value for money within the ceiling	20%

Shortlisted bidders may be asked to present or clarify their proposals. Nasscom Foundation reserves the right to accept or reject any or all proposals without assigning reasons.

12. Submission Details

Item	Date
RFP issued	3 November 2026
Last date for queries	6 November 2026
Last date for submission of proposals	**10 November 2026, 5:00 PM IST**
Evaluation and clarifications	11–12 November 2026
Selection and award communication	13 November 2026

Proposals must be emailed to **[email address]** with the subject line *"Proposal – Baseline and Endline Study, Tietoevry WEP"*. Queries may be sent to the same address. Proposals received after the deadline will not be considered.

13. General Terms

- The selected agency will work under the guidance of the Monitoring, Evaluation and Learning (MEL) team at Nasscom Foundation.
- The agency will not subcontract the assignment without prior written approval.
- All information shared by Nasscom Foundation is confidential and may be used only for this assignment.
- Findings will be acknowledged jointly with Nasscom Foundation; any external use requires written permission.
- Nasscom Foundation may terminate the contract if deliverables are not met in the agreed quality and time.