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 project "Digital Upskilling of Farmer Producer Organizations (FPOs) through Technology," led by Nasscom Foundation, aims to empower women Board of Directors (BoDs) and FPO members across Tamil Nadu by enhancing their digital, financial, and entrepreneurial skills to improve governance, operational efficiency, and business outcomes across 10 districts of Tamil Nadu.

The initiative targets training 500 women BoDs on digital and financial literacy with 250 of them receiving dedicated handholding support for technology adoption. The project also facilitates access to finance, government schemes, and digital marketplaces for FPOs, enabling 40-50 collectives to secure financial services and strengthen their operational capacity.

The program includes tailored training modules covering essential digital tools, social media marketing, e-accounting, cybersecurity, and leadership, supported by collaborations with technology partners and mentoring networks. The phased implementation plan spans one year, starting with preparatory work, infrastructure readiness, training, handholding, and concluding with assessment and impact evaluation.

DELIVERABLES OVERVIEW

We are looking for agencies or freelancers who can conduct the baseline as well as endline studies for the project.

The project "Digital Upskilling of Farmer Producer Organizations (FPOs) through Technology," is designed to empower women Board of Directors (BoDs) and members of FPOs in Tamil Nadu. It focuses on enhancing their digital, financial, and entrepreneurial capabilities to strengthen governance, operational efficiency, and business outcomes. The project aims to train 500 women BoDs, while providing handholding support to 250 of them for technology adoption. Additionally, the initiative facilitates FPOs' access to finance, government schemes, and digital marketplaces.

Project Name	Baseline and Endline Study for the project – Digital Upskilling of Farmer Producer Organizations (FPOs) through Technology
Location	10 Districts of Tamil Nadu
Project Period	March 2025- April 2026
Project Target	Baseline survey and Endline Survey (sample as per research design) in all the 10 locations
Segment	Board of Directors (BODs) of FPOs

PROJECT DELIVERABLES

	Deliverables	Support from Nasscom Foundation team
1.	Build understanding of the nasscom foundation WEP project. Conduct preliminary discussions and interviews with key informants, beneficiaries and key program implementers	Sharing of documents
2.	Reviewing study framework and planning tools	Feedback on the tools
3.	Data collection - through field visits for baseline and endline Finalize data collection tools (questionnaire, interview schedule) and guidelines for survey in consultation with Nasscom Foundation	Nasscom Foundation to do introductory emails and coordination
4.	Analysis of the data and report writing inclusive of the overall finding captured on the basis of the agreed framework of presentation. Mapping baseline data with endline data	Feedback on the report
5.	Incorporating suggested changes and finalizing the report	

BUDGET

Provide a detailed breakdown of your estimated costs for the two 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)		

DESIRED PROFILE FOR THE CONSULTANT

Applicants may be individuals or groups of individuals with a designated team of research consultants. Applicants must have at a minimum the following qualifications:

- A Ph.D. or Master's Degree in Social Work, Sociology, Economics or a significant professional qualification in a related field.
- At least 5 years of experience conducting studies, surveys, or assessments, particularly on rural and grassroots issues demonstrating subject matter expertise in similar projects.
- Experience working in the CSR sector and conducting baseline studies.
- Understanding of the Women Entrepreneurship sector.
- Experience conducting research and studies with NGOs/INGOs.
- Strong facilitation skills and proven ability to lead participatory processes.
- Adequate and skilled network of field resources/members with relevant education and work experience, ensuring the capability of deploying resource persons for the assignment.
- Provision of samples or summaries of similar studies, detailing the budget, timeline, and client/donor information.

- Geographical presence or experience of working in the project area, with the capability of producing high-quality work under tight timeframes.
- Local knowledge and an understanding of the regional language.
- Experience in data collection methods, both quantitative and qualitative, from rural setups and facilities.

SELECTION CRITERIA

IMT will evaluate proposals based on the following criteria:

- 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
- Your CV/ Work Profile

Documents to be Submitted: Work Profile, Financial Proposal, Technical Proposal, Some reference of past work/case studies.

- Last Date for Proposal Submission: **23rd August 2025**
- 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_BNY Mellon_FPO_WEP _ IMT>".**