

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, it remains rooted in the philosophy of TechForGood, focusing on creating access and opportunities for underserved communities through technology-led interventions across Digital Literacy, Skilling and Employability, Women Entrepreneurship, Scaling Social Innovation, and Empowering NGO Ecosystem.

ABOUT THE PROJECT

The Empowering Growth and Development of Women Entrepreneurs initiative, supported by First Abu Dhabi Bank (FAB), aims to strengthen and scale 300 women-led micro and nano enterprises across selected districts of Maharashtra, including Pune, Nashik, and Sambhaji Nagar (Aurangabad). The programme focuses on women entrepreneurs from low-income and marginalized communities, particularly SHG-based enterprises, with an emphasis on strengthening entrepreneurial, digital, financial, and market capabilities to support enterprise growth and long-term sustainability.

The intervention includes structured training, mentorship and handholding support, market linkage facilitation, financial inclusion support, enterprise formalization, and digital enablement to improve business performance, market participation, and income enhancement among participating women entrepreneurs.

Scope of Work

The proposed assignment will undertake comprehensive baseline and endline assessments to evaluate programme relevance, implementation effectiveness, enterprise outcomes, women's empowerment, sustainability, and scalability of the intervention model across the selected geographies. The study will assess changes in entrepreneurial capabilities, digital adoption, financial literacy, business practices, enterprise performance, access to finance, market participation, and women's agency and decision-making.

The assignment will also examine the effectiveness of key programme components such as training, mentoring, digital enablement, financial linkage support, and market access interventions in contributing to enterprise growth and sustainability among women entrepreneurs.

Methodology and Approach

The study design will adopt a mixed-method approach combining quantitative surveys with qualitative enquiry to generate robust evidence on programme outcomes and implementation learning. The methodology will include sampling design, respondent segmentation, tool finalisation, translation protocols, field monitoring systems, data quality assurance mechanisms, comparative baseline-endline analysis, and

triangulation of findings to generate actionable insights for Nasscom Foundation, FAB, implementation partners, and ecosystem stakeholders.

The proposed approach will focus not only on outcome measurement but also on understanding how and why change occurs across different enterprise categories and contextual settings, thereby contributing to practical programme strengthening recommendations and future scale-up strategies.

Deliverables and Timeline

The assignment will deliver an inception report, finalized data collection tools and translated versions, field operational plans, analysis framework and dummy tables, raw quantitative and qualitative datasets, topline presentations, baseline report, and endline report, as specified in the RFP. The proposed workplan will align with the indicated schedule of baseline activities during June–July 2026 and endline activities during November–December 2026, with detailed timelines and implementation plans included in the technical proposal.

Team Strength and Compliance

The proposed team will include experienced research and MEL professionals with expertise in women entrepreneurship, livelihoods, financial inclusion, enterprise development, mixed-method evaluations, and large-scale field studies. The team will be supported by trained field investigators, quality assurance systems, and strong analytical capabilities to ensure rigorous implementation and high-quality evidence generation.

The submission will include the technical proposal, financial proposal, organizational profile, key staff CVs, and relevant case studies aligned with the RFP requirements and evaluation criteria. The financial estimate will be structured under professional fees, staffing, field operations, travel and logistics, data processing, analysis, and applicable taxes in line with the prescribed format and budget requirements.

If your organisation has the relevant expertise and experience in undertaking women entrepreneurship, livelihoods, and enterprise-focused evaluations, you may please submit your response after thoroughly reviewing the detailed scope of work mentioned in the RFP.

For any further queries, you may reach out to us at rfp@nasscomfoundation.org

Last Date to Apply: 05th May 2026