# Request for Proposal

## About Nasscom Foundation

Established in 2001, Nasscom Foundation has witnessed 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 in 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 to help 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 the NGO Ecosystem.

## About the Project

The initiative seeks to deepen digital inclusion in some of India's most underserved geographies, specifically Aspirational Blocks with significant Tribal Group (PVTG) and other marginalized populations. The proposed intervention will be implemented across 04 states, 06 districts, and 07 Aspirational Blocks. It encompasses four integrated programme interventions: Digital Literacy Training and Awareness, E-Governance Facilitation, Capacity Building, and Upskilling of newly onboarded Digital Ambassadors. These interventions will ensure that communities not only gain digital knowledge but also access government welfare entitlements and develop locally sustainable digital service delivery capacity.

## Project details:

- **Project duration:** June 2026 – February 2027
- **Geographical coverage:**

| States | Districts | Blocks |
|---|---|---|
| Maharashtra | Chandrapur | Jiwati |
| | Gadchiroli | Bhamragarh |
| Telangana | Adilabad | Narnoor |
| Tripura | North Tripura | Dasda |
| Odisha | Sundargarh | Nuagaon |
| | Khandmal | Phiringia |
| | | Tumudibandh |

- **Target groups**

  Different stakeholder groups, including:

  1. General citizens and beneficiaries
  2. Tribal communities
  3. Digital Ambassadors
  4. Community leaders and local governance stakeholders

## Key Project Objectives

- Provide structured digital literacy training to youth, adolescents, and adults to empower them to navigate the digital landscape efficiently and responsibly and further support the community in addressing digital challenges.
- Make the community digitally aware to increase their awareness of, access to, and safe usage of digital services, thereby reducing the digital divide.
- Train and empower Aspirational Block citizens, with a focus on women, as Digital Ambassadors through comprehensive digital literacy, digital financial literacy, and entrepreneurship modules, enabling them to support community-level digital transformation with livelihood support.
- Assist citizens of Aspirational Blocks in applying for and availing themselves of e-governance services and welfare schemes, ensuring last-mile digital service delivery with a strong emphasis on the inclusion of tribal and other marginalized populations, including those in mining-affected areas.

## Project Implementation Model

The project follows a community-centric and governance-integrated implementation model focused on strengthening digital inclusion among tribal and marginalized communities across Aspirational Blocks. The intervention combines citizen-level digital empowerment with institutional strengthening to improve access to digital services, e-governance platforms, and government schemes. Key components of the implementation model include:

1. Training community members as Master Trainer and Digital Ambassadors to support digital literacy awareness, e-governance access, digital payments, cyber safety, online applications, and grassroots-level community mobilization.

2. Digital literacy training for community sub-groups (14–64 years) on smartphone and internet usage, digital communication, cyber hygiene, digital financial literacy, online payment systems, and access to government schemes and services across sectors such as health, pensions, agriculture, housing, and banking.

Through these interventions, the project aims to improve awareness, access, and usage of digital

tools and services among target beneficiaries. Digital Ambassadors will serve as community-level support points, helping beneficiaries overcome digital barriers in accessing government schemes and services. The digital literacy training is expected to improve digital confidence among women and marginalized communities.

Increased knowledge among individuals to access government schemes and services.

- Increased applications for key schemes accessed through digital channels.
- Number of e-governance service applications facilitated through Master Trainers and Digital Ambassadors' support.

## Purpose of the RFP

Nasscom Foundation invites proposals from qualified and experienced individuals, content customization agencies, educational institutions, and digital learning organizations for content customization and translation under the Digital Literacy and E-Governance in Aspirational Blocks.

The selected individual/organization will be responsible for content customization and translation, ensuring that the content is aligned with the project proposal, implementation strategy, target beneficiary profiles, and expected program outcomes.

## Scope of work

- Customize Digital Literacy training curriculum for community beneficiaries.
- Customize the AI and Cyber Security curriculum for the community.
- Translate content into Marathi and Bengali.

## Digital Literacy, AI, and Cyber Safety content customization

The selected individual/organization will customize the Digital Literacy and Digital Awareness curriculum for community beneficiaries.

- **Digital Literacy:** Introduction to smartphones, device handling, internet browsing, online communication systems, email usage, and digital navigation systems.
- **Government Digital Services and e-Governance Platforms:** Practical orientation on DigiLocker, UMANG, CSC services, E-Gram Swaraj, PMGDISHA, online welfare portals, digital certificates, and citizen service systems.
- **Digital Financial Literacy and Payments:** Training modules should include UPI payments, QR code systems, mobile banking, digital wallets, AEPS systems, DBT awareness, and transaction safety practices.
- **Cyber Security and Cyber Safety:** The curriculum should include phishing awareness, OTP fraud prevention, safe browsing practices, social media safety, password management, cyber hygiene, and online fraud prevention.

- **Artificial Intelligence (AI) Awareness:** Training modules should provide foundational orientation on AI concepts, responsible AI usage, practical AI tools, AI-enabled productivity systems, and awareness on ethical technology usage.

## Key Deliverables

- Customize curriculum framework
- Localized and translated versions of materials in 2 languages (Marathi & Bengali)

## Content Customization Timeline

- Inception and planning phase – 1 day
- Customization of content and language translation – 5 days
- Incorporation of feedback, finalization, and submission – 2 days

## Eligibility Criteria

- Minimum 3–5 years of relevant experience in curriculum and content customization.
- Experience in digital literacy, AI awareness, cyber safety, governance strengthening, or education programs.
- Experience working with CSR initiatives, government institutions, or development sector projects.
- Experience in multilingual and culturally contextualized content development.
- Availability of subject matter experts, instructional designers, digital learning professionals, graphic designers, and governance specialists.

## Proposal Submission Guidelines

- Technical proposal with detailed methodology and approach
- Organizational profile and relevant experience
- Detailed implementation plan and timelines
- Financial proposal with detailed cost breakup

## Financial Proposal Format

| | Cost Head | Particulars (indicative) | Cost (INR) | Cost (INR) + GST |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| 1. | | | | |
| 2. | | | | |
| | Total Study Cost (inclusive of all applicable taxes) | | | |

## Proposal Submission Guidelines

The competitive proposals will be evaluated based on technical understanding, relevant experience, quality of approach, implementation capability, and financial feasibility of the proposed assignment. Proposals costing more than INR 1.25 lakhs for both content customization and translation, including GST, will not be considered for evaluation. The following criteria will be primarily considered during proposal evaluation:

- Experience of the individual/organization in content customization and development of digital literacy, AI awareness, cyber safety, governance strengthening, or community-based learning programs.
- Understanding the project objectives, target beneficiaries, implementation model, and curriculum requirements.
- Experience in developing multilingual, culturally contextualized, and activity-based learning content for rural, marginalized, or underserved communities.
- Proposed implementation plan, content development timelines, review mechanisms, and quality assurance systems.
- Financial proposal with a detailed cost breakdown demonstrating feasibility and cost-effectiveness.

## Submission Instructions

All proposals should be submitted in PDF format with the subject line “RFP – Curriculum and Content Development for Digital Literacy and E-Governance Project”. The proposal should include both technical and financial proposals along with all supporting documents.

**Documents to be Submitted:** Work Profile, Financial Proposal, Technical Proposal including key staff profiles, and references to past work/case studies.

- Last Date for Proposal Submission: 28th October 2026.
- A 30-minute call can be scheduled for any clarification.

All proposals should be mailed to rfp@nasscomfoundation.org with the **subject line: "Curriculum and Training Content Development Proposal"** in a single PDF file by 5:00 pm. Proposals submitted after the deadline will not be considered.