

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 NF–Cisco Access to Empowerment E-Governance Project aims to build an inclusive and culturally responsive digital ecosystem across 20 aspirational blocks in multiple states of India. The project seeks to empower 60,000 citizens with foundational digital literacy and improving their access to e-governance services (around 75,000 availed cases of services), and to strengthen 600 Panchayati Raj Institution (PRI) members and 100 ST promoters for sustainable local governance through digital platforms.

1. Project details:

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

States	Districts	Blocks	Villages
Kerala	Wayanad	Panamaram, Mananthavady,	30
	Palakkad	Attappady	6
Andhra Pradesh	ASR	Y. Ramavaram, Maredumilli, Gangavaram	419
	Prakasam	Yerragondapalem	
	Manyam	Bhamini	
Rajasthan	Baran	Kishanganj	177
Odisha	Keonjhar	Banspal, Harischandarpur	155

	Dhenkanal	Kankadahad	129
	Raygada	Muniguda	344
	Nuapada	Komna	156
	Gajapati	Guma	201
Jharkhand	Gumla	Dumri	63
	Latehar	Mahuadar	101
	Ramgarh	Patratu	90
Tamil Nadu	The Nilgiris	Kothagiri	47
Uttar Pradesh	Sonbhadra	Chatra	180

- **Target groups**

Different stakeholder groups including:

1. General citizens and beneficiaries
2. Tribal and PVTG communities
3. Women and youth beneficiaries
4. Digital Ambassadors
5. Panchayati Raj Institution (PRI) members
6. ST Promoters
7. Community leaders and local governance stakeholders

2. Key Project Objectives

Objective 1: Empowering General Citizens – Digital Access & E-Governance

- Train 60,000 citizens from tribal, PVTG, and socially marginalized communities on digital literacy
- Facilitate access to 75,000 e-governance services
- Train 150 Digital Ambassadors on digital literacy, cybersecurity, and e-governance facilitation
- Improve awareness and usage of government schemes and digital services

Objective 2: Strengthening Local Governance & Sustainable Service Delivery

- Capacitate 600 PRI members on E-Gram Swaraj and digital governance platforms

- Train and support 100 ST Promoters in Kerala to independently operate digital service centers
- Improve local governance participation through digital planning and reporting systems

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. Community outreach and mobilization through digital awareness camps, Digital Chaupal sessions, mobile digital clinics, street plays, and village-level engagement activities, with a strong focus on local language facilitation and culturally contextual communication.
2. Development of Community Digital Resource Hubs that serve as central training and coordination centres, while outreach activities extend services to remote and underserved communities, enabling decentralized implementation and improved last-mile access.
3. Training local youth and community members as Digital Ambassadors to support digital literacy awareness, e-governance access, digital payments, cyber safety, online applications, and grassroots-level community mobilization.
4. Strengthening ST Promoters in Kerala through advanced digital service training, e-governance facilitation, mentorship, and entrepreneurship support to enable sustainable community-led digital service centres.
5. 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, banking, and social protection.
6. Capacity building of PRI members on E-Gram Swaraj, digital planning and reporting systems, GPDP, digital financial management, and grievance systems, along with ongoing technical support and mentoring.

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, while increased adoption of e-governance platforms by PRIs will strengthen transparency, accountability, and efficiency in Panchayat-level planning, budgeting, reporting, and utilization processes. The key indicators to be measured for assessing the effectiveness of project includes –

- Increase in knowledge among individuals to access government schemes and services.
- Increase in applications for key schemes accessed through digital channels.
- Number of citizens from tribal, PVTG, and marginalized communities who completed foundational digital literacy sessions.
- Number of e-governance service applications facilitated through Digital Ambassadors and project support.
- Number of PRI members trained on E Gram Swaraj, online GPDP, digital reporting, and financial management, and number of ST Promoters trained on digital service delivery and e commerce for tribal products.

Progress till date (Feb – May)

Partner organizations have been identified and MoUs finalized, alongside community mobilization and onboarding of the core project team. However, due to administrative delays, the baseline to be conducted in June 2026.

Purpose of the RFP

Nasscom Foundation would like to commission a qualified and experienced research agency, academic institution, or impact evaluation firm to undertake a comprehensive research and impact assessment study for the project. As an organization strongly committed to evidence-based programming, we are looking for a learning partner who can generate actionable insights and help synthesize program learnings into implementation and design improvements for enhanced reach, effectiveness, and long-term impact

The findings from this study will help Nasscom Foundation, Cisco, implementation partners, and ecosystem stakeholders better understand the effectiveness, relevance,

outcomes, and long-term sustainability of the intervention across Aspirational Blocks.

A. Scope of work

The selected agency will conduct comprehensive Baseline and Endline assessments to evaluate programme effectiveness, outcomes, and impact.

The baseline will aim to establish the existing status, needs, gaps, and contextual realities related to digital literacy, e-governance access, and community-level digital ecosystems across the intervention geographies. The endline study will focus on demonstrating on the impact of the project on beneficiary communities. It would also aim to explore and understand the critical elements/components of program that brought significant changes.

Evaluation Questions

The study will adopt a cross-sectional mixed-method approach through baseline and endline survey to understand program relevance, implementation effectiveness, outcomes, sustainability, and scalability across intervention geographies. Evaluation questions are organized by thematic area with each question clearly marked as a baseline question (B) or an endline question (E).

1. Digital Literacy and E-Governance

- **(B):** What is the current level of digital awareness, access, and usage among target beneficiaries, particularly women, tribal communities, and PVTGs?
- **(B):** What are the existing levels of knowledge, confidence, and skills related to smartphone usage, internet access, digital payments, cyber safety, and use of digital platforms across different age groups?
- **(B):** What are the major barriers and enabling factors influencing access to and adoption of digital tools, e-governance platforms, and government schemes and services?
- **(B):** What is the current level of awareness and utilization of government schemes and e-governance services (e.g., Ayushman Bharat, e-Shram, Udyam Registration, pensions, etc.) among target households?
- **(E):** What changes are observed in awareness, access, and adoption of digital platforms among beneficiaries, including age-group-specific outcomes?
- **(E):** To what extent have training and awareness sessions improved beneficiaries' knowledge, skills, confidence, and ability to use digital tools and services?

- **(E):** What changes are visible among households that accessed digital schemes and services (such as Ayushman Bharat, e-Shram, Udyam Registration, etc.) through the project intervention?

2. Community Digital Ecosystem and Service Delivery

- **(B):** What are the existing community-level mechanisms and support systems for accessing digital services and e-governance platforms?
- **(B):** What are the current levels of access to digital infrastructure, connectivity, devices, and digital support services within the target geographies?
- **(B):** What community, socio-cultural, gender, or geographic factors influence participation in digital literacy and e-governance initiatives?
- **(E):** To what extent has the project reduced barriers related to digital access, connectivity, service delivery, and adoption of e-governance services?

3. Digital Ambassadors and ST Promoters

- **(B):** What are the current capacities, aspirations, and socio-economic profiles of Digital Ambassadors and ST Promoters?
- **(B):** What is the existing level of digital, financial, entrepreneurial, and facilitation skills among Digital Ambassadors and ST Promoters?
- **(B):** What opportunities and challenges exist for establishing sustainable community-led digital service delivery and livelihood models through Digital Ambassadors and ST Promoters?
- **(E):** To what extent is the Digital Ambassador model an effective and sustainable mechanism for last-mile digital service delivery?
- **(E):** What socio-economic changes are observed among Digital Ambassadors following programme participation, including improvements in digital, financial, and entrepreneurial skills, confidence, and livelihood opportunities?
- **(E):** To what extent have Digital Ambassadors and volunteers effectively facilitated digital literacy and e-governance access at the community level? What implementation approaches worked well, and what challenges were observed?
- **(E):** To what extent has the project strengthened the sustainability and livelihood potential of ST Promoters in Kerala, and what evidence demonstrates the model's potential for replication in other states?

4. PRI and Institutional Readiness

- **(B):** What is the current level of awareness, adoption, and usage of digital governance platforms such as E-Gram Swaraj among PRI members?
- **(B):** What institutional capacities, gaps, and barriers currently affect digital governance adoption, reporting systems, and service delivery at the Panchayat level?
- **(B):** To what extent are local governance systems aligned with the Aspirational Blocks Programme (ABP) priorities related to digital inclusion and governance strengthening?
- **(E):** To what extent have PRIs increased and institutionalized the use of digital governance platforms (e.g., for GPDP preparation, budgeting, reporting, and grievance redressal), and what institutional changes support sustained use?

5. Programme Design, Sustainability, and Scalability

- **(B):** What contextual factors (state-specific, socio-cultural, geographic, institutional) should inform programme implementation across different states and community settings?
- **(B):** What implementation risks, community expectations, and operational considerations should be addressed to strengthen programme effectiveness and sustainability?
- **(E):** To what extent is the Digital Literacy and E-Governance model sustainable and scalable across Aspirational Blocks?
- **(E):** To what extent has the project strengthened the sustainability and livelihood potential of ST Promoters in Kerala, and what evidence demonstrates the model's potential for replication as a sustainable community-led digital service delivery and revenue model in other states?
- **(E):** Are the behavioural and institutional changes resulting from the intervention likely to sustain beyond the project period, including continued use of digital tools and access to e-governance services?
- **(E):** To what extent is the intervention aligned with the Government of India's ABP priorities and local governance systems at endline?
- **(E):** What are the key implementation learnings and recommendations emerging from the intervention to strengthen future programme design and scale-up?

Suggested Research Design

The study is expected to adopt a mixed method, quasi-experimental panel design that combines quantitative surveys with qualitative enquiry to assess changes between baseline and endline for key stakeholder groups.

Agencies may also propose an alternate or refined study design, which should be clearly justified with respect to feasibility, methodological robustness, contextual appropriateness, and budget considerations. Agency should consider beyond conventional sampling methods to address the listed evaluation questions effectively and build robust evidence on program effectiveness, outcomes and sustainability.

The proposal should include a detailed methodology outlining the overall research approach, sampling framework, proposed sample size, respondent categories, data collection methods, analytical approach, and quality assurance mechanisms for both baseline and endline assessments.

Key Deliverables

In due course of assignment, the agency is expected to deliver

- Inception report including methodology and draft tools
- Finalized data collection tools and translated versions
- Field operational plan, progress reports,
- Analysis framework and dummy tables
- Raw data set; both quantitative and qualitative
- Top-line presentations for baseline and endline
- Baseline report
- Endline report

Study Timelines

Activity	Baseline (June - Aug 2026)	Endline (March – May 2027)
Field activities	Tool finalization + Tool pretesting + Finalized translated tools + Baseline survey	Tool refinement based on program learnings + Tool pre-testing (endline) + Finalized translated / accessible tools + End-line survey with beneficiaries

Deliverables	Inception Report + Final Baseline Tools + Baseline Findings (Topline findings PPT) + Baseline Report	Final Endline Tools + Endline (Topline Findings PPT) + Endline Report
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Budget

Agencies are requested to submit a detailed financial proposal covering:

- Professional fees
- Staffing costs
- Field operations
- Travel and logistics
- Data processing and analysis
- Taxes and applicable overheads

Provide a detailed breakdown of your estimated costs for the baseline and endline 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)			

Proposal Submission Guidelines

The competitive bids will be evaluated in terms of 70% technical and 30% financial weightage. Proposal costing more than 14-15 lakhs rupees for both Baseline and End line, including GST, will not be considered for evaluation. The following criteria will be primarily used for proposal evaluation -

- The experience of the agency 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, Some references of past work/case studies.

- Last Date for Proposal Submission: 30th May 2026.
- 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_CISCO_DL _ MEL>” in a single PDF file by 5:00pm. **Proposals submitted after the deadline will not be considered.**