



Request for Proposal

Training of MSME on Awareness and Training on the IPR Scheme for MSMEs, Loans & Digital loans application, Financial Knowledge & Management in Maharashtra

For Nasscom Foundation

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 a 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.

REQUEST FOR PROPOSAL

MSME trainings in Maharashtra

The Nasscom Foundation, in partnership with the Maharashtra Small Scale Industries Development Corporation (MSSIDC), has launched a comprehensive capacity-building initiative for Micro, Small, and Medium Enterprises (MSMEs) across the state of Maharashtra. This initiative, undertaken under the aegis of the Raising and Accelerating MSME Performance (RAMP) program, aims to strengthen the capabilities of MSMEs through structured awareness and training sessions focused on Intellectual Property Rights (IPR), loan and digital credit application processes, and financial literacy and management practices. The program seeks to enhance the competitiveness, formalization, and financial resilience of MSMEs in the state.

From: Nasscom Foundation

RFP No: WEP-08-082025

Date: 08/08/2025

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8. When any proposal is submitted under this RFP, it shall be presumed by Nasscom Foundation that the engagement partner has fully ascertained and ensured its eligibility to provide required services, under the respective governing laws and regulatory regimen, and it has the necessary approvals and permission, and suffers no disability in law or otherwise to act as such.

1. BACKGROUND

As the social arm of Nasscom, Nasscom Foundation works with the technology industry in achieving its goals of social transformation and impact through technology. Since over a decade of its existence, the foundation has touched more than one million lives through its efforts towards providing digital literacy, skills for livelihood, supporting persons with disabilities, fostering innovation, empowering non-profits with technology, and engaging in volunteerism.

2. AN OVERVIEW OF THE PROJECT

The state of Maharashtra, known for its dynamic industrial landscape and a strong base of Micro, Small, and Medium Enterprises (MSMEs), is implementing the Raising and Accelerating MSME Performance (RAMP) project with support from the World Bank and the Ministry of MSME, Government of India. This initiative is part of a national effort to strengthen the MSME sector, which plays a crucial role in employment generation, industrial output, and inclusive economic growth.

Maharashtra has over 47 lakh MSMEs that significantly contribute to the state's economy. However, many of these enterprises face persistent challenges, including limited access to credit, inadequate market linkages, outdated technology, and lack of digital capabilities. The COVID-19 pandemic further exposed the sector's vulnerabilities, making a strong case for a structured, policy-driven intervention. The RAMP project is designed to address these issues through systemic reforms and capacity-building initiatives.

The project aims to enhance the competitiveness, resilience, and productivity of MSMEs by focusing on five key pillars: access to finance, market access, digital adoption, skill development, and institutional strengthening.

Capacity building is another central component of Maharashtra's RAMP strategy. Through partnerships with institutions like NSDC, Nasscom foundation and other training providers, the state plans to deliver targeted capacity building and skill development programs in business management, technology, compliance, and digital marketing. These trainings are intended to help MSMEs become more competitive and future-ready.

In essence, Maharashtra's decision to implement the RAMP project is rooted in its commitment to unlocking the full potential of the MSME sector. The project is viewed as a catalyst for economic recovery, enterprise formalization, and long-term competitiveness. With its proactive approach, Maharashtra aims to set a benchmark for other states in effective MSME promotion and development under the RAMP framework.

3. ABOUT THE PROJECT

Nasscom Foundation plans on implementing a project through NGO/for profit partners in Maharashtra. The partner organization shall be responsible for facilitating the mobilization and identification of valid and eligible MSMEs across selected districts of Maharashtra. This will include conducting awareness campaigns, coordinating with local industry bodies and district authorities, and organizing outreach activities to ensure the participation of genuine enterprises. Furthermore, the partner shall deliver customized training programs based on the identified needs of the MSMEs on any one or two selected training modules.

The indicative timelines of the project are as follows:

Particulars	Timeline
Project Commencement Date	September 2025
Project End Date	December 2026

4. INVITATION FOR PROPOSAL

Inviting proposals for executing training of MSME from Manufacturing, Processing, Handicraft and Handloom sector areas. We are looking at engagement partner/s with below mentioned criteria:

- In-depth knowledge of the MSME ecosystem in Maharashtra.
- Good on-ground presence and experience of working with MSME.
- Financial sustainability
- Standard adherence

The overall project is for 16 months:

Activities with Timeline for Year-1 (September 2025- March 2026)

S. No.	Activities	Timeline
1.	Conducting outreach campaigns and engagement with various stakeholders	Sept 2025
2.	Training of trainers	Sept 2025
3.	Mobilization of 5000 unique* MSMEs for training	Oct, 25 – Nov, 25
4.	Batch formation and commencement of training programs.	Oct, 25 – March, 26

Activities with Timeline for Year-2 (April 2026- December 2026)

S. No.	Activities	Timeline
1.	Conducting outreach campaigns and engagement with various stakeholders	April 2026
2.	Mobilization of 10000 unique* MSMEs for training	May, 26 – Dec, 26
3.	Batch formation and commencement of training programs.	May, 26 – Dec, 26

Note: *Udhyam registered MSME of Maharashtra have not received more than 2 capacity building training under RAMP Project. Nasscom Foundation provides standardized content that is readily available.

Interested Organizations are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document.

- A. Engagement partner details
- B. Understanding of Scope of Work
- C. Proposal with Implementation Plan
- D. Detail of the beneficiary for the proposed district your presence and types of intervention
(any aspirational block proposed will have extra weightage).
- E. Gantt Chart
- F. Unit cost for training each participants on each module. (06 hours training)
- G. Monitoring and MIS tools and framework
- H. Basic 'human impact stories' (case studies) framework
- I. Details of relevant previous experience (Budget, timeline, Client/Donor)

5. RFP SUBMISSION SCHEDULE & TIMELINE

The following table is an overview of the selection activities and timeline.

ACTIVITY	TIMEFRAME
RFP Release Date	08.08.25
Intent with due diligence documents to proposal email must be sent to rfp@nasscomfoundation.org	14.08.25
Any follow up questions must be sent to rfp@nasscomfoundation.org	16.08.25
One (1) electronic copy of the RFP Response (Proposal) must be submitted to Nasscom Foundation via email by close of business date 20.08.25, 5:30 PM IST to rfp@nasscomfoundation.org	20.08.25
Screening of the Proposals	21.08.25 to 27.09.25
Selection process (presentation and interaction) with the committee	01.09.25 or 02.09.25
Partner finalization (scoring)	05.09.2025
Contract Finalization (in consultation with organizations)	12.09.2025 (Tentative)

6. Scope of work

Training on Innovate Scheme: IPR (Intellectual Property Rights)		
SN	Description	Scope of Work
1.	<p>This workshop series firstly seeks to familiarize MSMEs with IPR related regimes including patents, trademarks, copyrights, designs, geographical indications (GI) etc. and sensitize them regarding strategic benefits of formalizing IPR through registration. It also aims to inform MSMEs about measures and provisions for the protection of ideas, technological innovation and knowledge- driven business strategies developed by the MSMEs for their commercialization and effective utilization of IPR tools. Moreover, it seeks to inform MSMEs about available Scheme support for filing IPR, besides IP advisory, consultation, patentability searches, technology gap analysis and IP commercialization tools.</p> <p>Target Coverage: 2700 MSMEs</p>	<ul style="list-style-type: none"> • Conduct training workshops for UDYAM registered micro MSMEs. • Mobilization of Udyam registered MSMEs before conducting any workshops • Event and venue management. • Stakeholder outreach • Help MSMEs in IPR registrations/filings by Maharashtra. • Developing and/ or offering financing/ insurance opportunities based on participating MSMEs' value chain opportunities/ plans for IPR (patent/ trademark/ packaging for GI brand leverage, etc.) • Submit geo-tagged photos and videos of events. • Submit signed attendance sheets of all workshops/programs.
Training on Financial Knowledge and Management		
	<p>This training aims to bridge information gaps for MSMEs regarding the impact of financing mechanisms and decisions, along with tools and good practices for effective financial management.</p> <p>Target Coverage: 6000 MSMEs</p>	<ul style="list-style-type: none"> • Conduct training workshops for UDYAM registered MSMEs. • Mobilization of Udyam registered MSMEs before conducting any workshops • Event and venue management • Stakeholder outreach. • Provide handholding support to participating MSMEs to choose the right financial products, understand the terms and conditions, and prepare necessary Documentation • Facilitate participating MSMEs in gaining access to credit by matching MSMEs with FIs that offer financial products and services aligned with their needs and capacity. • Submit geo-tagged photos and videos of events. • Submit signed attendance sheets of all workshops/programs. • Submit workshop beneficiary MSME database - complete database (including contact details) with Nasscom Foundation
Training on Applying for and availing Loans digitally		

	<p>This series aims to empower MSMEs with awareness about systems and tools to reduce the time and cost of applying for and availing loans, primarily non-collateralized credit through CGTMSE mechanism, and also through innovative offerings available in the market. It aims to train MSMEs on how to leverage digital platforms to finance their long-term and working capital needs. MSMEs can also be familiarized with co-lending technology and practices.</p> <p>Target Coverage: 6300 MSMEs</p>	<ul style="list-style-type: none"> • Conduct training workshops for UDYAM registered micro MSMEs. • Mobilization of Udyam registered MSMEs before conducting any workshops • Event and venue management • Stakeholder outreach • Providing business services such as project and institutional finance application documentation • Offering finance options to participant MSMEs • Facilitating their registration on financing platforms. • Ensure participation of FIs in workshops to provide instant credit. • Share quarterly impact report. • Submit geo-tagged photos and videos of events. • Submit signed attendance sheets of all workshops/programs.
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7. PROJECT OUTREACH

State	No. of trainings
Maharashtra	15000 MSME Trainings

8. DELIVERABLES & TIMELINES

S No.	Deliverables	Timeline
1.	Training of 5000 MSME's	March, 26
2.	Training of 10,000 MSME's	December, 26

9. PROPOSAL FORMAT:

Following details to be included in the proposal:

- Cover Page
- Section 1 - Engagement Partner Details to be filled in by the Requesting Organization:

i.	Name	
ii.	Registered Address	
iii.	Tel. No./Fax No./e-mail ID	
iv.	Constitution (Society/Trust/Company - Please indicate.)	
v.	Is the organization a "For Profit Organization" or "Not for Profit Organization"	
vi.	Tax Exemption Details (If any)	

vii.	Registration details: Act under which registered, State, date of registration	
viii.	Registration Number/ CIN Number with date of and address of registration	
ix.	Does organization has 80G Certificate	
x.	Does Organization has 12A Certificate	
xi.	Does Organization has FCRA Certificate	
xii.	Has a Government Department/ Ministry ever blacklisted or imposed funding restrictions on the organization? (Please provide details, if yes)	
xiii.	Does Nasscom Foundation & your organization have had/would have any previous partnership?	
xiv.	Does the organization have audited Accounts & Balance Sheets for the last three years, indicating receipts, payments, closing balance, income-expenditure statements	
xv.	Certificate of agency that members are not involved in political activities, nor being blacklisted	
xvi.	A certificate to the effect that the officials / staff of the organization are not employees of any Govt./Semi Govt. or PSU.	
xvii.	Certificate of agency that contribution received from Nasscom Foundation would be used only for given project .	
xviii.	Does your organization have any prior experience in reaching out to rural communities (Hindi Speaking areas) ?	
xix.	Does your organization have any prior experience in reaching out / addressing the needs of rural women communities	

○ Section 2 - Approach and Methodology

- Organizational Understanding of the objectives of the Project
- Detailed approach & methodology to execute the project including work steps, Gantt chart

- Section 3 - Engagement Partner's Training Centre Details & Technology Infrastructure
 - Availability of required Infrastructure (PC's/Internet/Office equipment & Furniture) in the training center
 - Capability towards Data Analytics, Dashboards and real time reporting
 - Availability of community workshop centers
- Section 4 - Engagement partner – Operational capacity

Sn	Parameters	Documentary evidence
1	Past Experience: Demonstrated experience in conducting training and capacity-building workshops for MSMEs	Work Orders, Completion Certificates from past training programs
2	Resource Availability: Adequate resources to deliver training content effectively	Profiles of key trainers and facilitators
3	Geographical Reach: Ability to mobilize and conduct workshops across various regions in Maharashtra.	List of regions where workshops have been conducted

10. RESOURCE REQUIREMENT

- Proposed Organogram with job description (as annexure)
- Resume of the master trainer/ resource person as per training modules to be enclosed as annexure

11. IMPLEMENTATION PLAN: Detailed activity schedule

12. ORGANIZATION BACKGROUND / OVERVIEW

13. FINANCIAL PROPOSAL FORMAT

- Requesting organization to provide below details- Training Cost per participant excluding of all GST and tax.
**please provide budget separately for year1(2024-25) and year2(2025-26)*
- Due Diligence documents (*list shared in annexure 1*)

Annexure 1:

Due Diligence document for IP selection (all the documents need to be attached as a separate file)

Organizational Requirement	Status
MOA	
AOA	
Certificate of incorporation/Registration (Should be older than 3 years)	
Shop Establishment Proof	
12A & 80G registration	
Shareholding pattern	
Minutes of last board meeting held	
Board composition	
Organizational Policies (procurement, HR, Finance)	
Audit report of last 3 FY	
Audited Financials for last 3 FY	
IT & TDS returns of last 3 years	
GST returns of last 3 years	
PF Returns	
Major clients and details(MOU) in past 2 years	
Client reference	
CSR /FCRA registration & renewal	
Further requirements	
Draft financials for Current year	
Current monthly GST return	

Bank Statement	
Cancelled Cheque/Bank account confirmation	

For the interested organization, one electronic copy of the RFP response must be submitted to Nasscom Foundation via email with subject line **'WEP-08-082025- Submission of Proposal for Engagement Partner Role – RAMP Maharashtra'** by close of business Date – 20 August, 2025, 06:00 PM IST to rfp@nasscomfoundation.org
