

## 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 Aspirational Blocks in multiple states of India. The programme is designed to strengthen digital inclusion, improve access to e-Governance services, enhance digital literacy, strengthen cyber safety awareness, and promote sustainable community-led digital ecosystems.

The project seeks to empower citizens from tribal, PVTG, and marginalized communities by strengthening their ability to access and utilize digital tools, digital financial systems, government welfare schemes, online citizen services, and public digital infrastructure.

The intervention combines citizen-level digital empowerment with institutional strengthening through PRI capacity building, ST Promoter strengthening, youth digital empowerment, Digital Ambassador engagement, and community awareness systems.

The project implementation approach includes Digital Literacy Training, Digital Awareness Camps, Digital Chaupal Sessions, Community Digital Resource Hubs, PRI digital governance strengthening, Digital Ambassador capacity building, and sustainable digital facilitation systems for remote and underserved communities.

#### 1. Project details:

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

States	Districts	Blocks
Kerala	Wayanad	Panamaram, Mananthavady,

	Palakkad	Attappady
Andhra Pradesh	ASR	Y. Ramavaram, Maredumilli, Gangavaram
	Prakasam	Yerragondapalem
	Manyam	Bhamini
Rajasthan	Baran	Kishanganj
Odisha	Keonjhar	Banspal, Harischandarpur
	Dhenkanal	Kankadahad
	Raygada	Muniguda
	Nuapada	Komna
	Gajapati	Guma
Jharkhand	Gumla	Dumri
	Latehar	Mahuadar
	Ramgarh	Patratu
Tamil Nadu	The Nilgiris	Kothagiri
Uttar Pradesh	Sonbhadra	Chatra

- **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

- Strengthen digital literacy and digital confidence among 60,000 citizens from tribal, PVTG, and marginalized communities.
- Improve access to approximately 75,000 e-Governance and citizen-centric digital services.
- Strengthen capacities of 600 PRI members on E-Gram Swaraj, digital governance systems, GPDP/PDP planning, financial reporting, and governance transparency systems.
- Strengthen 100 ST Promoters in Kerala as sustainable digital service facilitators and community-level e-Governance support systems.
- Train Digital Ambassadors and youth on digital literacy, AI awareness, cyber safety, and digital facilitation systems.

- Promote cyber safety, digital citizenship, digital financial literacy, and responsible technology usage among communities.
- Strengthen sustainable community-led digital ecosystems and last-mile access to digital services.

### **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.

### **Purpose of the RFP**

Nasscom Foundation invites proposals from qualified and experienced agencies, curriculum development firms, instructional design organizations, educational institutions, digital learning agencies, and content development organizations for the development of comprehensive curriculum, facilitator manuals, participant handbooks, training modules, digital learning resources, awareness content, and IEC materials under the NF–Cisco Access to Empowerment E-Governance Project.

The selected agency/vendor will be responsible for designing detailed, practical, multilingual, activity-based, and culturally contextualized curriculum and learning resources aligned with the project proposal, implementation strategy, target beneficiary profiles, and expected program outcomes.

### **Scope of work**

- Development of Digital Literacy Training Curriculum for community beneficiaries.
- Development of Advanced Digital Literacy, AI, and Cyber Security Curriculum for youth and adolescents.
- Development of PRI Member Digital Governance and E-Gram Swaraj Training Curriculum.
- Development of ST Promoter Digital Facilitation and e-Governance Curriculum for Kerala.
- Development of Digital Awareness Camp content and Digital Chaupal toolkits.
- Development of IEC materials including posters, banners, pamphlets, awareness videos, scripts, and outreach materials.
- Development of facilitator manuals, learner handbooks, PPTs, activity sheets, practical exercises, assessments, and training toolkits.

- Development of multilingual and culturally contextualized content aligned with tribal and marginalized community contexts.

### A. PRI Member Digital Governance and E-Gram Swaraj Curriculum

The project aims to strengthen the digital governance capacities of 600 PRI members across selected project locations. The curriculum should support PRI members in effectively utilizing E-Gram Swaraj and related digital governance systems for planning, budgeting, monitoring, reporting, grievance management, and citizen-centric service delivery.

- **Digital Literacy and Digital Readiness:** Training modules should strengthen digital confidence among PRI members including smartphone operations, computer usage, internet browsing, email communication, password management, file handling, and online communication systems.
- **Introduction to e-Governance Ecosystem:** The curriculum should provide detailed orientation on digital governance systems, public digital infrastructure, transparency mechanisms, accountability systems, and Panchayat-level digital governance processes.
- **E-Gram Swaraj Portal Training:** Detailed hands-on modules should be developed on E-Gram Swaraj Portal including user registration, login systems, dashboard navigation, planning systems, online activity entry, reporting dashboards, workflow management, approvals, and public disclosure systems.
- **GPDP/PDP Planning and Submission Systems:** The curriculum should include practical orientation on Gram Panchayat Development Plan preparation, online planning workflows, budgeting systems, activity prioritization, digital approvals, and submission protocols.
- **Digital Financial Management and Reporting:** Training content should include PFMS integration, expenditure tracking, utilization reporting, online financial systems, audit-related compliance, governance transparency mechanisms, and monitoring systems.
- **Citizen Service Delivery and Grievance Systems:** The curriculum should strengthen awareness on digital citizen services, online grievance redressal systems, welfare scheme facilitation, public accountability systems, and governance-related service delivery mechanisms.
- **Cyber Safety and Responsible Governance:** Modules should include cyber hygiene, secure portal usage, fraud prevention, password protection, safe handling of citizen data, privacy systems, and responsible governance practices.
- **Practical Demonstration and Handholding Support:** The curriculum should include simulations, practical exercises, mock submissions, troubleshooting sessions, guided portal usage, and structured handholding support.

## B. ST Promoter Digital Facilitation and e-Governance Curriculum (Kerala)

The project aims to strengthen 100 ST Promoters in Kerala as sustainable community-level digital facilitators capable of independently supporting tribal communities in accessing digital governance systems, welfare schemes, online citizen services, and digital financial systems.

- **Foundational Digital Literacy and Facilitation Skills:** Training modules should focus on smartphone operations, internet usage, email systems, online communication tools, digital documentation, scanning systems, uploads/downloads, and portal navigation.
- **Government Scheme Facilitation and Beneficiary Linkage:** The curriculum should include beneficiary profiling, eligibility identification, entitlement mapping, online applications, application tracking systems, and community-level facilitation mechanisms.
- **e-Governance Platforms and Citizen Service Delivery:** Training modules should include CSC systems, online citizen service portals, digital application systems, Aadhaar-linked services, certificate applications, and governance facilitation systems.
- **Ayushman Bharat, e-Shram, Pension, Scholarship, and Welfare Systems:** The curriculum should provide facilitation-oriented training on welfare platforms, beneficiary registrations, DBT linkage systems, grievance systems, and service delivery mechanisms.
- **Digital Financial Literacy and Financial Inclusion:** Training modules should include UPI systems, AEPS, DBT systems, mobile banking applications, transaction safety, financial literacy, and community-level digital financial awareness.
- **Digital Entrepreneurship and Sustainability:** The curriculum should include sustainability of digital service centres, entrepreneurship opportunities, community-level digital livelihood systems, e-commerce support, and revenue generation models.
- **Cyber Safety and Responsible Data Handling:** Training content should include cyber hygiene, fraud prevention, secure digital practices, password protection, safe handling of beneficiary information, and responsible use of governance systems.
- **Field-Based Practical Facilitation:** The curriculum should include real-time application support, troubleshooting systems, field demonstrations, practical facilitation exercises, and beneficiary handholding mechanisms.

## C. Digital Literacy, AI, and Cyber Safety Curriculum

The selected agency/vendor will develop detailed Digital Literacy and Digital Awareness curriculum for community beneficiaries, youth, women, students, and first-generation digital learners.

- **Foundational 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.
- **Responsible Digital Citizenship:** The curriculum should include misinformation awareness, fake news identification, ethical technology usage, digital wellbeing, and responsible online behavior.
- **Interactive Learning and Practical Demonstration:** The curriculum should include role plays, practical exercises, quizzes, simulations, guided demonstrations, digital projects, and learner engagement activities.

#### D. Digital Awareness Camp and IEC Material Development

The selected agency/vendor will develop detailed Digital Awareness Camp content, Digital Chaupal engagement materials, and IEC resources to strengthen digital awareness and community participation across project geographies.

- **Digital Awareness Session Plans:** Structured facilitation plans and session guides should be developed for village-level digital awareness activities and outreach campaigns.
- **Government Scheme and Citizen Service Awareness:** IEC materials should include awareness on welfare schemes, online applications, digital certificates, e-Governance services, and entitlement systems.
- **Cyber Safety and Fraud Prevention Campaigns:** Community-friendly awareness content should be developed on cyber frauds, OTP scams, phishing attacks, social media safety, and secure digital practices.
- **Digital Financial Literacy Campaigns:** IEC materials should include awareness on digital payments, UPI systems, QR codes, banking systems, transaction safety, and financial inclusion.
- **Women and Youth Engagement Activities:** The toolkit should include youth engagement activities, quizzes, competitions, storytelling, role plays, and women-focused digital inclusion content.
- **Visual IEC and Outreach Materials:** Development of posters, banners, pamphlets, standees, flipbooks, infographics, awareness videos, scripts, and public outreach materials.

## Key Deliverables

- Detailed curriculum framework and training architecture
- Session-wise lesson plans and training modules
- Facilitator manuals and trainer guides
- Participant handbooks and learner materials
- PowerPoint presentations and visual content
- Practical exercises, assignments, and assessment tools
- Case studies, simulations, and process flow documents
- IEC and awareness campaign materials
- Audio-visual scripts and learning concepts
- Localized and translated versions of materials
- Printable and digital formats of all content

## Curriculum Timeline

- Inception and planning phase – 1 week
- Curriculum framework and module design – 1 week
- Draft content development and review – 1 week
- Feedback incorporation and revisions – 1 week
- Finalization and submission of all deliverables – 1 week

## Eligibility Criteria

- Minimum 3–5 years of relevant experience in curriculum and content development.
- 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
- Team composition and key staff profiles

- Financial proposal with detailed cost breakup

### **Financial Proposal Format**

	<b>Cost Head</b>	<b>Particulars (indicative)</b>	<b>Cost (INR)</b>	<b>Cost (INR) + GST</b>
1.				
2.				
	Total Study Cost (inclusive of all applicable taxes)			

### **Proposal Submission Guidelines**

The competitive proposals will be evaluated based on the technical understanding, relevant experience, quality of approach, implementation capability, and financial feasibility of the proposed assignment. Proposal costing more than 09-10 lakhs rupees for both Curriculum development, including GST, will not be considered for evaluation. The following criteria will be primarily considered during proposal evaluation:

- Experience of the agency/vendor in curriculum development, digital literacy content development, AI awareness, cyber safety, governance strengthening, or community-based learning programs.
- Understanding the project objectives, target beneficiaries, implementation model, and curriculum requirements.
- Quality, relevance, and practicality of the proposed curriculum development approach, instructional design methodology, and learning architecture.
- Experience in development of multilingual, culturally contextualized, and activity-based learning content for tribal, rural, marginalized, or underserved communities.
- Availability and expertise of proposed team members including subject matter experts, instructional designers, digital learning professionals, graphic designers, translators, and governance specialists.
- Proposed implementation plan, content development timelines, review mechanisms, and quality assurance systems.
- Previous experience of developing training modules, facilitator manuals, IEC materials, digital learning resources, awareness content, and community engagement toolkits.
- Financial proposal with detailed cost breakup demonstrating feasibility, resource allocation, 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, Some references of past work/case studies.

- Last Date for Proposal Submission: 4<sup>th</sup> June 2026.
- A 30-minute call can be scheduled for any clarification.

All proposals should be mailed to [rfp@nasscomfoundation.org](mailto:rfp@nasscomfoundation.org) with the **subject line:** “<Curriculum and Training Content Development Proposal>” in a single PDF file by **5:00pm. Proposals submitted after the deadline will not be considered.**