

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 WEP Vertical

Women Entrepreneurship Programme (WEP) vertical was formally incorporated in the year 2020, as one of the four pillars of intervention at nasscom foundation. Lack of literacy and digital skills is a major barrier to mobile ownership and mobile internet adoption amongst women in India. The vertical aims to address this gap amongst rural nano women entrepreneurs and help them attain digital proficiency to ensure their effective participation in the digital economy.

The projects under this vertical are directed towards women pursuing livelihoods in three sectors, namely Agriculture, Handicraft & Handloom and Manufacturing, Retail and Processing. We work with potential (producers and service providers) and existing entrepreneurs. This is done through a permutation and combination of different approaches.

Content Development Modules:

The programme follows a progressive, phase-wise capability-building model, moving each woman entrepreneur through four stages within each of the five intervention areas:

- Awareness – Help Women Entrepreneur's understand why the topic is important, address their concerns and misconceptions, and build confidence before moving to practical application.
- Application – Hands-on, practicum-based sessions where the Women Entrepreneur applies what she has learnt, resulting in real outputs (registrations, catalogues, digital accounts, etc.) completed in-session.
- Adoption – The Women Entrepreneur's start adoption and leveraging the benefits of what she has applied – accessing schemes, incentives, and opportunities – turning the new behavior into a regular habit and reducing dependence on facilitators.
- Acceleration – Enabling the Women Entrepreneur's to independently discover opportunities, mentor peers, and scale her enterprise.

The detailed curriculum for each intervention area – phase descriptions and corresponding training topics – is provided in Section A (Scope of Work) below and forms the core basis for the training partner's proposal.

Purpose of the RFP

Nasscom Foundation would like to commission a qualified and experienced training / capacity-building agency, to design, contextualize, and deliver the WEP training curriculum described below. As an organization strongly committed to outcome-driven programming, we are looking for an Service Partner who can translate the WEP framework into engaging, field-ready training delivery and help women entrepreneurs progress meaningfully from Awareness to Acceleration.

The selected agency's work will help Nasscom Foundation, implementation partners, and ecosystem stakeholders strengthen the reach, quality, and long-term impact of the WEP intervention.

Scope of work

The selected agency will design, contextualize, and deliver a progressive, four-phase training curriculum (Awareness → Application → Adoption → Acceleration) across five core intervention areas for Women Entrepreneurs, as detailed below. The agency is expected to:

- Develop the content and design (participatory, engagement and creativity) .
- Translation for six languages (Tamil, Telugu, Karnataka, Hindi, Bengali and Marathi
- Contextualize and translate training content into local language(s) relevant to the project geography
- Develop the Training Manual
- Conduct Training of Trainers (ToT).

Training Curriculum by Intervention Area

The tables below present the full training curriculum – phase-wise objectives and topics – to be delivered under each intervention area. Agencies may propose refinements to sequencing, delivery format, or local-language contextualization, provided the core learning objectives of each phase are retained.

Thematic areas:

1. Formalization
2. Product Development & Diversification
3. Market Linkage
4. Access to Finance
5. Cyber Security
6. Entrepreneurs Ambassador

Note: Provided the detailed content in the attached link.

Budget

Agencies are requested to submit a detailed financial proposal covering:

- Curriculum, content, and IEC/material development costs
- Translation cost for 6 languages.
- ToT cost
- Trainers Manual

Provide a detailed breakdown of estimated costs.

Financial Proposal Format

	Cost Head	Particulars (indicative)	Cost (INR)	Cost (INR) + GST
1.				
2.				
	Total Cost (inclusive of all applicable taxes)			

Proposal Submission Guidelines

The competitive bids will be evaluated in terms of 70% technical and 30% financial weightage. Proposals costing more than 6Lakhs, 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 women entrepreneurship / livelihoods training assignments in the past
- Quality and clarity of the technical proposal presentation, including the use of infographics, visuals, and illustrative examples relevant to the training topics
- The proposal should detail the personnel and their credentials, demonstrating their capability to handle the assignment effectively
- The agency's understanding of the Women Entrepreneurship Program objectives, curriculum, and requirements of the assignment

- Proposed strategy for training delivery, contextualization, and ensuring high-quality field engagement with Women Entrepreneurs.
- Demonstrated approach to gender inclusion and sensitivity to the value-chain-specific needs of women entrepreneurs across diverse sectors.
- Methodology and delivery plan: including training strategy, ToT plan, monitoring framework, and reporting approach
- Timeline: a detailed timeline with Gantt chart for the assignment, showcasing feasibility and appropriateness of the proposed schedule
- Financial Proposal: evaluated for comprehensiveness and feasibility, with a clear budget breakdown and demonstrated cost-effectiveness

Submission Instructions

Your proposal should include the following:

- A brief outline of the proposed training delivery approach
- A detailed breakdown of your proposed timeline (Final content submission by 10th August 2026 after selection)

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: **27th July 2026.**
- A 30-minute call can be scheduled for any clarification.

All proposals should be mailed to rfp@nasscomfoundation.org with the **subject line:** “<Content Design_ WEP>” in a single PDF file by 5:00pm. **Proposals submitted after the deadline will not be considered.**

Content link attachment :

https://docs.google.com/spreadsheets/d/17UBE1XdhUISQzUmISKHaXWMrFcVusZA0/edit?usp=drive_link&ouid=102537974602061593368&rtpof=true&sd=true