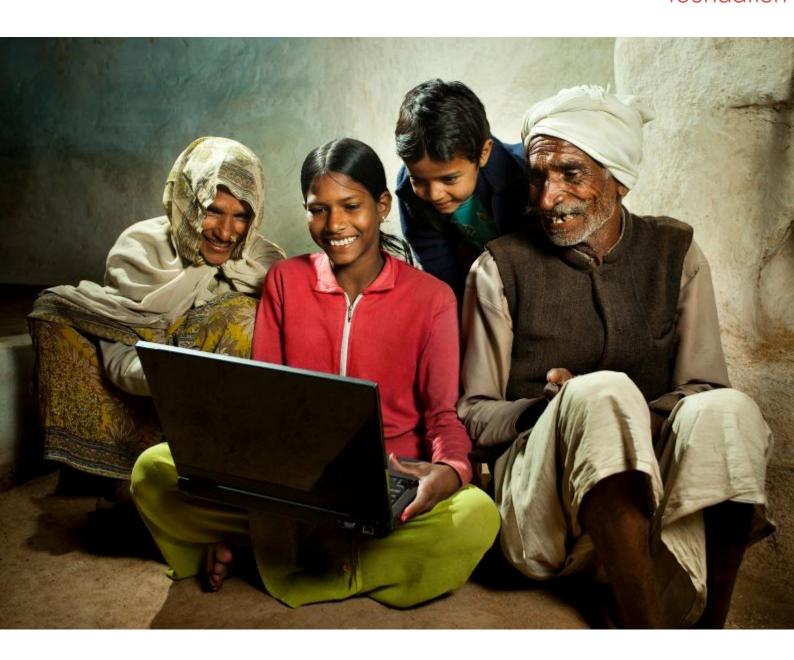WISE

Women in Innovation, Skills & Entrepreneurship

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

Nasscom Foundation intends to execute a project, WISE (Women in Innovation, Skills & Entrepreneurship) in collaboration with NGO or for-profit partners. The primary objective of the project is to empower existing women entrepreneurs involved in three sectors viz. agriculture, artisans and manufacturing, retail and processing, by leveraging technology and innovation to enhance their livelihoods, increase their digital foot print and connect them to sustainable market opportunities through inclusive networks and digital access.

The initiative aims to foster self-reliance among women entrepreneurs by enabling them to become digitally literate, market-ready, and future-resilient.

From: Nasscom Foundation

RFP No: NF-WEP-22-07-2025

Date: 22/07/2025

1. BACKGROUND

As the social arm of Nasscom, Nasscom Foundation has been working at the intersection of technology and development to create lasting social impact. Over the past decade, the Foundation has touched over one million lives through its diverse initiatives in digital literacy, skill development, accessibility for persons with disabilities, non-profit empowerment, technology-based innovation, and corporate volunteering. All efforts are anchored in the belief that technology can be a powerful enabler of inclusive growth.

In line with this vision, the Women Entrepreneurship Program (WEP) is designed to empower women from underserved and marginalized communities by making them digitally confident entrepreneurs. The program provides targeted training in digital literacy, financial literacy, social media marketing, and online market linkages—equipping women with the skills and tools necessary to thrive in an increasingly digital economy.

Beyond training, WEP offers continuous handholding support to ensure real-time adoption of learnings and to address challenges women may face while setting up or growing their enterprises. The program also focuses on building partnerships and collaborations with key stakeholders—government bodies, financial institutions, NGOs, digital platforms, and industry leaders—at various levels of the ecosystem to provide holistic and sustained support to women entrepreneurs.

Through this approach, WEP not only strengthens women's entrepreneurial capacities but also contributes to building a more inclusive, resilient, and tech-enabled grassroots economy.

2. ABOUT THE PROJECT

Nasscom Foundation invites proposals from capable organizations to provide a digital entrepreneurship enablement platform for 1,800 women beneficiaries across India, including but not limited to states such as Bihar and Uttar Pradesh.

These entrepreneurs have already undergone structured training in digital literacy, financial inclusion, and entrepreneurial thinking through our programs. The next phase of support will focus on enabling the application of these skills through a scalable, digital-first intervention that can guide them toward sustainable livelihood generation, increased market access, and stronger entrepreneurial identity.

We are seeking a solution—preferably app-based—that helps:

• Create individual online portfolio pages for women entrepreneurs to showcase their products or services, with a focus on market linkages and participation in the digital economy

• Provide branding support (logos, packaging, visiting cards, social media templates)

• Enable digital bookkeeping and business analytics tools

• Offer live and recorded capacity-building content (costing, product diversification, etc) in regional languages with a focus on entrepreneurship and skill enhancement for rural nano women entrepreneurs

• Facilitate access to micro-credit as per RBI guidelines

- Provide mentorship and guidance from industry experts with a focus on market readiness

- Ensure dashboard access to track beneficiary progress, business growth, and engagement levels

- Promote peer learning through community features

The final goal is to empower every women entrepreneur with a digital identity, visibility in national marketplaces, and confidence to manage and grow their businesses independently.

3. INVITATION FOR PROPOSAL

We invite proposals from experienced social enterprises, technology providers, and entrepreneurial ecosystem enablers with below mentioned criteria:

- Have a proven track record of supporting informal sector women entrepreneurs

- Offer a customizable digital platform with multi-lingual and mobile-friendly features

- Have experience in handicrafts, rural markets, and e-commerce onboarding

- Can deploy services pan-India with a localized approach

The selected partner is expected to:

- Onboard up to 1,800 women entrepreneurs from different locations and different timelines

- Provide full access to their platform's features for all beneficiaries

- Deliver region-specific handholding support, workshops, and mentorship

- Enable backend analytics and reporting dashboards for project monitoring

- Ensure a plan for sustainability and continuity post-project period

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

A. Implementation partner details

B. Understanding of Scope of Work

C. Proposal with Implementation Plan

D. Geographical presence and outreach

E. Financial Proposal

F. Monitoring and MIS tools and framework

G. Details of relevant previous experience (Budget, timeline, Client/Donor)

4. RFP SUBMISSION SCHEDULE & TIMELINE

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

ACTIVITY	TIMEFRAME
RFP Release Date	July 22, 2025
One (1) electronic copy of the proposal must be submitted to nasscom foundation via email by close of business date July 27, 2025, 5:30 PM IST to rfp@nasscomfoundation.org with the subject line Proposal – WISE – <Organization Name>	July 27, 2025
Selection process (presentation and interaction), Partner finalization (scoring) and Contract Finalization	August 1, 2025

5. REQUIREMENTS FOR PROPOSAL SUBMISSION

5.1. Organization Profile

- Overview of your organization, relevant experience, and past work in women entrepreneurship, digital skilling, or livelihood programs.
- Include success stories or impact statistics if available.

5.2. Sample Work Documents

- Sample training modules
- Any previous IEC material, case studies, or similar project reports

5.3. CVs of Key Team Members

5.4. Financial Proposal

NO. OF BENEFICIARIES	COST PER BENEFICIARY (INR)	GST (XX%)	AMOUNT (INR)	REMARKS (IF ANY)
1,800				

The quoted amount is inclusive of providing dashboard access to nasscom foundation for real-time monitoring and tracking of program implementation during the project phase. This will include user-wise progress data, training completion status, engagement metrics, and other relevant indicators as agreed upon. Each of the 1,800 women entrepreneurs will receive access to the mobile/web app's paid features for a period of 2 months from their onboarding date, while dashboard access for NASSCOM Foundation will remain active for 4 months from the project start date or as mutually agreed during contract finalization. GST and applicable taxes must be clearly mentioned.

5.5. Features & Flow of the Mobile/Web App

- List of proposed features: user registration, training modules, learning progress tracker, digital toolkit, helpline/chat support, etc.

- Brief UI/UX flow or wireframe (optional but impactful)
- Hosting plan and data security measures
- Language and accessibility support (e.g., audio/video in regional languages)

5.6. Due Diligence Documents to be submitted along with the Proposal:

- Permanent Account Number (PAN)
- Goods and Services Tax (GST) Registration Certificate
- Registration Certificate (of the organization)
- Copy of Company Profile / Proposal
- Crossed Cheque Copy