



Request for Proposal
EMPOWERING WOMEN ARTISAN
THROUGH TECHNOLOGY (ICT)
For nasscom foundation

REQUEST FOR PROPOSAL

Empowering Women Artisans through Technology

Nasscom Foundation intends to execute a project in collaboration with NGO or for-profit partners, targeting one of the districts: Dahod (Gujarat) or Raichur (Karnataka), or Virudhnagar (Tamil Nadu). The primary goal of the project is to empower rural women artisans by providing them with the knowledge and skills to effectively utilize digital devices and applications, thereby enhancing their livelihood opportunities.

From: Nasscom Foundation

RFP No: WEP-01-2023-24

Date: November 22, 2023

DISCLAIMER

1. This document is to enable the applicant to make an offer for the selection of an implementation partner for a project on Empowering women artisans through Technology in the districts: Dahod (Gujarat) or Raichur (Karnataka), or Virudhnagar (Tamil Nadu)¹
2. This document neither constitutes nor should it be interpreted as an offer or invitation for the selection of the Implementation Organization described herein.
3. This document is meant to provide information only and upon the express understanding that recipients will use it only for the purposes set out above. It does not purport to be all-inclusive contain all the information about the Implementation partner or be the basis of any contract. No representation or warranty, expressed or implied, is or will be made as to the reliability, accuracy, or completeness of any of the information contained herein. It shall not be assumed that there shall be no deviation or change in any of the herein-mentioned information. While this document has been prepared in good faith, neither Nasscom Foundation nor any of its officials or subscribers make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions here from.
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5. Accordingly, interested recipients should carry out an independent assessment and analysis of the requirements of the information, facts, and observations contained herein.
6. This document has not been filed, registered, or approved in any jurisdiction. Recipients of this document should inform themselves or/ and observe any applicable legal requirement.

¹ **The organization has the opportunity to apply for 150 beneficiaries per district which implies they can also apply for 300 beneficiaries spread across two districts or 450 beneficiaries spread across 3 districts by submitting a separate proposal for each district.**

7. This document constitutes no form of commitment on the part of the nasscom foundation. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed process of selection of implementing partners.
8. When any proposal is submitted under this RFP, it shall be presumed by nasscom foundation that the implementation 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.

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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.

Nasscom Foundation's 'Skills Initiative and Entrepreneurship' department works to bridge the skilling gaps and support in building and upskilling the entrepreneurship ecosystem in India towards its goals of social transformation and impact through technology.

2. AN OVERVIEW

Over the last few years, India has witnessed the contribution of women rural entrepreneurs in the development of rural areas, however, the growth of women entrepreneurship in the emerging markets has been low (rural areas & small towns). Despite the provisioning of various government schemes promoting women's entrepreneurship, only about 13.8% of total entrepreneurs i.e., about 8 million out of 59 million entrepreneurs are women. These women-led enterprises are not only important for their economic empowerment but also provide employment to about 13.45 million people. There are many reasons for the low participation of women in entrepreneurship. One of the primary reasons being the patriarchal family structure contributes to women having unequal access to finance thereby less participation in the labour force, lack of awareness around opportunities, lack of digital inclusion, etc.

Therefore, there is a dire need to recognise, educate and upskill women entrepreneurs, especially in small towns & rural areas, as this digital divide continues to act as a barrier to financial inclusion, education, access to information, better economic awareness and opportunities for women entrepreneurs. Providing digital literacy further linking their businesses with online platform will equip women with the knowledge and resources they need to effectively participate in the national economy, increase women's smartphone usage, internet adoption, complimented with digital literacy will work towards ending digital discrimination based on gender norms.

3. ABOUT THE PROJECT

Nasscom Foundation plans on implementing a project through NGO/for profit partners in Karnataka. The objective of the project is to empower women Artisans through digital literacy by upskilling and enabling them to participate in the digital economy. The aim of the project is to reach out to atleast 150 rural women Artisans in districts: Dahod (Gujarat) or Raichur (Karnataka), or Virudhnagar (Tamil Nadu) by increasing their online market access opportunities through leveraging digital technologies (ICT).

4. INVITATION FOR PROPOSAL

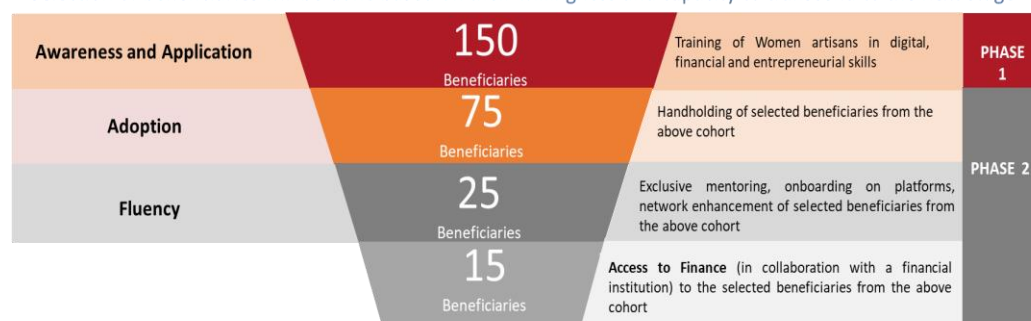
Inviting proposals for executing women empowerment program for 150 existing women Artisans from the rural areas on using digital devices and applications to enhance their income. We are looking at implementation partner/s with below mentioned criteria:

- Local Know How / Understanding of Rural Artisans entrepreneurial ecosystem, especially in Dahod (Gujarat) or Raichur (Karnataka), or Virudhnagar (Tamil Nadu) Experienced in conducting training programs for rural women preferably for upskilling their livelihood
- Good on-ground presence in few artisans clusters in India and experience of working with Women entrepreneurs
- On ground partner having experience in conducting programs promoting the use of digital devices and apps for enhancing/generating income
- Financial Sustainability
- Standard Adherence

The overall project is divided into two phases:

Proposed model

Selection of beneficiaries will be done based on their willingness and capacity to transcend to the next stage



Phase 1

Duration: December'23 to 15th March'24

Tentative budget: 7-8 Lakhs

Target: Training of 150 women artisans on Financial literacy, Digital literacy and Entrepreneurship skills

Location: Dahod (Gujarat) or Raichur (Karnataka), or Virudhnagar (Tamil Nadu)

With the help of the implementing partner, we are looking at:

- Upskilling existing rural-based 150 women artisans on digital technology in the said location
- Beneficiaries are better equipped to use smartphones and related applications

- Beneficiaries have access to and understanding of alternative digital resources (e-kiosks, DRCs, ATMs)
- Beneficiaries are well aware of e-commerce platforms and other mediums for selling their products
- Beneficiaries have an improved understanding of e-governance & therefore better access to government schemes
- Beneficiaries have learnt to use digital payment and e-accounting apps for recording business transactions

Phase 2:

Duration: 1st April'24 to 31st January'25

Tentative budget: 10-11 Lakhs

Target:

1. 75 selected beneficiaries from the 1st Phase to be provided exclusive 'handholding'
2. 25 selected beneficiaries from of selected beneficiaries from the above cohort (those who have been hand held for a while) to be provided exclusive 'mentoring', onboarding on platforms, network enhancement
3. 15 selected beneficiaries from the above cohort to be provided 'Access to Finance' (in collaboration with a financial institution)

Location: Dahod (Gujarat) or Raichur (Karnataka), or Virudhnagar (Tamil Nadu)

With the help of the implementing partner, we are looking at:

- Beneficiaries have registered on multiple business related applications and websites and are using the same for their day to day transactions
- Beneficiaries have increased their customer base using digital marketing platforms and are able to promote their enterprise effectively
- Beneficiaries have listed their products on digital sales platform
- Beneficiaries have an increased traction on digital marketing platforms
- Beneficiaries have started selling their products digitally using various platforms leading to an increase in their digital customer base in turn leading to additional revenue generation
- Beneficiaries report an increase in income post intervention
- Beneficiaries are linked to a formal lending institution for accessing finance
- Beneficiaries have improved access to government schemes for expanding their business

- The number of beneficiaries submitting applications for availing government schemes has increased
- The number of beneficiaries doing business digitally has increased

Note:

1. Nasscom Foundation provides standardized content that is readily available.
2. The organization has the opportunity to apply for 150 beneficiaries per district which implies they can also apply for 300 beneficiaries spread across two districts or 450 beneficiaries spread across 3 districts by submitting a separate proposal for each district.
3. The organization will undergo assessment after the first phase to qualify for the second phase.

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. Proposal with Implementation Plan²
- C. Gantt Chart (for both the phases separately)
- D. Financial Proposal (for both the phases separately)
- E. Monitoring and MIS tools and framework
- F. Basic 'human impact stories' (case studies) framework

5. RFP SUBMISSION SCHEDULE & TIMELINE

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

| ACTIVITY | TIMEFRAME |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| RFP Release Date | 20.11.23 |
| Intent to proposal Email must be sent to rpforskills@nasscomfoundation.org | 22.11.23 |
| Any follow up questions must be sent to rpforskills@nasscomfoundation.org | 23.11.23 |
| One (1) electronic copy of the RFP Response must be submitted to nasscom foundation via email by close of business date 28.11.23, 5:30 PM IST to rpforskills@nasscomfoundation.org | 28.11.23 |
| Selection process | 29.11.23 to 6.12.23 |
| Contract Finalization | 6.12.23 to 15.12.23 |

² Do specify the craft and clusters in detail

6. DETAILS OF RFP

| S N. | Particulars | Details |
|------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Nature/ Scope of work | <p>Identifying 150+ women Artisans who own or have access to smartphones from the rural areas of the mentioned district</p> <p>Mobilization and selection of 150+ rural women Artisans</p> <p>Conduct baseline survey & need assessment of the women beneficiaries along with preparation of implementation plan (<i>will be done by nasscom foundation with support of the organization</i>)</p> <p>Ensure that the selection criteria are met considering the baseline and the need assessment and a pre-training session is conducted to provide a glimpse of the project</p> <p>Basic Infrastructure set up for the batch-wise training for the 150 women beneficiaries (projector, mike, internet, sitting, etc.)</p> <p>Training and handholding of rural women Artisans on the usage of digital technology (ICT) for business communication, access to government schemes, market linkages, on boarding on e-commerce websites, making online payments, and leveraging the use of smartphones to bring women closer to the online business ecosystem</p> <p>End-line assessment to measure and assess the progress of the project against the desired outcomes.</p> <p>Human impact stories (case studies) of successful enterprises by women</p> <p>Weekly and monthly reporting on all parameters of program execution along with Narrative and comprehensive reports</p> |
| 2 | Proposals Requested by | Nasscom Foundation, Plot 7 to 10, Sector 126, Noida – 201303 |
| 3 | Period of Validity of Proposal | The proposals shall be valid for 120 days from the date of submission. |
| 4 | <p>Currency to be utilized (for submitting financial proposal)</p> <p>Budget Breakup to be enclosed as annexure</p> | <p>Phase 1: INR 7-8 lakhs</p> <p>Phase 2: INR 10-11 lakhs</p> <p><i>Total Project Proposal Cost to be under INR 18 Lacs (Inclusive of Taxes)</i></p> |

| | | |
|---|--------------------|-------------------------------------------------------------------------------------------------------|
| 5 | Tenure of Contract | Tenure of Contract would be effective for 14 months from the date of issuance of the letter of award. |
|---|--------------------|-------------------------------------------------------------------------------------------------------|

7. PROJECT OUTREACH

| State | No. of Women Beneficiaries |
|--------------------------------------------------------------------|----------------------------|
| Dahod (Gujarat) or Raichur (Karnataka) or Virudhnagar (Tamil Nadu) | 150 |

8. DELIVERABLES & TIMELINES

| S No. | Deliverables | Timeline |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| 1. | Identifying 150 rural women artisans | Mid-December '23 |
| 2. | Conduction of baseline survey & need assessment of the beneficiaries with the preparation of implementation plan <i>(will be done by nasscom foundation with support of the organization)</i> | End of December '23 |
| 3. | Mobilization and selection of 150+ rural women Artisans | Mid-December '23 |
| 4. | ToT of IP trainers on prescribed content | First week of January'24 |
| 5. | Training of 150+ rural women Artisans | Mid-Jan to Mid-March'24 |
| 6. | Handholding of the trained beneficiaries - Identify opportunities - create a roadmap, enablement and market linkage | April to June'24 |
| 7. | Mentoring the beneficiaries on markets, scheme awareness, and the use of digital transformation in business and operation towards economic growth and empowerment, access to finance | July to November'24 |
| 8. | End line assessment to measure and assess the progress of the project against the desired outcomes. | Dec'24- Jan'25 |
| 9. | Human impact stories (case studies) of successful enterprises by women | Based on the agreed frequency on an ongoing basis |
| 10. | Weekly & Monthly Reporting on suggested formats along with Narrative and comprehensive reports | Based on the agreed frequency |

9. PROPOSAL FORMAT:

Following details to be included in the proposal:

- Cover Page

○ Section 1 - Implementation 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 organisation has 80G Certificate | |
| x. | Does Organisation has 12A Certificate | |
| xi. | Does Organisation 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 has any proir experience in reaching out to rural communities(Hindi Speaking | |

| | | |
|------|----------------------------------------------------------------------------------------------------------------|--|
| | areas) | |
| xix. | Does your organization has any prior experience in reaching out / addressing the needs of artisans communities | |

- Section 2 - Approach and Methodology
Organizational Understanding of the objectives of the Project
- Section 3 - Implementation Partner’s Training Centre Details & Technology Infrastructure
 - Availability of required Infrastructure (PC’s/Internet/Office equipment & Furniture) in the training centre
 - Capability towards Data Analytics, Dashboards and real time reporting
 - Availability of community workshop centres
- Section 4 - Implementation partner – Operation Structure

Major Content

- Digital Skilling: This will be the core of trainings. With the new age transitions world over on adopting digital technology; the need arises for artisans to learn digital ways of selling & managing their business /production and keep up with emerging trends
- Financial literacy: The financial skill sets (adept to tech tool) of artisans empowers them to make an informed decision. It provides solid backing to their decisions about the business and sustainability. Also, guide them on how to raise working capital loans for production & what are the options available for artisans.
- Entrepreneurship Literacy: This will focus on developing their entrepreneurship skills or upskilling for better management and operations. It will also enable them to make the right business decisions

10. RESOURCE REQUIREMENT

- Proposed Organogram with job description (as annexure)
- Resume of the management team and ground team 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- Cost/beneficiary: ***(separate budget can be shared for different phases, format shared in annexure 1)***

- Due Diligence documents (list shared in annexure 2)

Annexure 1

| Budget Break up (Phase 1) | | | | | | |
|----------------------------------|----------------------------------------------------|------------------|--------------------|-------------|--------------|-----------------|
| Target | | IP | | | | |
| | | Unit Rate | No of Units | Uo M | Total | Comments |
| 1 | Team (HR Deployment Cost) | | | | | |
| 1.1 | Leadership cost ³ | | | | | |
| 1.2 | Project Manager ³ | | | | | |
| 1.3 | Field officer ⁴ | | | | | |
| 1.4 | Trainer ⁴ | | | | | |
| 1.5 | Documentation Expert ³ | | | | | |
| 1.6 | Travel Cost | | | | | |
| 2 | Training Delivery Cost | | | | | |
| 2.1 | Venue cost | | | | | |
| 2.2 | Refreshment per participant- tea, lunch and snacks | | | | | |
| 2.3 | Training Materials print | | | | | |
| 2.4 | Renting projector, mic, etc. | | | | | |
| 2.5 | Travel allowance | | | | | |
| | Total | | | | | |
| 3 | Operational Cost | | | | | |
| | Total Budget | | | | | |
| | Training Investment Per Women | | | | | |

| Budget Break up (Phase 2) | | | | | | |
|----------------------------------|--|-----------|--|--|--|--|
| | | IP | | | | |

³ It's not compulsory that these resources are based out of operational area

⁴ It's compulsory that these resources are based out of operational area

| | Target | | | | | |
|-----|----------------------------------------------------|-----------|-------------|------|-------|----------|
| | | Unit Rate | No of Units | Uo M | Total | Comments |
| 1 | Team (HR Deployment Cost) | | | | | |
| 1.1 | Leadership cost ³ | | | | | |
| 1.2 | Project Manager ³ | | | | | |
| 1.3 | Field officer ⁴ | | | | | |
| 1.4 | Engagement officer ⁴ | | | | | |
| 1.5 | Documentation Expert ³ | | | | | |
| 1.6 | Travel Cost | | | | | |
| 2 | Capacity Building cost | | | | | |
| 2.1 | Venue cost | | | | | |
| 2.2 | Refreshment per participant- tea, lunch and snacks | | | | | |
| 2.3 | Training Materials print | | | | | |
| 2.4 | Renting projector, mic, etc. | | | | | |
| 2.5 | Travel allowance | | | | | |
| 3 | Handholding, Mentoring and Follow-Up | | | | | |
| | Total | | | | | |
| 4 | Operational Cost | | | | | |
| | Total Budget | | | | | |
| | Training Investment Per Women | | | | | |

Detailed budget breakup to be attached.

Annexure 2:

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

| Organisational 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 | |
| Organisational 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 by close of business Date – 28th November'2023, 5:30 PM IST to rfpforskills@nasscomfoundation.org