

Request for Proposal

WOMEN EMPOWERMENT AND ENTREPRENEURSHIP
PROGRAM- RURAL CALL CENTER
NASSCOM FOUNDATION

REQUEST FOR PROPOSAL

Women Empowerment and Entrepreneurship Program- Rural Call Centre

Establish and manage “Rural Call centre (Inbound and Outbound)” to reach out to 100,000 women in the states of Uttarakhand, Uttar Pradesh, Himachal Pradesh, Haryana, Bihar and Rajasthan and support 30,000 women via 1 hour of counselling / handholding / information /referral

From: NASSCOM Foundation

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Date: 16th November’21

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BACKGROUND

As the social arm of NASSCOM, NASSCOM Foundation (NF) 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 entrepreneurship ecosystem in India towards its goals of social transformation and impact through technology.

AN OVERVIEW

Asia and the Pacific is considered the "engine of global growth", as it is home to six of the world's top ten fastest growing economies. Yet, this growth is hampered by inequalities across the Asia-Pacific region, in particular gender inequalities. Hindrances, whether structural or social, limit women's economic participation, denying communities and countries of greater socioeconomic growth that is of benefit to all elements of society. Entrepreneurship is a key means of redressing this inequality and the associated impediments to equitable, inclusive and sustainable development.



In the national economies of Asia and the Pacific, entrepreneurs are critical drivers of growth through innovation and job creation. Micro, small and medium enterprises (MSMEs) employ between 60 to 80% of the national workforces in more than ten countries in Asia and the Pacific, including China, Japan, Sri Lanka and Uzbekistan. According to the Asia-Pacific Economic Cooperation, small and medium enterprises account for 90 percent of businesses and over 60 percent of employment in countries of the Pacific Rim. Between 2000 and 2009, MSMEs in East Asia and the Pacific grew by

eight percent, which is two per cent above the global average. Women entrepreneurs have been critical contributors to the economic growth. The many forms of structural and social barriers to their economic engagement that women encounter in the form of access to credit to opportunities to acquire skills need to be addressed in order to realize the potential contribution of women to the equitable and inclusive growth of their societies.

ABOUT THE PROJECT

NF is working towards implementing a project through implementing partners in 6 selected states in India to improve digital literacy, financial literacy and entrepreneurship skill development of women farmers by using on/offline medium. The aim of the project is to reach out 100,000 women out of which 30,000 women will be supported with functional enterprise skills through a cascaded model of training, mentoring and support. The program aims to empower the rural women with digital skills, financial skills and entrepreneurship skills training resulting in increased income and economic independence.

INVITATION FOR PROPOSAL

We are executing a Women Empowerment and Entrepreneurship Program in the states of Uttarakhand, Uttar Pradesh, Himachal Pradesh, Haryana, Bihar and Rajasthan to train and empower women farmers with digital, financial and entrepreneurship skills and as an outreach component of this program, we are looking at a rural based call centre with below mentioned,

- Local Know How/Eco System
- Passion for Communities
- Experience in counselling entrepreneurs from rural parts of India.
- Financial Sustainability
- Standards Adherence

With help of the rural call centre, we are looking at:

- Upskilling existing rural based women entrepreneurs
- Support women entrepreneurs in creating job opportunities locally
- Create economic independence through meaningful employment
- Help curb migration of beneficiaries to bigger cities by employing them locally

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

- A.** Call centre details
- B.** Proposal with Implementation Plan
- C.** Financial Proposal
- D.** Monitoring and MIS tools and framework

RFP SUBMISSION SCHEDULE & TIMELINE

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

ACTIVITY	TIMEFRAME
RFP Release Date	20.11.21
Intent to proposal Email must be sent to rfpforskills@nasscomfoundation.org	30.11.21
Any follow up questions must be sent to rfpforskills@nasscomfoundation.org	02.12.21
One (1) electronic copy of the RFP Response must be submitted to NASSCOM Foundation via email by close of business Date 4.12.21, 5:30 PM IST to rfpforskills@nasscomfoundation.org	04.12.21
Contract Finalization	10.12.21 – 14.12.21
Go Live: Soft Launch Date	21.12.22
Full Launch	01.01.23

DETAILS OF RFP

S N.	Particulars	Details
1	Nature/ Scope of work	Identifying 1,00,000 women beneficiaries contact details and reach out. Logbooks to be maintained with call details, and tracking reports to be shared in requested formats.
		Reaching out to 1,00,000 women beneficiaries over call/ Social Media Campaign in 6 states (Uttarakhand, Uttar Pradesh, Himachal Pradesh, Haryana, Bihar and Rajasthan)
		Support 30,000 women beneficiaries via 1 hour of counselling / handholding / information /referral for 30,000 Hrs.
		Developing beneficiaries outreach program with: <ul style="list-style-type: none"> • Communication script on Need, Scope and Future for Women Entrepreneurs catering to reach 1 lac Women • FAQ's to response for 30,000 (out of 1 Lac) beneficiary queries on entrepreneurship journey
		Setting up required Infrastructure for the rural call centre
		Onboarding of Call Centre Executives (Efficient in speaking Hindi language), engaging women entrepreneurs and beneficiaries as Call center executives
		Training the Executives on content shared by NF
		Exploring possibilities of capacity building and handholding beneficiaries from our training program who might be interested to set-up a call centre in their village/community.

2	Proposals Requested by	<i>Note: Call centre team to be connected with our on-ground implementation partners for support. *</i>
		NASSCOM Foundation, Plot 7 to 10, Sector 126, Noida – 201303
3	Period of Validity of Proposal	The proposals shall be valid for a period of 120 days from the date of submission.
4	Currency to be utilized (for submitting financial proposal) Budget Breakup to be enclosed as annexure	INR (34 Lacs*) <i>*Project Proposal Cost to be under to 34 Lacs (Exclusive of Taxes)</i>
5	Tenure of Contract	Tenure of Contract would be effective for a period of one year from the date of issuance of letter of award.

* All interventions will be focus in the 'Program Locations' namely Uttar Pradesh, Bihar, Haryana, Rajasthan, Uttarakhand, & Himachal Pradesh

TENTATIVE LOCATIONS FOR PROGRAM REACH OUT

STATE	NO. OF BENEFICIARIES for Counselling (30,000) *
UTTARAKHAND	5000
HIMACHAL PRADESH	5000
HARYANA	2500
UTTAR PRADESH	7500
RAJASTHAN	5000
BIHAR	5000

* NOTE: Program Locations under the mentioned states and no. of beneficiaries at locations may vary.

DELIVERABLES & TIMELINES

S No.	Deliverables	Timeline
1	Preparation of Micro implementation plan	10.01.22
2	Setting up required Infrastructure for the call center	30.01.22
3	Onboarding executives as per required criteria	30.01.22
4	Training of executives on prescribed content	25.02.22
5	Reaching out to 1,00,000 women beneficiaries	March'22 to Feb'23
6	Counselling 30,000 women beneficiaries	March'22 to Feb'23
7	Addressing queries of beneficiaries	March'22 to Feb'23
8	Weekly and Monthly Reporting on all parameters of execution	Jan'22 to March' 23
9	Narrative Reports to be submitted over the project tenure.	Quarterly
10	Comprehensive Report to be shared annually	Annual

PROPOSAL FORMAT:

Following details to be included in the proposal:

Cover Page**1. Section1 # 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 NF & 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 NF 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 Agriculture based communities	

Section 2 # Approach and Methodology

Organization Understanding of the objectives of the Assignments

Section3 # Implementation Partner Call Center Details

3.1 Technology Infrastructure

- Availability of required Infrastructure (PC's/Internet/Office equipment & Furniture)
- Capability towards Data Analytics, Dashboards and real time reporting.

3.2 Call centre Information Required: Facility Infrastructure

a. Facilities

- Are you open 24 x 7? If not, what are your hours and days of operation?
- How many call centre sites?
- What is your call centre Location?
- How many seats you have per location?

b. Quality

- Do you have remote monitoring capabilities?
- Can the beneficiary dial in any time during work hours?
- Describe your quality assurance process
- Describe your process for call monitoring
- Describe the executive feedback process

c. Reports

- Please provide a sample of your
 - Standard call records
 - Do you have real time reporting for statistics?
- Key Performance Indicators and their reporting frequency along with process and programs in place for corrective action.
- Daily reporting on Inbound and Outbound call activities

- Call status reports with call counts, Reason for call, average call duration, etc.

d. Systems and Other Questions

- Please explain your disaster recovery
- How much downtime you have experienced in last 12 months with reason.
- Describe your backup and storage process
- Describe your compliance and related certifications

e. Account Management

- Describe the account management process followed
- Do you keep dedicated account manager for a client?
- Do you allow and have space for us to have on-site temporary visit?

4. CALL CENTRE – Operation Structure

5. Resource Requirement

- A. SPOC – Centre Head – 1 (One)
- B. Executives to counsel 30000 beneficiaries – 16 (Sixteen)
 - 16 call centre executives to work for 8-hour day
 - 6.3 hours per day will be spent on actual counselling.
 - Therefore, 16 people * 6.3 hrs*25days = 2520 hrs * 12 = 30,240 Hrs.
- C. Executives to reach-out 1,00,000 beneficiaries – 4 (Four)
 - 4 call centre executives to work for 8-hour day
 - 30 mins per beneficiaries for outreach
 - Therefore, 4 people *7 hrs (30 mins/beneficiary/day = 14 beneficiaries/day) *25days *12 = 1,00,800 beneficiaries no.
- D. MIS Executive to capture and prepare execution related reports and data -1 (One)
- E. Proposed Organogram with job description
- F. Resume of core management team to be enclosed as annexure

6. Implementation plan: Activity schedule

7. Section # Quality Control: Detailed approach and quality control plan to be mentioned with

- i.** Quality Approach
- ii.** Quality Check Process
- iii.** Quality Control Process
- iv.** Risk Assessment and Mitigation plan
- v.** Share sample for the following:
 - 1.** Reporting Sample

2. Sample Call Records
3. Real Time Reporting
4. Report – Inbound & Outbound
5. Report – Call Status
6. Reporting/Frequency/Process/Program
7. Data Management process

8. Organization Background / overview

9. Financial Proposal Format

Requesting organization to provide below details- Cost/beneficiary,

S. No	Activity	Financial Quote (INR) Cost/Resource	Tax Applicable % and Value (INR)	Total financial quote Inclusive of Taxes/Year (INR)
1	Centre Infrastructure			
2	Program Implementation			
3	Monitoring & MIS			

Detailed budget breakup to be attached.

For the interested organization, one electronic copy of the RFP response must be submitted to NASSCOM Foundation via email by close of business Date – 4th December'2021, 5:30 PM IST to rpforskills@nasscomfoundation.org