

CENTRE FOR CATALYZING CHANGE (C3)

REQUEST FOR PROPOSAL

(RFP)

Design, Digitization and Pilot Roll-Out of a Curriculum on TFGBV, Digital and Financial Literacy for Young Women (18–30 years) in Rajasthan

RFP Reference No.	
Date of Issue	
Submission Deadline	4 October 2026, 5:00 PM IST
Issuing Organization	Centre for Catalyzing Change (C3)
Implementation Geography	4 Districts (Alwar, Dausa, Kota, Rajsamand), Rajasthan

1. Invitation to Agencies

The Centre for Catalyzing Change (C3), , invites proposals from qualified organizations to design, digitize, and pilot a curriculum on technology-facilitated gender-based violence (TFGBV), digital literacy, and financial literacy for young women aged 18–30 across selected districts of Rajasthan.

The selected agency will design and roll-out curricula to equip young women with the knowledge, skills, and confidence to safely navigate digital platforms and financial systems, recognize and respond to TFGBV, and build a cadre of trainers who can extend this learning to their peers. Organizations with proven expertise in digital and financial literacy programming, curriculum design on gender-based violence, and community-based training delivery are invited to submit their technical and financial proposals in accordance with this Request for Proposal (RFP).

2. Introduction & Organizational Context

The Centre for Catalyzing Change (C3) is a leading national non-profit organization dedicated to empowering women and adolescent girls through innovative, evidence-based programmes. For over 30 years, C3 has worked to advance education, health, safety, life skills, and economic opportunities by strengthening systems and influencing public policy.

In Rajasthan, C3 partners with the Rajasthan State Rural Livelihood Mission to strengthen the safety, digital confidence, and financial capability of young women engaged with community institutions, enabling them to participate more fully and safely in digital and economic life.

3. Project Goals and Objectives

3.1 Goal

To equip young women aged 18–30 across selected districts of Rajasthan with the knowledge and skills to recognize and respond to technology-facilitated gender-based violence, and to safely and confidently use digital and financial tools and services.

3.2 Objectives

- Develop a curriculum on TFGBV, digital literacy, and financial literacy tailored to young women aged 18–30 in Rajasthan.
- Digitize the curriculum to enable flexible, scalable delivery.
- Conduct a training of trainers (ToT) to build a cadre of facilitators.
- Conduct pilot training of young women across 4 districts of Rajasthan (Alwar, Dausa, Kota, Rajsamand).

4. Scope of Work / Services Required

Agencies are expected to propose a methodology that addresses all of the following components:

4.1 Curriculum Development

- Formative research/consultations with young women, SRLM field cadre, and relevant subject experts to ground the curriculum in local realities and common TFGBV risks (e.g., online harassment, image-based abuse, financial fraud/scams).
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- Design of an integrated curriculum covering TFGBV awareness, prevention and response (including referral pathways), safe digital practices, and foundational financial literacy (savings, digital payments, access to financial services, fraud prevention).
- Development of a facilitator guide, participant handbook, and supporting IEC materials in Hindi.

4.2 Digitization of the Curriculum

- Conversion of the curriculum into a digital format (e.g., app-based, video, or web-based modules) suitable for use by trainers and participants with varying levels of digital access and literacy.
- An offline-capable or low-bandwidth delivery option, given variable connectivity in rural Rajasthan.

4.3 Conducting Training of Trainers (ToT)

- Design and delivery of a ToT to build a cadre of facilitators (potentially including SRLM field staff/community resource persons) capable of delivering the curriculum.
- Development of a ToT manual/toolkit for future replication.

4.4 Conducting Pilot Training of Young Women Across 4 Districts of Rajasthan

- Roll-out of pilot training for young women aged 18–30 across the 4 target districts of Rajasthan.
- Documentation of pilot learnings, participant feedback, and recommendations for scale-up.

4.5 Roles and Responsibilities

Agency Responsibilities

- Develop, digitize, and finalize the curriculum and training materials in consultation with C3.
- Conduct the training of trainers and oversee facilitator quality.
- Roll out pilot training across the target districts and document outcomes.
- Prepare a consolidated pilot report with recommendations for scale-up.

5. Technical & Methodological Expectations

Considering the operational realities of rural Rajasthan, including variable connectivity, agencies must propose practical, scalable, and technology-enabled solutions that address the following:

- **Offline-Capable Technology:** Deploy digital modules through lightweight, low-bandwidth applications with offline functionality where feasible, supported by print/audio backups where necessary.
 - **Localisation:** Ensure all content is available in simple Hindi, with local language support where required.
 - **Safe Disclosure and Referral:** Establish a clear, survivor-centred protocol for responding to any disclosures of TFGBV or other violence during training, including referral to appropriate services.
 - **Data Privacy:** Comply with the Digital Personal Data Protection (DPDP) Act, 2023, in handling any participant data collected through digital modules or assessments.
 - **Community Integration:** Build on existing community platforms, including Ajeevika-supported women's collectives, to support recruitment, mobilization, and sustainability.
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6. Key Deliverables & Outcomes

The selected agency will be responsible for delivering the following key outputs:

- **Curriculum:** One integrated curriculum on TFGBV, digital literacy, and financial literacy for young women aged 18–30 in Rajasthan.
- **Digitized Curriculum:** A digitized version of the curriculum, with an offline/low-bandwidth delivery option.
- **Trained Facilitator Cadre:** A trained cadre of trainers, supported by a ToT manual/toolkit.
- **Pilot Training Completed:** Pilot training delivered to young women across 4 districts of Rajasthan, with a consolidated pilot report, participant feedback, and scale-up recommendations.

Agencies should propose realistic, measurable, and evidence-based outcomes with clearly defined indicators (e.g., number of trainers trained, number of young women reached in the pilot, pre/post knowledge and confidence indicators). Any outcomes that cannot be assessed within the project period should be explicitly identified and appropriately justified.

7. Agency Eligibility Criteria

To be considered, vendors (or vendor consortia/partnerships) must be able to demonstrate:

- Registration as a legal entity in India (Organisation – which is **not** registered under FCRA, Section 8 company or private limited company) with at least three years of operating history.
- Demonstrated prior experience in at least one of: digital literacy, financial literacy/inclusion, or gender-based violence prevention programming.
- Field capacity to operate across multiple districts of Rajasthan, including locally recruited field staff where required.
- A safeguarding policy, or willingness to adopt C3's safeguarding requirements.
- A sound financial management and statutory compliance track record, evidenced through audited financial statements for the last [two] years.

Consortia and partnerships (e.g., a digital/content development lead paired with a field implementation partner) are welcome and should clearly describe the division of responsibility between partners.

8. Proposal Submission & Evaluation Criteria

Interested organizations are requested to submit their technical and financial proposals as separate files. Full submission instructions, including the deadline and designated e-mail address, are set out in Section 11.

8.1 Technical Proposal

The technical proposal must include:

- Understanding of the assignment and the problem it addresses.
 - Organizational profile and relevant experience.
 - Proposed curriculum design, digitization approach, and training methodology, including the rationale for the approach.
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- Team composition and CVs of key personnel, clearly identifying who is responsible for technical/content quality and who is responsible for programme management.
- Proposed district selection and mobilization approach and implementation plan.
- Work plan and timeline, mapped to the milestones in Section 10.
- Data protection and safe-disclosure/referral protocol.

8.2 Financial Proposal

The Financial Proposal shall include:

- A detailed, itemized budget covering all cost components, including personnel, curriculum development and digitization, training, materials, travel, field implementation, monitoring and reporting, contingency, and organizational overheads.
- A clear justification for each budget line, specifying the basis of cost estimation (e.g., unit costs, daily rates, person-days, and quantities) and the underlying assumptions related to project scope (e.g., districts and number of participants).
- Organizational overheads must be presented as a separate budget line and shall not exceed 10% of the total project cost.

8.3 Format

- Technical proposal: maximum [15] pages, excluding CVs and annexures.
- Financial proposal: submitted as a separate document/sheet.

9. Evaluation Criteria

Proposals will be evaluated in two stages. Technical proposals will be scored first; only vendors scoring at least 70 out of 100 on the technical evaluation will have their financial proposals opened and scored. The final ranking will combine technical and financial scores using a 70:30 weighting.

Technical Evaluation Criteria	Weight	Max. Score
Organizational experience and track record in digital/financial literacy or GBV prevention programming	20%	20
Soundness and appropriateness of proposed curriculum, digitization approach, and methodology	30%	30
Qualifications and relevant experience of proposed key personnel	20%	20
Implementation plan, timeline realism, and district selection/mobilization approach	15%	15
Sustainability plan (ToT model / handover to community cadre)	10%	10
Data protection and safeguarding protocol	5%	5
Technical Score Subtotal	100%	100

Financial proposals from technically qualified vendors will be scored on a value-for-money basis — the lowest responsive, compliant cost receives the highest financial score, with other compliant bids scored proportionally against it — weighted at 30% of the final combined score.

10. Indicative Project Timeline

The project is slated to commence upon vendor selection and contract finalization. Total duration and exact milestones will be confirmed during contract negotiation; an indicative phasing is set out below [durations to be finalized]:

Phase	Key Activities & Deliverables
Phase 1	Inception meeting; signing of formal agreement; formative research and consultations; curriculum design; commencement of digitization of curriculum content.
Phase 2	Completion of digitization and testing of digital modules; design and roll-out of the training of trainers (ToT).
Phase 3	Roll-out of pilot training for young women across the 4 target districts of Rajasthan.
Phase 4	Documentation of pilot learnings and participant feedback; submission of consolidated pilot report with scale-up recommendations and project completion documentation.

11. Submission Instructions

- Submit to: procurement@c3india.org
- Subject line: "Proposal for Young Women Digital and Financial Literacy – [Agency Name]"
- Deadline: 4th October 2026, 5:00 PM IST. Proposals received after this deadline will not be considered.
- Queries: Written questions only, submitted by 29th September 2026 to the e-mail address above. Responses will be circulated to all agencies who have expressed interest, to keep the process fair and transparent.
- Contact for this assignment: State Head – Centre for Catalyzing Change (C3), Jaipur, Rajasthan.

12. General Terms & Conditions

- This RFP does not commit C3 to award a contract. C3 reserves the right to accept or reject any or all proposals, or to cancel this process at any stage, without assigning a reason.
 - C3 is not liable for any costs incurred by an agency in preparing or submitting a proposal, including presentation costs.
 - All information shared by C3 in connection with this RFP, and all proposal content submitted by the agency, will be treated as confidential by both parties.
 - The selected agency will be required to comply with C3's safeguarding policy and the Prevention of Sexual Harassment (POSH) Act, 2013, and to ensure all field staff are appropriately screened.
 - The selected agency will be required to agree a data-protection and consent protocol consistent with the Digital Personal Data Protection Act, 2023, prior to any fieldwork or digital data collection involving participant data.
 - The agency must disclose any actual or potential conflict of interest in its proposal.
 - The final scope, budget, and duration will be confirmed with the selected agency during contract negotiation and may vary from the indicative parameters in this RFP.
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- Intellectual Property: All materials, digital content, software components, data, and reporting artefacts generated during this assignment shall remain the sole intellectual property of C3.
 - Personnel Continuity: The vendor must guarantee that the proposed technical leads will be personally available and accountable for the full duration of the assignment, without unilateral substitutions.
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