



## **Request for Proposal (RFP)**

### **WEConnect International is calling Proposals from Non-Government Organization (NGO) in the Women Entrepreneurship Development Sector in India to lead WEConnect International activities in India**

#### **Expected materials submitted in response to this RFP:**

- Proposal to include a description of approach, methodologies, team make-up, previous experience and timeline.
- A draft budget of all costs associated with producing the expected outputs.
- Proposal including workplan and budget should be submitted **by 11:59 PM IST on November 15, 2021, to [procurement@weconnectinternational.org](mailto:procurement@weconnectinternational.org)**
- All deliverables must be in English.
- ONLY NGOs that are legally registered in India and have presence in India are eligible to apply

#### **Background**

WEConnect International, a member led global non-profit, helps women-owned businesses access and succeed in global value chains. WEConnect International has, since 2009, provided business education, certification, and business connections to companies based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International member buyers represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development. We support women-owned businesses based in over 125 countries. For more details on our organization please refer to our website at [www.weconnectinternational.org](http://www.weconnectinternational.org)

#### **Objectives**

The main objective of this assignment is to serve as a partner for WEConnect International to implement its activities and market development efforts India. It is also expected to represent and advance WEConnect International's presence in the India market and act as the liaison with women-owned businesses and key stakeholders such as, local corporations, business support organizations, government agencies and other organizations, groups, or individuals, to promote and enable more business opportunities for women-owned companies.

Selected partner is responsible for the following activities:

## **Key Activities**

### **1. Design and Planning**

- Provide WEConnect International with local knowledge to assist in the design of a growth plan for impact in the market in line with WEConnect International's Global Strategy

### **2. Marketing and Communications**

- Design and implement a tactical local Marketing Plan in collaboration with Global Marketing and leveraging best practices from other regions and markets
- Draft and implement a local editorial calendar and align with Global Communications to increase awareness in market through social media channels and drive women-owned businesses through the purchase funnel – registrations and certifications (awareness, consideration, trial, purchase, repeat and loyalty)
- Lead outreach and develop partnerships with leading women business associations, Chamber of Commerce and other relevant organizations.

### **3. Women-Owned Business Certification Conversions**

- Develop and implement campaigns and other activities that encourage qualified potential women-owned businesses to register, increase registrations on WECommunity and find ways to make the process more efficient
- Develop campaigns and other activities that encourage qualified businesses to certify and renew their certifications as a women's business enterprise
- Work in collaboration with Certification and Customer Service teams and assessor(s) to support the certification application process, if required

### **4. Lead Generation**

- Identify potential large companies that could become a Member of WEConnect International and practice gender-inclusive sourcing

### **5. Building Capacity of Women-Owned Businesses**

- Identify training opportunities for women-owned businesses (WOBs) relevant to the market and inform the Regional Director
- Manage the logistics and conduct the trainings (invitation, registration, and execution)

### **6. Events**

- Identify needs and organize country events to deliver on the value proposition for member buyers and women-owned businesses
- Lead outreach and ensure participation of member buyers and women-owned businesses in India

**7. M&E – Reporting and Knowledge Management**

- Submit complete monthly activities report on or before the first day of each month for the previous month using the template provided
- Report progress on Work Plan on a quarterly basis
- Submit testimonials, success stories, and similar materials, whether in writing or video, to WEConnect International to demonstrate impact
- Provide WEConnect International with additional information it may reasonably request concerning performance of WEConnect International-related work
- Allow and assist WEConnect International, if required, to inspect any accounts, records and other documents relating to the submission of proposals and contract performance, and to have them audited as may be required by funding sources

Selected organization must adhere to all WEConnect International policies that are applicable to contractors. Policies will be provided in writing.

**Key Deliverables**

- Increase number of certified and registered women-owned businesses in WEConnect International network
- Increase number of member leads in the pipeline and identify new market members
- Managing marketing and communications works in the country
- Organizing country level events to deliver value proposition to member buyers and WOBs
- Increasing the partnerships with leading women business associations, Chamber of Commerce and other relevant organizations.

**Bidder Qualifications**

All bidding NGOs should have

- Should have FCRA (Foreign Contribution Regulation Act) Account
- Understanding of Supplier Diversity and Inclusion
- Have proven track record of work in India with at least 7 years' experience in;
  - Working with Women Entrepreneurs (SMEs) and creating market/ business linkages with corporates
  - Working for inclusive business development initiatives
  - Handling marketing and communications
  - Organizing and leading large events (virtually and in-person)
- Have broader presence/ operations in country (PAN India Coverage)
- Dedicated highly skilled team to deliver the scope in the RFP
- Have connections with the corporate networks and business associations.

**Proposal guidelines**

In order to be considered for this RFP, all bidding NGOs must:



- Submit a technical proposal, not exceed 20 pages
- Submit a clear line-item budget (In USD) aligned to the technical proposal
- Submit CVs of personnel to be involved in the assignment
- Submit the NGO (Organizational) profile including the details of the Board members and previous experience and history capturing the points above under Bidders qualification.
- Declare the availability of FCRA Account
- Submit the application no later than November 15, 2021.

**Costs**

Respondent will propose fees in USD and provide cost breakdown structure based on outputs. All taxes should be included as per government policy and paid in full by the contractor directly. WEConnect International is a 501(c)3 Tax-Exempt Organization and is not responsible for collecting or paying national or local taxes.

**Evaluation Criteria**

Proposals’ evaluations will be scored based on the following criteria:

- Approach and methodologies 20%
- Consultant(s)n and previous experience 50%
- Cost 30%

***Request for proposal timeline***

Proposals in response to this RFP are due by 11:59 PM IST on November 15, 2021. Questions may be submitted until November 2, 2021. Intention to bid, questions and Proposal should be submitted to [procurement@weconnectinternational.org](mailto:procurement@weconnectinternational.org)

Use Subject Line: India NGO\_ NAME OF YOUR ORGANIZATION

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