REQUEST FOR
EXPRESSION OF INTEREST (EOI)
FOR

Empanelment of Agencies for providing DBN Extension Services for Samriddh Gram Project

TELECOM CENTRES OF
EXCELLENCE INDIA
(TCOE INDIA)

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1. Fact Sheet

S No	Key Information	Details
1.	**Assignment Title**	Empanelment of Agencies for providing DBN Extension Services for Samriddh Gram Project
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2. Introduction

Digital Bharat Nidhi (DBN), formerly known as the Universal Service Obligation Fund, is a flagship initiative by the Government of India aimed at promoting equitable access to telecommunication and broadband services, particularly in rural and underserved regions. By prioritizing digital empowerment for economically and socially disadvantaged communities, DBN plays a pivotal role in fostering sustainable growth and nationwide connectivity.

While India has made remarkable strides in expanding digital infrastructure through initiatives like BharatNet, which has brought high-speed internet to Gram Panchayats and villages, the benefits have not fully reached rural communities. Challenges such as low digital awareness, skill gaps, and the lack of user-friendly systems have limited the ability of these communities to adopt and utilize digital services. This has, in turn, hindered their access to economic opportunities, markets, and government schemes, leaving the potential of connectivity underutilized.

To address these challenges, DBN is in the process of formulating **Samriddh Gram Project**, an initiative to create one model village in each block of the country. By leveraging high-speed broadband through BharatNet, this project aims to enable digital services, promote digital governance, and unlock economic opportunities in rural areas.

A key component of the Samriddh Gram initiative is **DBN Extension Services**, which focus on bridging the gap between access to broadband and its meaningful utilization. These services address demand-side challenges by fostering digital literacy, creating awareness, and building capacity through structured interventions. Initiatives such as content creation for awareness campaigns, group-level training sessions, and field engagement are critical to ensuring that rural communities can adopt and benefit from innovative digital tools and technologies.

To achieve these objectives, TCOE INDIA invites proposals from qualified agencies with expertise in delivering extension services, including the creation of multimedia content, capacity-building programs, and on-ground field engagement activities in rural areas. The key goals are to increase the number of high-speed internet connections and data utilisation rates in Government institutions as well as private enterprises/ entrepreneurs located in rural areas.

3. Scope of Work

3.1. Number of Agencies to be Empanelled

TCOE INDIA aims to empanel 4 agencies for 4 zones, with one agency per designated zone. These zones have been structured based on factors such as languages, geography, and local needs to ensure effective and localized delivery of extension services.

3.2. Content Development

a) Service & Platform Identification

i. Selected agencies to collaborate with relevant government departments, local bodies, and stakeholders to identify **high-priority schemes and digital services** for video guides.

ii. Selected agencies to identify high-priority schemes and digital services based on the following criteria:

- **Relevance to Target Audience**: Schemes addressing the needs of rural communities, including farmers, women, students, entrepreneurs, marginalized groups, etc.

- **Utilization Gaps**: Programs with low adoption rates or high barriers to access despite significant potential for impact.

- **Government Priority**: Flagship and regionally scalable initiatives aligned with national development goals (e.g., Digital India, Viksit Bharat).

- **Impact Potential**: Services with measurable socio-economic benefits in areas such as health, education, agriculture, and economic empowerment.

- **Inclusivity:** Initiatives promoting digital and social inclusion, especially for underserved regions or populations.

- **Dynamic Updates**: Newly launched or updated schemes must be submitted within 30 days of its government notification.

iii. Examples include:

- **Health**: Ayushman Bharat, eSanjeevni, etc.

- **Governance**: DigiLocker, Aadhaar services, Passport Seva, etc.

- **Agriculture**: eNAM, crop insurance, soil health cards, Kisan Sarthi, etc.

- **Education**: DIKSHA, Swayam, e-Vidya platforms, etc.

- **Economic Empowerment**: PM SVANidhi, Mudra loans, ODOP (One District One Product), eCommerce Seller Enablement,

Workflow Digitisation, Cataloguing, Marketing, Logistics, and common themes such as "How do I sell my produce online?", etc.

b) Video Guide Development

i. The selected agencies shall develop video guides on identified platforms and services which shall be hosted on the Samriddh Gram App and other digital platforms.

ii. Minimum 20 videos of average running time of 5 to 6 minutes each to be developed in coordination with TCOE INDIA.

iii. Language and Accessibility

- Use simple and culturally relevant language to ensure comprehension by rural audiences.
- Offer audio support in multiple regional languages, incorporating dialects where feasible.
- Include subtitles for localization to accommodate users with hearing impairments
- Ensure inclusivity by incorporating visual cues and icons for users with limited reading abilities.

iv. Content Design

- Focus on scenario-based content, addressing real-life use cases. Examples: "How to apply for Ayushman Bharat.", "Steps to upload documents to DigiLocker."
  Highlight the following aspects:
  - Eligibility: Who can access the scheme or service.
  - Benefits: Key advantages of utilizing the platform.
  - Step-by-Step Instructions: Detailed yet concise processes for registration, usage, and troubleshooting.
  - Required Documentation: Information on the documents needed to access services.
  - Collaborate with subject-matter experts from government departments, NGOs, or field practitioners to ensure content accuracy and relevance.

v. Production Quality
Adhere to professional video production standards:
- Resolution: Minimum 1080p for clear visuals.
- Frame Rate: 24–30 FPS to maintain visual consistency.
- Audio: High-quality sound recording with noise cancellation.
- Optimize file sizes for rural connectivity: 8–10MB per minute for downloads.

vi. Content Labelling and Metadata
Label videos with clear metadata for easy discovery.
- **Ministry**: (e.g., Ministry of Health and Family Welfare).
- **Service Type**: Health, Education, Agriculture, etc.
- **User Persona**: Farmers, Students, Entrepreneurs, Women.
- **Available States**: Indicate states or regions where the scheme is operational.

vii. **Video Types**
The videos created shall include but not be limited to below types.
  - **Instructional Videos**: Detailed step-by-step demonstrations (e.g., registering on DigiLocker, applying for PM Kisan).
  - **Explainer Videos**: Simplified overviews of schemes, eligibility, and benefits.
  - **Case Study Videos**: Real-life success stories showcasing the impact of government schemes.
  - **FAQs**: Videos answering frequently asked questions about identified platforms/ schemes/ services.

viii. **Production Style Guidance**
  - Prioritise animated video format but blend live-action demonstrations with animations and infographics to enhance understanding, if required
  - Use local actors or community members' avatars in videos to increase relatability.
  - Incorporate real-world scenarios from rural settings for authenticity.

ix. **Engagement Features**
  - Add **call-to-action (CTA)** prompts at the end of videos. Example: "Click here to register" or "Visit your nearest Gram Panchayat for assistance."
  - Include quick troubleshooting tips for common problems encountered by users.

x. **Scalability and Adaptability**
  - Use **modular templates** for scripts and storyboards to enable quick adaptation to new platforms or schemes.
  - Pre-design **animation templates** for consistency and faster production cycles. (follow common themes)

xi. **Periodic Updates**
Establish a **quarterly review process** to:
  - Update existing videos to reflect platform changes.
  - Add guides for newly introduced schemes or services.

xii. **Localization and Community Involvement**
Test videos with small focus groups from target user bases before submission.

3.3. Field Engagement Services

a) **Objective**
The objective of Field Engagement Services is to increase FTTH connections and data utilisation rates in government institutions and private enterprises/entrepreneurs by driving the adoption and effective use of government digital platforms, schemes, and broadband infrastructure at the Gram Panchayat (GP) level. This will be achieved through structured training sessions, workshops, and demonstrations tailored to local needs. These engagements will align with existing government programs, such as GP Development Plan (GPDP) exercise by the Ministry of Rural Development (MoRD). Trained Field Trainers will participate in these events, deliver training,

distribute relevant materials, and ensure consistent messaging to promote digital literacy and broadband utilization across targeted regions.

b) Visit Schedule

The selected agencies shall conduct visits at the Gram Panchayat (GP) level to provide training session and provide hands-on guidance. The framework to be followed for these training sessions is given below.

i. Conduct 4 visits per GP over a period of 1 year.
ii. Tailor each visit to the GP's specific needs, incorporating feedback from previous engagements.
iii. Coordinate visits with existing field programs/events of government departments, such as, Gram Panchayat Development Plan (GPDP) exercise by the Ministry of Rural Development.
iv. Deploy Field Trainers to participate in such events, provide targeted training, and distribute relevant materials.
v. Identify digitally savvy participants (e.g., Panchayat members or SHG leaders) during visits to act as local champions. Provide additional training, if required, to these champions to sustain knowledge transfer within the community.

c) Training Sessions

The selected agencies shall conduct comprehensive Training Sessions to educate local stakeholders, on effectively utilizing government digital platforms, schemes, and broadband infrastructure. The framework to be followed for these training sessions is given below.

i. Partner with local institutions, such as Self-Help Groups (SHGs), farmer collectives, schools, and Panchayats, to ensure broad community participation.
ii. Organize and deliver thematic training sessions focused on key areas including but not limited to health, education, agriculture, business-centric, governance, citizen-centric services of Central & State Governments, etc.
iii. Set up real-world demonstrations of key platforms and services at accessible locations such as GP offices, schools, or community centers.
iv. Design and conduct scenario-based training addressing real-life challenges, such as: registering for subsidies or benefits, troubleshooting digital platform issues, etc.
v. Equip local network maintenance teams with skills to:
   - Troubleshoot and resolve BharatNet infrastructure issues.
   - Perform routine maintenance of broadband equipment.
   - Implement emergency response protocols for network outage
vi. Develop high-quality, localized training materials to support sessions:
   - Leverage pre-existing content (e.g., video guides) developed under the Content Creation Scope and create supplementary materials like infographics, step-by-step manuals, and region-specific case studies.
   - Adapt materials based on feedback, cultural relevance, and regional language requirements.
vii. Provide necessary training aids and logistical support, including
   - Portable projectors or screens for visual demonstrations

- Laptops or tablets preloaded with content for participant practice
- Printed handouts, posters, and mock forms for hands-on exercises
- Include interactive elements, such as mock registration exercises or demo accounts, to enhance participant engagement

d) Monitoring & Evaluation (M&E)

The selected agencies shall implement robust Monitoring and Evaluation (M&E) mechanisms to track the progress, effectiveness, and impact of Field Engagement Services. This includes tracking of KPIs (including but not limited to Number of FTTH connections in Government Institutions/ Private Enterprises/ Entrepreneurs and Monthly Data Utilisation Rates of these connection), periodic evaluations, and actionable insights for continuous improvement.

i. Digital Dashboard
- Reporting & updating on digital dashboard with following features to monitor progress across all GPs.
- Number and type of sessions conducted
- Participant attendance and demographics
- Feedback and resolved challenges

ii. Field Data Collection
- Use a mobile app/ digital tool for Field Trainers to log activities, attendance, and feedback during visits.
- Ensure GPS-tagged attendance tracking for accuracy and accountability.

iii. Regular Reporting
Submit monthly and quarterly progress reports summarizing key metrics, challenges, and recommendations for course corrections.

iv. Evaluation Framework
- Conduct baseline assessments to measure the initial level of digital adoption and infrastructure utilization in GPs.
- Use a control GP model:
    - Select GPs with no interventions as a control group.
    - Compare progress across intervention and control GPs to measure impact.
    - Define and track Key Performance Indicators (KPIs) for the study.

v. Impact Assessment
- Conduct periodic studies to evaluate the overall effectiveness of the field engagement services.
- Include insights into barriers, success stories, and long-term benefits.
- Use insights from M&E activities to update training materials and develop new content tailored to participant needs.

3.4. Deliverables

SN	Deliverable	Description	Timeline (in months)	Remarks
1	Content Creation Plan	Detailed plan for creating audio, video, and print materials.	T+1	Includes content themes and formats and must be approved by TCOE India
2	Audio/Video Content Development	Production of high-quality audio and video materials in local languages.	T+3	Includes feedback and revisions from TCOE India
4	Dissemination of Content	Distribution of materials via digital and offline platforms.	T+12	Focus on maximum reach.
5	Capacity Building Plan	Training schedule and modules tailored for Gram Panchayats (GPs).	T+1	Covers all logistical details and must be approved by TCOE India
6	Training Visits	Conduct 4 visits per GP for hands-on capacity-building sessions.	T+12	One visit per Quarter
7	Mid-Year Review Report	Assessment of content impact and training effectiveness.	T+6	Includes recommendations.
8	Final Completion Report	Comprehensive report on content creation, capacity building, and project impact.	T+12	Submitted with all previous deliverables.

4. Submission Guidelines

Agencies submitting their technical proposals must ensure that they comprehensively address the following key areas. Additional points can be added to strengthen their proposals as deemed necessary:

a) Applicant's Organization and Experience

The agency must provide a detailed overview of their organization and prior experience, including:

  i. **Organizational Profile**: A brief history of the organization, including vision, mission, structure, and governance.

  ii. **Relevant Experience**: A summary of similar projects undertaken in the last 5 years, highlighting key achievements, challenges, and outcomes.

b) Description of the Approach, Methodology, and Work Assignment
The agency must clearly outline its approach and methodology for implementing the project, including:

  i. **Understanding of Objectives**: A summary of the agency's understanding of the project goals and requirements.

  ii. **Detailed Approach:** A step-by-step approach for executing each component of the project.

  iii. **Methodology:** Innovative tools, techniques, and technologies that will be employed to ensure effective and efficient delivery.

  iv. **Customization**: Tailored strategies to align with project-specific needs and challenges.

  v. **Risk Mitigation**: Identification of potential risks and the strategies proposed to mitigate them.

  vi. **Quality Assurance**: Methods to ensure high-quality outputs and adherence to timelines.

3. Project Delivery Plan

The agency must present a well-defined project delivery plan, including:

- **Timelines and Milestones**: A detailed Gantt chart or timeline highlighting key deliverables and deadlines for each phase of the project.

- **Capacity Building/Training Plans:** If applicable, a comprehensive plan for training and skill enhancement for project stakeholders.

- **Content Development**: Details on creating audio, video, and print content tailored to project requirements.

- **Performance Metrics**: Clearly defined KPIs to measure project success and impact.

TCOE India may invite one or more eligible companies/ agencies participating in this EoI for an in-person presentation.

5. Terms & Conditions

a) Submission of an EOI indicates the applicant's consent to abide by the terms of the EOI process and subsequent bidding process. Non-compliance may result in rejection.

b) Misrepresentation of facts in the EOI will lead to disqualification, and the EOI will become TCOE India's property. Applicants grant TCOE India the right to use submitted content for evaluation purposes.

c) TCOE India reserves the right to accept or reject any EOI without providing a reason. No contractual obligations arise from the EOI process.

d) Any attempt to influence the evaluation process will result in rejection of the EOI.

e) TCOE India is not liable for EOIs not received on time due to delays or holidays.

f) TCOE India may verify the information provided and reject EOIs with inaccurate or inappropriate content at any stage of the process.

g) Applicants are deemed to have:
a. Reviewed the EOI document and any updates.
b. Assessed all factors affecting their EOI.
c. Notified TCOE India of discrepancies or errors in the EOI before the submission deadline.

h) Applicants bear all costs associated with submitting the EOI, including presentations or POCs. TCOE India will not reimburse any costs.

i) Applicants must promptly notify TCOE India of any material changes in ownership, financial, or technical capacity and provide relevant documents.

j) Shortlisted applicants cannot advertise their selection without TCOE INDIA's prior written consent.

k) Details in the EOI may be elaborated further in the RFP issued during the evaluation process.

l) TCOE India may cancel the EOI process at any time without incurring liability. Reasons may include:
  i. Services are no longer required.
  ii. Scope of work is unclear due to unforeseen factors.
  iii. The project is not in TCOE India's best interest.
  iv. Any other reason.