

## Request for Proposal (RFP)

# Strategic Alliance in India for creation of Sustainable Impact

**Date of Issuance:** May 15, 2025

**Issuing Organization:** [Inkludo Impact Foundation](#)

**Contact Person:** Meera Siva, CEO. [meera@inkludoimpact.org](mailto:meera@inkludoimpact.org)

### 1. Introduction

Inkludo Impact Foundation (hereinafter referred to as "**Inkludo**") is a US-based non-profit organization dedicated to unlocking capital for social enterprises to drive positive impact in underserved communities.

We are seeking to collaborate with a strategic partner in India with deep experience in supporting and scaling social enterprises across key sectors such as agriculture, environmental sustainability, and healthcare ("**Partner**"). The partnership is envisioned as a multi-year collaboration, governed by a broad memorandum of understanding (MOU), with specific projects and work packages to be defined and agreed upon periodically. The alliance will focus on strengthening enterprise capacity, facilitating access to resources, and building enabling ecosystems, including innovative financing support mechanisms.

This Request for Proposal (RFP) invites eligible organizations to submit proposals outlining their qualifications, experience, and proposed approach to collaborate with us in launching our social impact program in India and supporting the social enterprises to scale through on-ground support.

### 2. Background of Inkludo

Inkludo transforms lives by unlocking capital and enabling access to markets for social enterprises. We aim to create sustainable systems to address critical challenges such as poverty, inequity and other sustainability challenges – one social entrepreneur at a time.

Our mission is timely and essential due to a few key issues, which include:

1. **Rising Social Innovation:** Local entrepreneurs are developing scalable solutions in various key sectors. Inkludo identifies and supports these pioneers in sustainable and innovative agriculture practices, energy efficiency, healthcare, waste management, affordable housing, sustainable mobility, water solutions, and gender inclusion.
2. **High Demand for Capital:** The need for financing is unprecedented, and local financial institutions struggle to meet it. Our partnerships focus on enabling access to the necessary support and resources to empower growth in financial access .
3. **Localized Collaboration Models:** Inkludo creates a blended capital pool that leverages local markets.
4. **A Scalable Model for Lasting Impact:** As foundations and philanthropists seek sustainable, high-impact models, Inkludo provides a pathway to create self-sustaining ecosystems.

### 3. Objectives of the Collaboration

The primary objectives of this collaboration are to:

- **Identify and Develop a Pipeline of Scalable Social Enterprises:** Leverage the Partner's network and expertise to identify high-potential social enterprises in sectors including agriculture, sustainability, and healthcare that can **that can benefit from strategic support for growth.**
- **Facilitate Access to Diverse Growth Resources:** Enable selected social enterprises in accessing appropriate mentorship, funding, and market linkages.
- **Capacity Development:** Offer comprehensive support to social enterprises, including business development, market access, and on-ground implementation assistance.
- **Support End-User Financing:** Explore and implement mechanisms to facilitate financing for the end-users of the social enterprises' products or services, where relevant.
- **Build a Sustainable Ecosystem:** Contribute to strengthening the overall ecosystem for social enterprise growth in India through knowledge sharing, capacity building, and fostering collaboration among stakeholders.

#### 4. **Areas of Collaboration**

This collaboration is envisaged to be based on shared goals and complementary strengths. The MOU will contain the specific details and the broad areas of collaboration which include, but are not limited to:

- **Pipeline Development:**
  - Identifying and vetting potential social enterprises on agreed-upon criteria.
  - Conducting due diligence on selected enterprises.
  - Preparing investment readiness assessments.
- **Financing Enablement:**
  - Support enterprises social enterprises in exploring financing options.
  - Assist enterprises through financial documentation and lender engagement.
- **On-Ground Support:**
  - Shortlisting promising social enterprises / startups
  - Providing tailored incubation/acceleration support to selected enterprises.
  - Facilitating market access linkages and partnerships.
  - Providing on-ground technical assistance for implementation and scaling.
- **Ecosystem Building:**
  - Participating in relevant industry events and forums.
  - Sharing best practices and insights.
  - Contributing to research and knowledge products.
- **Data Collection / evaluation:**
  - Profiling, verification, monitoring, evaluation including assessing robustness of impact for outputs and outcomes.
  - Creating measurement frameworks, practices and strategies.
- **Knowledge sharing:**
  - Identifying and sharing insights / knowledge on the best market practices.
  - New methods of scaling impact, covering impact measurement frameworks, project implementation & management strategies, financing instruments.

- Studying the effectiveness of competing approaches and on-ground challenges.

## 5. **Partner Requirements and Qualifications**

Inkludo seeks a mission-aligned partner in India to establish a strategic alliance based on complementary strengths. Under this collaboration, the intention is for both parties to act as preferred partners for one another, and where aligned, prioritize joint participation in grant opportunities and collaborative initiatives furthering their shared mission.

Interested mission-aligned organizations must demonstrate the following minimum qualifications:

- **Experience:** A minimum of ten (10) years of demonstrable experience working directly with social enterprises in India, with a focus on agriculture, healthcare and sustainability related sectors.
- **Incubation/Acceleration Expertise:** Proven track record of successfully supporting social businesses through their incubator or accelerator programs, evidenced by growth, impact, and sustainability of supported enterprises.
- **End-User Financing Knowledge:** Experience in designing or supporting end-user financing solutions relevant to the target sectors.
- **Diverse Network:** Strong and established networks with a diverse range of stakeholders in India, that can be leveraged to expand financing access for social enterprises.
- **Market Access Building:** Demonstrated ability to effectively build market linkages and facilitate access to customers and value chains for social enterprises.
- **Pipeline Generation:** Proven capacity to identify and attract a consistent pipeline of high-potential social enterprises that are ready for and can effectively benefit from strategic support for scaling their impact.
- **Staff Expertise:** In-house team with expertise in business development, financial analysis, and on-the-ground support for social enterprises.
- **On-Ground Support Capacity:** Established infrastructure and team to provide effective on-the-ground support and mentorship to social enterprises in different locations in India.
- **Financial Stability:** Demonstrated financial stability and operational capacity to manage a multi-year strategic partnership.
- **Alignment of Mission and Values:** A clear alignment with Inkludo's mission and values of fostering social impact through sustainable enterprise development.

## 6. **Proposal Submission Guidelines**

Interested organizations are requested to submit a comprehensive proposal that includes the following sections:

- **Organization Profile:**
  - Legal name, address, and contact information including website and social media details.
  - Brief history, mission, and values of the organization.
- **Relevant Experience:**

- In working with social enterprises in relevant sectors (provide annual report).
- Evidence of successfully supporting hundreds of businesses through incubation and/ or acceleration programs (key achievements and impact stories).
- Description of experience in strategic support for innovative businesses.
- **Diverse Network and Market Access:**
  - Overview of your network of relevant stakeholders in India, including types of institutions and key contacts (summary, no need for detailed contact lists).
- **Pipeline Development Strategy:**
  - Strategy for attracting a pipeline of scalable social enterprises for strategic growth.
  - Criteria and processes for conducting due diligence on potential enterprises.
- **Proposed Approach to Partnership:**
  - Your vision for the strategic partnership with Inkludo.
  - Proposed approach to collaborating on the objectives outlined in Section 3.
- **Team and Expertise:**
  - Detailed profiles of key team members who would be involved in this partnership, highlighting their relevant experience and expertise.
- **Monitoring and Evaluation:**
  - Your approach to monitoring and evaluating the progress and impact on supported social enterprises.

## 7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Relevance and Depth of Experience:** Demonstrated experience working with social enterprises in the specified sectors and a track record in incubation and/ or acceleration in India.
- **Strength of Network and Market Access Capabilities:** Breadth and depth of relationships with varied stakeholders relevant to social enterprise scaling and proven ability to build market linkages.
- **Quality of Pipeline Development Strategy:** Clear and proven track-record for identifying and attracting suitable social enterprises.
- **Clarity and Feasibility of Proposed Approach:** Well-articulated vision for the partnership and a practical approach to achieving the objectives.
- **Expertise and Capacity of the Team:** Qualifications and experience of team members in on-ground implementation, liaising with social enterprises and impact measurement.
- **Alignment of Mission and Values:** Demonstrated commitment to social impact and alignment with Inkludo's mission.
- **Data-driven approach:** Commitment to continuously refine performance, make informed decisions, and increase positive impact on the communities served through data collection, evaluation and feedback.

## 8. Timeline

- **RFP Release Date:** May 15, 2025
- **Deadline for Questions:** May 21, 2025

- **Proposal Submission Deadline:** May 23,2025
- **Shortlisting of Candidates:** May 28,2025
- **Interviews with Shortlisted Candidates:** May 29-31, 2025
- **Partner Selection Announcement:** June 2,2025
- **Commencement of Partnership (Anticipated):** June 9, 2025

9. **Questions and Clarifications**

Interested organizations may submit written questions or requests for clarification regarding this RFP to the Contact Person listed in Section 1 by the deadline specified in Section 8. Responses to all substantive questions will be shared with all applicants.

10. **Submission Instructions**

Proposals must be submitted electronically in PDF format to the email address provided in Section 1 by the Proposal Submission Deadline specified in Section 8. Please clearly indicate "RFP Response - Strategic Alliance in India" in the subject line of your email.

11. **Disclaimer**

Inkludo Impact Foundation reserves the right to:

- Accept or reject any or all proposals received.
- Amend or withdraw this RFP at any time.
- Negotiate with any of the respondents.
- Award the partnership to the organization that is deemed to be most advantageous to Inkludo and its objectives.
- Not be obligated to select any respondent.
- Request additional information or clarification from respondents.

All costs incurred in preparing and submitting a proposal are the sole responsibility of the applicant organization. Submission of a proposal implies acceptance of the terms and conditions outlined in this RFP.

We look forward to receiving your proposal and exploring a mutually beneficial collaboration to support the growth and impact of social enterprises in India.

**Sincerely,**

Meera Siva,  
CEO, Inkludo Impact Foundation