

CENTRE FOR CATALYZING CHANGE (C3)

REQUEST FOR PROPOSAL

(RFP)

**Career Guidance, Psychometric Assessment, Competency Mapping and
Counselling Support for Adolescent Girls (Classes 9–12) in Selected Districts of
Jharkhand**

Issued under the System Change Initiative (Project PF149)

RFP Reference No.	<i>PNR-PF149.05.08.01-2026-27-090</i>
Date of Issue	<i>01.09.2026</i>
Submission Deadline	<i>15 September 2026, 5:00 PM IST</i>
Issuing Organization	Centre for Catalyzing Change (C3)
Implementation Geography	<i>24 Districts, Jharkhand</i>

CONFIDENTIAL — FOR THE ATTENTION OF PROSPECTIVE BIDDERS

1. Invitation to Agencies

The Centre for Catalyzing Change (C3), in partnership with the Jharkhand Education Project Council (JEPC) under the System Change Initiative, invites proposals from qualified organizations to design and implement a Psychometric Assessment, Competency Mapping, and Counselling planning for adolescent girls in Classes 9–12 across selected districts of Jharkhand.

The selected agency will support girls in identifying their aptitudes, interests, and competencies through evidence-based assessments and personalized career guidance, enabling informed decisions on education, skills development, and future career pathways. Organizations with proven expertise in psychometric assessment, competency mapping, career counselling, and large-scale programme implementation 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 Jharkhand, C3 partners with the Jharkhand Education Project Council (JEPC) to strengthen secondary and higher secondary education through gender-responsive interventions that enable adolescent girls to make informed educational, career, and life choices.

3. Project Goals and Objectives

3.1 Goal

To empower adolescent girls in **Classes 9–12** across selected districts of Jharkhand with evidence-based insights into their aptitudes, interests, and competencies, enabling them to make informed decisions about education, skills development, career pathways, and future livelihoods.

3.2 Objectives

- Conduct evidence-based psychometric assessments, including aptitude, interest, and psychosocial screening, for adolescent girls in the target grades using age-appropriate and school-friendly assessment tools.
- Develop individualized competency profiles and personalized career pathway recommendations based on each participant's assessment outcomes.
- Generate consolidated and disaggregated analytical reports, along with recommendations and a system capacity-building plan, to support C3 and JEPC in strengthening career guidance and future programming for adolescent girls in Jharkhand.

4. Scope of Work / Services Required

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

4.1 Psychometric Assessment

- Administration of a validated aptitude and vocational-interest assessment suitable for adolescents in a school setting.
- Administration of a brief, validated psychosocial screening (e.g., self-esteem and resilience) to identify factors influencing a girl's likelihood to act on the guidance received.

- A clear methodology for administering assessments that accounts for variable school infrastructure and connectivity, including a non-digital fall-back option where necessary.

4.2 Competency Mapping and Pathway Documentation

- Consolidation of assessment results into a competency-mapped profile for each girl.
- A career-pathway resource kit or toolkit that participating schools can reuse with subsequent cohorts.

4.3 Data Management, Consent and Reporting

- A data-protection and consent protocol appropriate for working with minors, aligned with the Digital Personal Data Protection Act, 2023.
- Individual-level data shared only with the student herself and, with consent, her school counsellor; aggregated data shared with C3 and JEPC for reporting.

4.4 Roles and Responsibilities

Agency Responsibilities

- Develop and finalize assessment tools and study instruments in consultation with C3.
- Conduct training of the field team on study protocols, ethical considerations, and administration of assessment tools.
- Undertake data cleaning, analysis, and interpretation.
- Prepare a comprehensive analytical report, executive summary, and presentation (PPT) highlighting key findings, recommendations, and implications for programming and policy.

Responsibilities of C3

- Coordinate and oversee field-level data collection.
- Design, deploy, and manage the Computer-Assisted Personal Interviewing (CAPI) platform.
- Facilitate approvals and coordination with state, districts, schools and relevant government stakeholders to support implementation.

5. Technical & Methodological Expectations

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

- **Open-Source Solutions:** Prefer reliable, cost-effective, open-source or freely licensed assessment tools over proprietary platforms.
- **Offline-Capable Technology:** Deploy assessments through lightweight Android/web applications with offline functionality and secure data synchronization, supported by a paper-based backup where necessary.
- **Localisation:** Ensure all tools and counselling materials are available in simple Hindi, with local language support for tribal communities wherever required.
- **Data Privacy & Child Protection:** Comply with the **Digital Personal Data Protection (DPDP) Act, 2023**, ensuring informed consent, confidentiality, and secure handling of student data.

6. Key Deliverables & Outcomes

The assignment will be implemented over a **three-month period**. The selected agency will be responsible for delivering the following key outputs:

- **Digital Assessment Platform:** A bilingual (Hindi/English) psychometric assessment system integrating aptitude, interest (RIASEC), self-esteem, resilience, and life-skills assessment modules.
- **Individual Competency Profiles:** Personalized competency reports and career pathway recommendations for each participating girl, highlighting strengths, educational choices, vocational opportunities, and relevant scholarship schemes.

- **Project Coverage:** Successful implementation of baseline competency profiling for a minimum of **5,000 adolescent girls** across multiple districts of Jharkhand.
- **Capacity Building Toolkit:** Training for teacher-counsellors, supported by a comprehensive counselling manual and resource toolkit to ensure sustainability beyond the project period.
- **Consolidated Report & Policy Brief:** A comprehensive analytical report with disaggregated findings, key insights, and actionable recommendations to support C3 and JEPC in strengthening future career guidance programmes and policy decisions.
- **Longitudinal Tracking:** Agencies are encouraged to propose a study design that enables longitudinal tracking of at least **50% of the participating adolescents** over a period of **2–3 academic years**, subject to project continuity and appropriate consent. The methodology should include a feasible strategy for participant tracking, data management, and follow-up assessments. This will enable C3 and JEPC to generate longitudinal evidence on changes in competencies, educational and career choices, and the sustained impact of career guidance and counselling interventions.

Agencies should propose **realistic, measurable, and evidence-based outcomes** with clearly defined 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 (society, trust, Section 8 company, or private limited company) with at least three years of operating history.
- Demonstrated prior experience in at least one of: career guidance, psychometric assessment, competency mapping, or counselling support for adolescents in an educational setting.
- Field capacity to operate across multiple districts, including locally recruited field staff where required.
- A child-safeguarding policy, or willingness to adopt C3's child-safeguarding requirements, given that all direct beneficiaries are minors.
- 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 technical/counselling lead paired with an organization providing programme management and field administration) 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 12.

8.1 Technical Proposal

The technical proposal must include:

- Understanding of the assignment and the problem it addresses.
- Organizational profile and relevant experience, including at least two references from comparable prior assignments.
- Proposed methodology and assessment framework, including the specific instruments to be used and the rationale for their selection.
- Team composition and CVs of key personnel, clearly identifying who is responsible for technical/psychometric quality and who is responsible for programme management.

- Proposed district/school selection approach and implementation plan.
- Work plan and timeline, mapped to the milestones in Section 11.
- Data protection and child-safeguarding protocol.
- A clear statement of scope limitations — what the proposed budget and timeline can and cannot deliver — rather than open-ended promises.

8.2 Financial Proposal

The Financial Proposal shall include:

- A detailed, itemized budget covering all cost components, including personnel, assessment tools and technology, 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 the project scope (e.g., districts, schools, and number of beneficiaries).
- Organizational overheads must be presented as a separate budget line and **shall not exceed 10% of the total project cost**.

9.3 Format

- Technical proposal: maximum 15 pages, excluding CVs and annexures.
- Financial proposal: submitted as a separate document/sheet.
- Proposals must remain valid for 90 days (15 days Can be extended subjected to department protocol/Approval) from the submission deadline.

10. 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 with adolescent girls / education in India	20%	20
Soundness and appropriateness of proposed methodology and assessment framework	30%	30
Qualifications and relevant experience of proposed key personnel	20%	20
Implementation plan, timeline realism, and district/school selection approach	15%	15
Sustainability plan (training of trainers / handover to school staff)	10%	10
Data protection and child-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 L1, compliant cost receives the highest financial score, with other compliant bids scored proportionally against it — weighted at 30% of the final combined score.

11. Indicative Project Timeline

The project is slated to commence immediately upon vendor selection and contract finalization. The implementation calendar below outlines the expected milestones:

Project Period	Key Milestones & Deliverables
Month 1	Inception meeting; signing of formal agreement; joint finalization of target districts and schools; software design freeze; localization of digital tools into Hindi; completion of digital application development and testing; rollout of compressed Training-of-Trainers (ToT) for school teacher-counsellors; commencement of baseline competency mapping camps.
Month 2	Completion of baseline competency profiling for all 5,000 girls; deployment of the digital platform across all target schools; commencement and continuation of group career counselling sessions using localized WHO life skills modules; ongoing monitoring and technical support; initiation of feedback camps.
Month 3 (15 days Can be extended subjected to department protocol/Approval)	Completion of feedback camps; generation and digital distribution of Personalized Pathway Notes (PPNs) for all beneficiaries; continuation and completion of group counselling sessions; light-touch mid-term outcome audits on selected sub-samples to assess implementation quality and process health; submission of consolidated progress report and project completion documentation.

12. Submission Instructions

- **Submit to:** procurement@c3india.org
- **Subject line:** "Proposal – Career Guidance & Counselling Support, Jharkhand – [Agency Name]"
- **Deadline:** 15th of September' 26, 5:00 PM IST. Proposals received after this deadline will not be considered.
- **Queries:** Written questions only, submitted by 10th 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), Ranchi Jharkhand.

13. 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 a 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 Agency, will be treated as confidential by both parties.

- The selected agency will be required to comply with C3's child-safeguarding policy and the Prevention of Sexual Harassment (POSH) Act, 2013, and to ensure all field staff working directly with minors 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 involving student data.
- Agency must disclose any actual or potential conflict of interest in their 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.
- **Intellectual Property:** All materials, software components, data repositories, 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 entire six-month duration, without unilateral substitutions.

14. Statement

Every year, thousands of adolescent girls across Jharkhand move through Classes 9 to 12 without a clear, evidence-informed sense of what they are good at, or a structured way to act on it. Closing that gap is not a testing exercise — it is a question of whether a girl leaves school with a plan she believes in and the confidence to follow it. We are looking for a partner who understands that distinction and can deliver against it, at scale, in the field.

If your organization has that combination of technical rigour and field capacity, we would welcome your proposal. We look forward to reviewing your submission and to the possibility of working together.