

VAMA SUNDARI INVESTMENTS (DELHI) PRIVATE LIMITED

(An HCL Group Company)

Corporate Office: A9, Sector 3, Noida - 201301, U.P, India

Dadri Development Program

Vama Sundari Investments (Delhi) Pvt. Ltd. (An HCL Group Company)
invites Proposals from NGOs (Non-Government Organisations) for UJJWAL
DADRI under 'Dadri Development Program'

RFP released by	Vama Sundari Investments (Delhi) Pvt. Ltd. (An HCL group company)
Program name	Dadri Development Program (DDP)
Date of posting	26 th May'2025
Last date for query submission	30 th May'2025
Last Date to Apply	2 nd June'2025
Location	Dadri, Gautam Buddha Nagar

Dadri Development Program team is seeking proposals from qualified organizations (preferably NGO) to design, implement, and evaluate an approx. 18-months scale-up program for UJJWAL DADRI¹. The goal of this project is to empower communities in 18 villages of Dadri block, Gautam Buddha Nagar specially youth through awareness creation.

Request for proposal (RFP) from Non-Government Organizations (NGOs) working to address Substance use.

RFP Code: DDP/SS/05/2025

¹ Ujjwal Dadri is a coordinated initiative aimed at informing and educating community members on substance abuse. Ujjwal Dadri enhanced knowledge and understanding of key health issues, while encouraging individuals to take proactive steps to safeguard their well-being in these areas.

DISCLAIMER

- I. This document is being published to enable the applicant to make an offer for the selection of an implementation partner /NGO for a project regarding intervention on Alcohol & Tobacco Use, focusing on Awareness Creation through Community Engagement among the population of select villages in Dadri, Uttar Pradesh.
- II. This document neither constitutes nor should it be interpreted as an offer or invitation for the selection of the Implementation Organization described herein.
- III. This document is meant to provide information only and upon the express understanding that recipients will use it only for the purposes set out above. It does not purport to be all-inclusive or contain all the information about the 'Implementation Partner' (IP) or be the basis of any contract. No representation or warranty, expressed or implied, is or will be made as to the reliability, accuracy, or the completeness of any of the information contained herein. It shall not be assumed that there shall be no deviation or change in any of the herein-mentioned information. While this document has been prepared in good faith, neither the Dadri Development Program (DDP) team, nor any of HCL Corporation Ltd. officials or subscribers make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions here from.
- IV. By acceptance of this document, the recipient agrees that any information herewith will be superseded by any subsequent information on the same subject made available to the recipient by or on behalf of the Dadri Development Program team. DDP team reserves the right, at any time and without advance notice, to cancel or annul this RFP process, change the procedure for the selection of an Implementation partner or any part of the interest, or terminate negotiations before the signing of any binding agreement/contract with successful bidder. There shall be no requirement on the part of the DDP team to communicate the reasons for annulling the RFP process nor shall it be liable to any party on any account.
- V. Accordingly, interested recipients should carry out an independent assessment & and analysis of the requirements of the information, facts, and observations contained herein.
- VI. This document has not been filed, registered, or approved in any jurisdiction. Recipients of this document should inform themselves or/ and observe any applicable legal requirement.
- VII. This document constitutes no form of commitment on the part of the Dadri Development Program team. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed process
- VIII. When any proposal is submitted under this RFP, it shall be presumed by the DDP team that the implementation partner has fully ascertained and ensured its eligibility to provide required services, under the respective governing laws and regulatory regimen, and that it has the necessary approvals and permission, and suffers no disability in law or otherwise to act as such.

About Vama Sundari Investments (Delhi) Pvt. Ltd.:

Vama Sundari Investments (Delhi) Pvt. Ltd. is committed to its Corporate Social Responsibilities in many ways. The management has a strong belief that the Company should share its gains/profits with the society in which it is operating. The Management has an outstanding record of undertaking various social /developmental initiatives aimed at empowering communities. In pursuit of its mission under its CSR (Corporate Social Responsibility) Policy the Company has outlined a community development program for Dadri Region.

Spearheaded by the HCL Enterprise leadership team, Vama Sundari Investments (Delhi) Pvt. Ltd. CSR initiative - Dadri Development Program (DDP) is aimed at making Dadri comprehensive development of Dadri Block of Gautam Buddha Nagar District of Uttar Pradesh. The objective of DDP is to drive positive transformation in beneficiaries of target communities thereby creating healthier as well as empowered communities in the Dadri region. To execute this, the Vama Sundari Investment (Delhi) Pvt. Ltd. focuses on a range of sectors namely education (community sports), health, youth skilling, agriculture, social safety & security, livelihood, and nature conservation.

Background

Alcohol and tobacco use pose significant public health challenges, often normalized despite their links to serious health risks and social harm. Field interventions reveal an urgent need to shift beyond traditional methods, emphasizing preventive education, youth engagement, and community-driven awareness. Initiatives such as cultural events, school outreach, and peer-led campaigns can dispel myths, reduce stigma, and promote healthier choices. A collective, informed approach is key to curbing the long-term impact of alcohol and tobacco use across generations.

About Intervention on Alcohol & Substance Use

Alcohol and tobacco consumption remain two of the most pressing yet often underestimated public health concerns globally. Despite widespread evidence linking these substances to over 8 million deaths annually, their use continues to be normalized across socio-economic groups and age brackets [World Health Organization, 2022]. Alcohol use contributes to more than 200 disease and injury conditions, while tobacco remains the single most preventable cause of death worldwide, accounting for approximately 7 million deaths each year.²

In India, the burden is comparably alarming. Nearly 29% of the adult population consumes tobacco in some form, and about 15% engage in alcohol use, with a rising trend observed among adolescents and young adults³. The economic cost of tobacco use alone is estimated at ₹1.82 lakh crore annually, primarily due to healthcare expenditure and productivity loss [Indian Council of Medical Research,

² WHO Global Status Report on Alcohol and Health, 2018; WHO Report on the Global Tobacco Epidemic, 2021

³ Global Adult Tobacco Survey-2 India, 2016-17; National Family Health Survey-5, 2019-21

2020]. Simultaneously, alcohol-related harm has surged, with states reporting increased instances of domestic violence, accidents, and non-communicable diseases⁴.

In Uttar Pradesh, the landscape is both complex and urgent. The state ranks among the top five in tobacco use, with 35.4% of adults reported as current users. Alcohol use prevalence remains lower in comparison to southern states, yet reports indicate growing incidence among rural youth and urban slums, exacerbated by easy access and low cost⁵. Furthermore, state-level health systems face challenges in screening and providing early interventions for substance use, resulting in delayed care and social marginalization.

This intervention recognizes the critical need to move beyond reactive strategies. It advocates a proactive, multi-pronged approach centered on preventive education, adolescent empowerment, and culturally relevant communication. A data-driven, community-led response is essential for altering behavioral norms, dispelling social myths, and mitigating the intergenerational impact of substance use. This initiative positions prevention at the core of public health strategy—transforming awareness into sustained behavioral change.

About the project

The Dadri Development Program (DDP) identified escalating substance abuse, particularly tobacco and alcohol as a critical public health issue. This problem impacts physical health, mental well-being, and the socio-economic fabric of the community. Ujjwal Dadri Phase-II (the scale-up initiative) strategically extends its developmental footprint across a mix of legacy and newly inducted villages within the Dadri Block. This phase represents a calibrated scale-up of our earlier interventions, designed to deepen community impact in ten legacy villages⁶ while systematically expanding awareness reach to eight newly identified villages.

The project will focus on awareness generation, behavioural change, and community-led solutions. Emphasis will be placed on engaging youth, educators, parents, and frontline workers through education, counselling, capacity building, and community mobilization to establish a long-term response mechanism along with proper counselling and treatment of individuals.

Objectives:

- Raise awareness about the health risks of alcohol and tobacco use
- Educate communities (especially youth) on peer pressure resistance, decision-making, and coping mechanisms
- Empower youth through peer education, sports, and leadership activities
- Train teachers, SHGs, PRIs and frontline workers to recognize and respond to substance use and mental health issues
- Establish a referral and support ecosystem, including linkages to counselling and de-addiction services
- Strengthen institutions (schools, PRIs, SHGs) for sustained community-based interventions
- Promote a healthy and informed lifestyle
- Inclusion of mental Health as a component of the implementation strategy

⁴ Ministry of Social Justice and Empowerment, 2021

⁵ National Family Health Survey-5, 2020-21

⁶ Those villages where phase I intervention took place

Invitation for the proposal

Inviting qualified & experienced NGO to submit proposals for the development and implementation of Ujjwal Dadri – Phase II (Intervention on Alcohol & Tobacco Use, focusing on Awareness Creation through Community Engagement) in 18 villages of Dadri, Gautam Buddha Nagar. This program aims to address the pressing issue of alcohol & tobacco use by raising awareness among community members and youths while establishing a functional referral system. The list of activities should be separate for old and new villages keeping in mind that our approach in old villages will focus on deepening community engagement and scaling the awareness campaign to broaden the impact, in the new villages.

NGO eligibility criteria

- Organisations with proven experience in executing similar projects Priority for organizations with expertise in similar geographical areas, especially in Uttar Pradesh/Delhi NCR
- Proficiency in comprehending alcohol & tobacco related challenges, covering demand reduction and harm reduction. Skilled in collaborating with community as well as government partners, and designing tailored awareness programs engaging community youth
- Financial stability and adeptness in efficiently managing project funds
- Proven record of accomplishment of successful projects, with a focus on community engagement and awareness
- Capability to tailor campaigns to diverse demographics, with a special emphasis on youth involvement
- Established partnerships or willingness to collaborate with local NGO team, influencer / community counterparts
- Transparent reporting mechanisms and accountability in line with CSR standards. Alignment with corporate values and CSR goals
- Capacity to measure and demonstrate the impact of campaigns through relevant metrics
- Robust capacity for monitoring and evaluating program activities/outputs/outcomes (MEL framework design & execution)
- Commitment to delivering measurable and sustainable impact
- Strong alignment with the Dadri Development Program's (DDP) mission and objectives

Scope of Work

The selected organization/ NGO will be responsible for:

- Facilitating Mid line & End line assessments in legacy villages and baseline & end line assessments in the new villages, thus gaining insights on the prevalence of alcohol and tobacco use and their correlation with mental health outcomes

- Devise youth engagement strategy including a peer educator model (2–4 per village), sports tournaments, formation of youth clubs and leadership training to foster awareness, dialogue, and advocacy around alcohol and tobacco use
- Conducting awareness sessions, art competitions, and psychosocial support training for teachers who will educate students on alcohol and tobacco use risks, encourage creative expression, and strengthen early mental health response
- Community-level interventions including Nukkad Nataks in high-footfall areas, conduct regular meetings to promote collective ownership of youth health, mental health camps for screening and referrals, SHG mobilization for household-level awareness, and collaboration with PRIs to enhance accountability and limit substance access
- Targeted social media campaigns through various creative ways/mediums to deploy the challenge of alcohol and tobacco use norms and promote prevention among adolescents and youth
- Ensure SHGs and VHSNCs engagement to institutionalize community support mechanisms, and youth-led advocacy groups
- Integrate mental health sessions, tele-counselling services, strengthen referral systems linking them to rehabilitation centers
- Dedicate crisis helplines, and facilitation of community-based support groups with access to behavioural therapy
- Establish partnerships with community leaders and local organizations
- Monitoring and evaluating the program's progress and impact through framework with means of verification for project progress and updates on regular basis
- Providing regular reports to the core program team/ DDP on program activities and outcomes

Target Geographies: 18 villages in Dadri block of Gautam Buddha Nagar district, Uttar Pradesh

Key Project Success Indicators

- Measurable percentage increase in knowledge related to alcohol and tobacco use, peer pressure, and mental health across all targeted age groups
- A significant percentage of youth trained as peer educators or youth champions, with several youth-led initiatives successfully implemented at the community level
- Active collaborations with a diverse range of stakeholders, including Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), schools and healthcare institutions
- Notable number of individuals referred to counselling services, de-addiction centers, and mental health facilities as part of the program's support mechanism
- Multiple schools, SHGs, and families actively engaged in structured awareness activities conducted under the intervention
- Reported decline in the intention to use or initiation of substance use among adolescents
- A high percentage of beneficiaries and community leaders express satisfaction with the program and demonstrate willingness to continue the intervention independently
- Several teachers trained to effectively deliver education and provide psychosocial support within their institutions

Evaluation and Selection of the 'Implementation Partner /NGO'

Organizations interested in submitting a proposal must meet the following eligibility criteria:

- Demonstrated experience in conducting awareness campaigns pertaining to alcohol and tobacco use
- Alignment with Dadri Development Program's mission.
 - Adherence to the project objectives and scope of work
- Proven experience in engaging rural or urban communities on this subject.
- Having due recognition from relevant authorities of impactful work in the subject area.
- Capability to conduct training and workshops for service providers.
- Engaging community based key resource persons as stakeholders/volunteers
- Capacity to monitor, evaluate, and report program outcomes efficiently
 - Demonstrated ability to reach and impact target communities.
 - Ability to deliver appropriate reports on project activities & outputs (weekly/monthly)
- Adequate financial and administrative capacity to manage program funds
 - Cost-effectiveness and budget alignment
- Ability to deliver measurable and sustainable impact
- Creativity and innovation in proposed strategies

Proposal Submission: Interested organizations are invited to submit their proposals by 2 June, 4:00 PM

Proposals should include the following:

- Cover letter outlining the organization's qualifications and interest
- Detailed program design and implementation plan
 - Highlighting the key activities of the project
 - Proposed project presentation outlining output, outcome indicators and timelines
- Need assessment /Situational Analysis⁷, Baseline, Mid line & end line, human impact stories, Impact assessment plan
- Budget proposal, including a breakdown of costs (as per the 'Annexure - B' shared in the RFP)
- Resume or profiles of key personnel involved
- References from previous similar projects
- Annexures as mentioned in the RFP document

Contact Information: All inquiries regarding this RFP and submission of the proposal in response to this RFP should be made to Ronnie Clive Francis via email to ronnie.francis@hcl.com (CC: ddevelopmentprogram@gmail.com)

Selection Process: Proposals will be evaluated based on their alignment with the program objectives, feasibility, cost-effectiveness, and the qualifications of the proposing organization. Shortlisted NGOs may be invited for a detailed presentation.

- **Submission Details & Deadlines:** All proposals must be submitted as per the prescribed Proposal Format along with [Annexure A \(Cover page info\)](#), [Annexure B \(Budget\)](#), [Annexure C \(Gantt Chart\)](#) and [Annexure D \(Past work experience and report\)](#)

⁷ For new villages

Terms & Conditions

- **Duration of the project:** Duration of the project will be approximately 18 months
- **Deadline:** Proposals received after the designated deadline may be subject to rejection by Vama Sundari Investments (Delhi) Pvt. Ltd.
- **Validity:** The proposal must remain valid for a minimum of eight (8) months from the date of receipt by Vama Sundari Investments (Delhi) Pvt. Ltd.
- Reputed NGOs must submit their proposal as per the prescribed Proposal Format along with:
 - [Annexure A \(Cover page info\)](#)
 - [Annexure B \(Budget\)](#)
 - [Annexure C \(Gantt Chart\)](#)
 - [Annexure D \(Past work experience\)](#)
 - Details of the organizations where work for similar interventions has been concluded including different intervention strategies and their outputs deployed by your organization to address substance use in different settings.
 - Any reports published (public domain) within the past 3 years.

Annexure A: Cover Page Info

Proposal format

Cover Page: The following details are to be included in the proposal (document to be submitted wherever applicable:

i.	Organization Name (as per registration certificate)
ii.	Registered Address (as per registration certificate)
iii.	Correspondence Address
iv.	Website
v.	Contact Person
vi.	Mobile no / E-mail ID of Contact Person
v.	Registration details: Registration No., Act under which registered, State, date of registration
vi.	Unique CSR Registration Number
vii.	PAN Number
ix.	Does the organization have 80G Certificate
x.	Does the Organization have a 12A Certificate
xi.	Does the Organization have an FCRA Certificate
xii.	Does HCL & your organization have had any previous partnership?
xiii.	Does the organization have audited Accounts & Balance Sheets for the last three years, indicating receipts, payments, closing balance, income-expenditure statements
xiv	List of Trustee and Directors and Board members and Managing Committee

XV Provide prior experience details in tabular format in reaching out to Communities on substance use in Uttar Pradesh/Delhi NCR please mention details

Annexure B: Budget

Proposals must adhere to the attached budget template, providing a detailed breakdown of each line item and its sub-line-item costs, accompanied by clear budget explanatory notes. Additionally, please include the terms of payment and a tentative timeline. Failure to submit proposals in the prescribed format may result in rejection. Late submissions after the specified due date and time will not be considered.

Annexure B : BUDGET FORMAT			
Sr. No	Budget Item	Total Budget (INR)	Remarks (e.g.)
A	Non-Recurring		
A.1	Office set up, locally (temporary)		includes furniture/stationary/ equipment. Complete detail of all equipment (Make/Model/Count/Ageing etc.) to be mentioned including applicable AMC charges if any.
Total		-	
B	Recurring		
B.1	Salaries		This has to be mentioned in sub-parts like charges for Program Coordinator, Trainers, Mobilisers, and Resource Person. Please note that offer letter, salary slips, and bank transfer details need to be shared by the selected partner
B.1.1	Project Manager		
B.1.2	Project Coordinator/MLE Assistant		
B.1.3	Resource Person		
B.1.4	Mobilizer		
B.1.5	Any Other		Kindly mention their contribution
Sub- Total (B)		-	
C	Program Activity Costs		
C.1	Awareness creation tool (Nukkad Natak / Miking /etc).		*List of items/materials to be shared separately with clear specifications and rates along with refreshments.
C.2	Training for Stakeholders (Front Line Workers/Key Opinion Leaders/etc)		*Mention the number of sessions and batch size / cost of resource person / venue cost / refreshments

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C.3	Community Engagement (Incentives/appreciation token for community leaders or influencers involved in the campaign)		
C.4	Event Expenses		*No of events and cost per event to be mentioned
C.5	Liaising & Public Relation Charges		
Sub- Total (C)			
D.	Knowledge Management		
D.1	Situational / Need Analysis ⁸		*Need to provide the details
D.2	Baseline - End line/ Impact and Assessment Report		
D.3	Impact Case Stories /Video		*Impact video duration should be mentioned
Sub-Total (D)			
E.	Communications cost		
E.1	Cost for hand-outs/books etc for beneficiaries, stakeholder/ volunteer's training/ capacity buildings		*No of booklets to be mentioned
E.2	Development of promotional/branding material for outreach activity-flex, banners, pamphlets, standees etc.		*All specifications and quantity for handouts/books, flex, banners, and other supplies should be provided.
E.3	Media Management		*Social / Print Media updates platforms to be mentioned
Sub-Total (E)			
F.	Travels		
F.1	Travel cost for Program staff		Travel expenses for the entire project team for the duration of the program. Need to specify the mode of transport, applicable distance, and Expense Limit as per designation
G.	Workplace Maintenance Expense		Please share a clear cost breakup with complete details. Add other cost heads if required
G.1	Rent		
G.2	Electricity		
G.3	Water & Refreshment		
G.4	Internet connectivity		

⁸ For new villages

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G.5	Others		
Sub Total (G)			
H.	Additional		
H.1	Contingency		Please specify the applicable % and value of both
H.2	Administration / Program Management Charges	-	
Sub Total (H)			
BUDGET TOTALS		-	

Proposed budget & subcomponents are based on anticipated activities. We welcome adjustments from subject matter experts for optimal project execution.

Annexure C: Approach, Methodology, and GANTT Chart

Organizational Understanding of the Objectives of the Project. Detailed approach & and methodology to execute the project including work steps, and Gantt chart.

The Gantt Chart must detail the comprehensive list of activities proposed in the proposal along with a tentative timeline. An indicative list of activities is given in the table below. NGOs may make the required changes as needed.

S No.	Activities
A. Introductory	
A1	Hiring of Personnel
A2	Office Setup (temporary)
A3	Situational analysis ⁹
A4	Baseline survey / Report drafting
B. Program Execution	
B1	Orientation session for service providers and resource person
B2	Field team orientation /capacity building
B3	Awareness /media Campaigns, IEC content development
B4	Education Workshop, Youth Sensitization
B5	Govt Program Linkages, community partnerships
B5	Referral Mechanism
B6	Event
C. Closure	
C1	End line Survey, Report Development, Outcome Mapping,
C2	Impact Video, Testimonials /Case Stories
C3	Project Closure Reports

Proposed timeline based on anticipated activities. We welcome adjustments from subject matter experts for optimal project execution

⁹ For new villages

Annexure D (Past work experience)

- Details of the organizations where work for similar interventions has been concluded including different intervention strategies and their outputs deployed by your organization to address substance use in different settings.
- Any reports published (public domain) within the past 3 years.

Contract/Project Award: The contract will be awarded to the organization whose proposal best meets the criteria outlined in this RFP.

The most competitive proposal is requested. It is anticipated that the contract will be awarded based on merit of the proposal. However, Vama Sundari Investments (Delhi) Pvt Ltd. reserves the right to request responses to questions and conduct negotiations with any NGO before awarding a contract.

Rejection of proposal: This document is a request for proposals only, and in no way binds Vama Sundari Investments (Delhi) Pvt Ltd. to make an award. Vama Sundari Investments (Delhi) Pvt Ltd. reserves the right to reject any and all offers received and/or to cancel the RFP. Vama Sundari Investments (Delhi) Pvt Ltd. will not be obliged to either inform or provide a justification for rejection of proposals.

Incurring costs: Vama Sundari Investments (Delhi) Pvt. Ltd. will not be liable for any cost incurred during preparation, submission, or negotiation of an award for this RFP.

Financial responsibility: Proposals must certify the financial viability and adequacy of resources of the agency/organization to complete the proposed assignment within the agreed period and in conformity with the agreed terms of payment. Vama Sundari Investments (Delhi) Pvt Ltd. reserves the right to request and review up to the last three financial statements and audit reports including schedules and annexures, as part of the basis of the award if required.

All inquiries and submissions should be directed to ronnie.francis@hcl.com
(CC: ddevelopmentprogram@gmail.com)

The DDP team looks forward to receiving proposals from qualified organizations and working together to sensitize communities through awareness generation, capacity building and referral services and hence resulting in reduction in the prevalence of alcohol and substance use in Dadri, contributing to overall community well-being.

Proposal Submission deadline: 2nd June' 2025

This strategic intervention is anchored in community resilience and behavioural change. It strengthens grassroots capacity through youth leadership and stakeholder engagement. By addressing root causes and promoting informed choices, it fosters long-term impact. Together, we envision a healthier, substance-free future for Dadri.