

REQUEST FOR PROPOSAL (RFP) Agri AI Collect Deployment in Kharif 2026-2027

Closing Date for Submission

June 15, 2026, at 23:59 PM

I. INTRODUCTION

LEHS is a charitable organization in India whose purpose is to offer basic health and education for the poor. LEHS in furtherance of charitable objectives through its flagship programs Wadhvani AI which aims to build equitable and sustainable systems by making quality primary healthcare available and accessible to the underserved population and to bring the benefits of modern AI technology to underserved populations by building and deploying AI solutions for social impact across domains such as healthcare, agriculture, governance and education in India. LEHS aims to promote the integration of technologies, particularly in emerging domains like artificial intelligence and innovations into the Indian mainstream primary healthcare, education, and agriculture systems through a partnership with the State and National Government, apex institutions, international agencies, and private sector partners e.g. innovators, social enterprises and other ecosystem contributors in line with its stated objectives for the betterment of society particularly focusing on projects of national and social significance.

Wadhvani AI, a unit of LEHS, focuses on developing, deploying and evaluating artificial intelligence solutions to address critical social challenges in India, particularly in domains such as healthcare, agriculture, and education.

LEHS aims to promote the integration of technologies, particularly in emerging domains like artificial intelligence and innovations into the Indian mainstream primary healthcare, education, and agriculture systems through a partnership with the State and National Government, apex institutions, international agencies, and private sector partners e.g. innovators, social enterprises and other ecosystem contributors in line with its stated objectives for the betterment of society particularly focusing on projects of national and social significance.

This RFP is intended for deployment with multiple partners on the field for data collection in Marathi language and annotation during the Kharif 2026 season.

II. BACKGROUND

India's agriculture sector is driven by over **93 million smallholder farming households**, with nearly 90% owning less than 2 hectares of land ([NDTV Profit](#)). While schemes like **PM-KISAN** offer income support ([Wikipedia](#)), smallholders still face barriers to accessing premium markets. **Certifications** such as India Organic and [GLOBALG.A.P.](#) are essential economic tools—organic produce can fetch **20–50% price premiums**, and the organic market nearly doubled from ₹169 crore in 2017–18 to ₹330 crore in 2022–23 ([Mint](#)). However, **manual and inconsistent data practices** delay audits and exclude many farmers from timely certification. To tackle this problem among many others in the agriculture data ecosystem, India is rolling out **AgriStack**, a national digital agriculture infrastructure, with **over 3.7 million Farmer IDs** created and **Digital Crop Surveys** deployed in **436 districts** ([Indian Express](#), [AgriStack](#)).

The current ecosystem is fragmented, analog, and heavily reliant on manual processes. Farm-level data—critical for audits and certification—is often recorded by hand, lacks standardization, and is frequently incomplete or backfilled after the fact. Field workers, NGOs, and certification bodies struggle with disparate reporting formats, linguistic barriers, and data inconsistencies that make verification cumbersome and time-consuming. The implications are significant:

- **Auditors spend excessive time validating claims**, often through costly physical inspections and farmer interviews. ([Mongabay](#))
- **Certifying agencies face mounting pressure** from international regulators due to inconsistent data quality. ([Optimize IAS](#))
- **Farmers are frequently excluded** from timely certifications, missing out on seasonal market windows and associated economic benefits. ([101 Reporters](#))
- **India's credibility in global agri-trade** is at stake—as seen in recent EU actions tightening import rules on Indian organic products due to traceability concerns. ([European Commission, 2021](#))

To address these challenges and enable scalable, verifiable digital records, Wadhvani AI is initiating a large-scale deployment effort during the **Kharif 2026-2027** season. This deployment will involve on-the-ground data collection and annotation by identified partner agencies in the state of **Maharashtra** to collect data in **Marathi** language. Participating agencies will be responsible for executing the deployment with farmers, and are expected to propose the number of farmers they can effectively reach and support during this season.

This RFP invites multiple highly qualified agencies, including Agricultural Universities, Krishi Vigyan Kendras (KVKs), CGIAR institutes, NGOs, Farmer Producer Organizations (FPOs), and CSR foundations to participate in the pilot deployment by conducting **field-level data collection and annotation**. Selected partners will be compensated for their deployment activities, and further details regarding scope, targets, deliverables, and payment terms will be outlined in the subsequent sections of this document.

Note: We're not charging any fee from the farmers or implementing partners in this case.

III. Overview of Geography

Geographies	Languages	Crops
Maharashtra	Marathi	Crop Agnostic
Or any other state in India where the partner wishes to collect data in Marathi language	Marathi	Crop Agnostic

IV. SCOPE OF WORK

The selected partner will:

- Onboard **10,000** farmers facilitating app download, registration, and usage, enabling farmer diary completion, and supporting **1,000** AgriAI certifications.
- Mobilize and onboard farmers, extension workers, and supervisors.
- Support app download, registration, and application usage.
- Train extension workers in certification-aligned form-filling. This training will emphasize the use of the application's audio-based Q&A functionality as focus for completing certification-aligned 'forms' or data fields.
- Assist farmers in capturing real-time crop cycle data with a focus through audio-based question-and-answer sessions.
- The collected data, through Q&A, must adhere to a predefined data schema to ensure consistency and facilitate downstream processing for certification and ML model training.

- The data collected, specifically through the audio Q&A format post-processing, must be in a state ready for submission to certification bodies with a possibility of minor correction at org's end' processes, ensuring it meets all relevant audit requirements.
- Monitor data quality and provide supervision.
- Collect user feedback from at least **10% of users** to inform future improvements of the Agri AI Collect application and underlying ML models.

Data Annotation of the collected audio data

The implementation partners will be required to support the annotation and quality correction of collected audio data through a Human-in-the-Loop process. For this purpose, the field teams shall allocate one or two dedicated resources to assist with data validation, correction, and annotation of audio recordings and associated field data to ensure accuracy and alignment with project standards. The rigorous annotation and quality correction process is critical not only for certification but also for generating high-quality training data to continuously improve the accuracy and performance of Wadhvani AI's ML models.

V. Timeline and Milestones

Milestone	Description	Timeline	Payment (₹, excluding GST)
Milestone 1	10,000 Farmers should complete the training, App download, registration, and one type of form completed	by August 2026	Up to 40
Milestone 2	50% of forms filled (mid-season) + at least 50% data collection in audio format for the forms created for 10,000 farmers	By September 2026	Up to 50
Milestone 3	100% completion of the farmer diary for the 10,000 farmers	By December 2026	Up to 40
Milestone 4	Feedback from 10% of users who have completed the 100% farmer diary	by December 2026	Up to 50

Total Incentive per Farmer: Up to ₹180 + 18% GST. Payments will be made milestone-wise upon verification from the LEHS backend system.

VI. Required Deliverables

1. Quantitative Deliverables

a. Farmer Onboarding and Usage

- Ensure that **>10,000 users** (farmers/Extension workers/Field facilitators) actively use the mobile application during the crop season.

- ii. Minimum 2000 farmers onboarded to the Agri AI Collect application.
 - iii. 100% completion of digital Farmer Diaries for onboarded farmers.
 - iv. At least 50% of the collected data (mid-season forms) in audio format.
 - v. At least 10% of users (farmers and extension workers) are submitting feedback
- b. **Data Collection Volume**
- i. Specify the total number of crop cycle data points/forms collected per farmer throughout the season.
- c. **Certification Readiness**
- i. Number of farmers with complete, auditable data sets ready for certification submission.
 - ii. (Post-project) Number of farmers who successfully obtained certification based on the collected data. [Please check and add if it's a possibility otherwise skip].
- d. **Team Deployment**
- i. Number of extension workers and supervisors deployed by the agency.
 - ii. Number of dedicated resources allocated for extracted data from audio data annotation and quality correction

2. Qualitative Deliverables

- a. **Data Quality and Validation**
- i. Short progress reports, detailing inconsistencies, common errors, and corrective actions taken during data collection and annotation at the time of raising invoice at a particular milestone
 - ii. Evidence of a monitoring and supervision mechanism for data quality
- b. **User Experience and Product Improvement**
- i. Consolidated qualitative report of user feedback from farmers and extension workers, identifying key themes, pain points, usability insights, and suggestions for application and ML model improvement at the time of raising final invoice.
 - ii. Actionable insights derived from user feedback and data quality analysis to guide future enhancements of the Agri AI Collect application and ML models
- c. **Certification Compliance**
- i. Documentation or proof submission that the collected data was successfully submitted and taken forward for submission for certification to relevant certification bodies' processes (e.g., Organic, Regenerative, NPOP).
- d. **Training Effectiveness**
- i. Qualitative assessment of the effectiveness of training provided to extension workers on certification-aligned form filling and audio-based Q&A data collection.

e. Data Collection, Certification Compliance, and Reporting Requirements

- This audio data must be collected through structured question-and-answer interactions with farmers aligned with the agency's current data collection requirements.
- Compliance with certification requirements, specifically demonstrating that the digitally collected farmer data (including audio-derived data) is suitable for submission for certification audits.
- Complete crop cycle data collection for all onboarded farmers, encompassing all required data points as defined in the application's data schema.
- Completion of **X** number of forms per farmer for specific crop cycle.
- Keep records of training undertaken and submit a **regular Monthly report** to track the training conducted, application downloads, and usage **in the given format in Annexure I**.

VII. Field Evaluation Report

A detailed report should be submitted, including the following details

Methodology

- Approach for farmer onboarding, training, and engagement
- Process for **digital Farmer Diary data collection (text + audio + image)**
- Measures for ensuring **data quality and completeness**

Coverage

- Language/s, areas and crops included for deployment
- **Users** – number of extension workers/ farmers dashboard users, involved and forms completed

Challenges

- Application issues (usage, form filling, audio capture, sync)
- Network/connectivity constraints
- Field-level challenges (farmer participation, data accuracy)
- Operational issues (training, supervision, coordination)

Key Insights – main findings and important takeaways

- Key learnings from deployment
- Trends in farmer participation and data collection
- Insights on **data quality and reliability**

Feedback

- Plan for ensuring at least $\geq 10\%$ **users (farmers/extension workers)** provide feedback.
- Feedback to be collected using a shared link.
- Feedback on the usability of the application.
- How easy it is to use the application?
- How easy is it to understand what the app has given as the feedback after an image is submitted by the user?

Note: The agency should refrain from collecting any type of Personally Identifiable Information (PII) of any app user through our application.

VIII. Proposal Submission Guidelines

Your proposal must include the following details:

- A description of the process for ensuring that the template created on the Agri AI Collect portal for audio-collected data is structured and submitted in a format acceptable for relevant certification bodies (e.g., Organic, Regenerative, NPOP, or any similar).

- Plan for providing actionable insights from user feedback that can drive product and ML model enhancements.
- Example of a data quality report or feedback analysis report from previous projects (anonymized)
- Number of farmers and extension workers targeted for the implementation this year.
- Number of completed digital Farmer Diaries targeted for this year.
- Number of farmers who will be eligible for certification.
- Status update on whether these farmers obtained certification.
- Team size vs. implementation numbers (farmers and extension workers).
- Certification program(s) for which the application will be used (e.g., Organic, Regenerative, NPOP).
- Monitoring and supervision mechanism for ensuring data quality.
- Plan for ensuring at least 10% of users submit feedback.

VII. Who Can Apply

- Agencies engaged in agricultural data collection for certification purposes
- Minimum 2000 farmers onboarded to the Agri AI Collect application.
- Non-profit or farmer-welfare organizations with minimum 3 years of experience in agricultural data collection and certification facilitation, like, BCI, organic, NPOP, or regenerative agriculture for farmers.
- Fluency in Marathi dialects used in Marathi -speaking states for accurate data annotation.
- Proven ability to manage large-scale farmer outreach.
- Compliance with DPDP Act, 2023.

Submission Details

- All responses to this RFP must be received no later than **June 15, 2026**. The proposal should be submitted only through e-mail in PDF format addressed to the Procurement Team in the below-given e-mail id: rfp.lehs@wadhwaniai.org. The email's subject line must contain the reference number and title of the **RFP 3.0 -AgriAI Collect Deployment in Kharif 2026-2027 – WIAI (Name of the Agency)**.
- Any proposals received by Wadhvani-AI after the deadline for submission of proposals prescribed in the timeline of this document are liable to be rejected.

VIII. Mandatory Enclosure

Please submit the following as enclosures or attachment with your quotation. Bidders must provide all the information requested below. Quotations that do not provide the required information and certificates, or do not follow the submission requirements may not be reviewed.

- Company Profile, testimonials, work completion reports, purchase orders, reference (NGOs).
- GST registration certificate.
- PAN registration
- TAN registration.
- Audited Financials for last three years.

- Income Tax Return for last three years.
- Cancelled cheque.
- Copy of registration documents/certificate and most recent renewal as a legal entity.
- Preferably Private Ltd company and has sound business records.

Bidders selected by the LEHS may be asked for their presentations after reviewing technical proposals and negotiations.

If bidders do not hear from LEHS within two weeks of the closing of the RFP, consider your proposal not selected. LEHS reserves the right to reject any or all proposals at any given time without giving any justification or response to the bidders.

All responses to this RFP must be received no later than **June 15, 2026**. The proposal should be submitted only through e-mail in PDF format addressed to the Procurement Team in the below-given e-mail id: rfp.lehs@wadhwaniai.org

For clarifications and queries, please direct all queries to rfp.lehs@wadhwaniai.org by June 10, 2026.

Note: Only shortlisted vendors will be contacted for presentations or negotiations. If you do not hear from us within two weeks of submission, consider your proposal not selected. LEHS reserves the right to reject any or all proposals and to negotiate terms and conditions with the selected vendor.

X. EVALUATION CRITERIA FOR TECHNICAL PROPOSAL

Financial proposals will only be evaluated for participants who qualify in the technical evaluation. The financial assessment will consider several key criteria: the total cost, a detailed cost breakdown, cost reasonableness, cost-effectiveness, and the proposed payment terms. Furthermore, the financial stability of the participating organization will be a factor.

Crucially, all participants must demonstrate compliance with the Digital Personal Data Protection (DPDP) Act, 2023, specifically in the responsible collection, storage, and usage of students' personal data.

Domain	Component	Evaluation Criteria
Technical Proposal	Understanding of Scope	Clarity in understanding project targets: onboarding 10,000 farmers, facilitating app download, registration, and usage, enabling farmer diary completion, and supporting 1,000 Agri AI certifications
	Deployment Strategy	Practical approach for farmer mobilization, app installation, registration support, and ensuring first-time use within the defined timeline

	Implementation Plan for Milestones	Detailed execution plan to achieve project milestones, including app onboarding, mid-season diary entries, final completion, and certification targets
	Farmer Engagement Strategy	Mechanisms for motivating farmers to regularly update their diaries, participate in the platform, and complete the required entries
	Data Quality Assurance	Processes to ensure accuracy and completeness of farmer diary entries, including monitoring of audio, text, and Image submissions
	Monitoring & Reporting	Systems for internal monitoring of field activities, milestone tracking, progress dashboards, and periodic reporting to the project team
	Training Plan for Field Staff	Plan to train field coordinators on app usage, farmer onboarding, diary form filling, audio entry guidance, and troubleshooting
Organisational Profile & Experience	Relevant Experience	Experience working with farmer networks, FPOs, NGOs, or government programs in agriculture or digital extension
	Experience in Digital Agriculture Projects	Prior implementation of mobile applications, farmer advisory platforms, or digital data collection tools
	Work Samples / References	Submission of relevant project documentation, case studies, or testimonials demonstrating successful implementation
Team Composition & Capacity	Field Implementation Team	Strength and structure of proposed team including field coordinators, supervisors, and trainers
	Experience of Key Personnel	Relevant experience of proposed team members in agriculture extension, farmer engagement, or technology deployment

	Capacity for Large-scale Farmer Outreach	Ability to onboard, train, and manage field teams capable of engaging 10,000 farmers within the project timeline
Compliance & Safeguards	Data Privacy & Security	Measures to ensure protection of farmer data and responsible handling of personal information
	Ethical Engagement with Farmers	Transparent communication with farmers, informed participation, and responsible use of collected data

*(Note: Scoring will be done on a scale of 0 to 1 (0.00 – Not addressed / Incorrect
0.25 – Limited clarity, 0.50 – Basic understanding, 0.75 – Good clarity with minor gaps
1.00 – Fully clear and well defined)*

XI. DATA PRIVACY AND PII PROTECTION

1. All PII will be stored securely in compliance with the DPDP Act, 2023.
2. All PII used for model training will be anonymised or masked before further processing.
3. The agency must strictly adhere to the provisions of the Digital Personal Data Protection (DPDP) Act, 2023, as Wadhvani AI is also fully compliant with this law.
4. The agency shall be fully responsible for ensuring the privacy, security, and protection of all personal data involved in this project. Any data leakage, unauthorised access, or misuse—whether by the agency or any third-party platform it engages—will be considered a breach of the DPDP Act. In such cases, the agency will be held accountable and subject to any legal or contractual consequences arising from such violations.

Annexure I

Monthly Progress Report Template – Agri AI Collect

1. Partner Details

Field	Information
Organisation Name	
Reporting Period	From: ____ To: ____
State	
Districts	

Talukas / Villages	
Crops Covered	
Organisation Contact Person	
Email	
Phone No.	

2. Farmer Onboarding & Participation

Metric	Target	Achieved (This Period)	Cumulative
Number of Farmers Onboarded			
No of Extension Workers Onboarded			
Active Users (using Agri AI Collect)			
No of Farmers who have started Data collection activity			
No of Farmers with 100% Diary Completion			

3. Data Collection Progress

Metric	This Period	Cumulative

Total Forms Filled		
Avg. Forms per Farmer		
No Of Mid-season Forms Completed		
% Data Captured in Audio Format		
No of Audio Entries Recorded		

Note: Use dashboard/system data wherever applicable.

4. Training/s Conducted

Date	District	Taluka	Village	Crop	Participants	Trainer Name	Evidence Link

Brief

(Include total trainings, farmers trained, participation trends, gender ratio, etc.)

Summary:

5. Field Monitoring

Activity	Count	Evidence Type	Link
Field Visits Conducted		Geo-tagged photos	
Random Verification Checks		Field notes	

Data Quality Checks		Sample entries/screenshots	
Audio Data Validation completed		Audio samples	

Note (A separate drive link will be shared with the onboarded agencies)

6. Certification Readiness

Metric	Count
Farmers with Complete & Auditable Data	
Farmers Eligible for Certification Submission	
Data Sets Submitted for Certification	

7. Farmer Feedback Collection

Metric	Count
Feedback Responses Collected	
% of Total Users	

8. Key Challenges (*Brief – Bullet Points*)

- Issues in app usage (form filling, audio capture, sync, etc.)
- Network/connectivity challenges (mention locations if any)
- Farmer participation or engagement issues
- Data quality/completeness challenges

- Any operational or training-related challenges

9. Corrective Actions Taken (*Brief – Bullet Points*)

- Additional trainings conducted
- Field support provided to farmers
- Data validation and correction measures
- Process improvements implemented

10. Plan for Next Month (*Brief – Bullet Points*)

- Trainings planned
- Villages/areas to be covered
- Target farmer onboarding
- Data collection and completion targets

11. Declaration

"We certify that all activities reported above were conducted as per protocol and supporting evidence has been uploaded to the shared repository."

Authorized signatory

Name

Designation

Date

