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

**Closing Date for Submission**

**April 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 Wadhwani 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.

Wadhwani 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 Hindi and Marathi 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, Wadhwani 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 states of **Uttar Pradesh**, **Uttarakhand**, **Rajasthan**, **Maharashtra**, and **Madhya Pradesh** and any other state(s) the partner wishes to collect data in **Hindi** and **Marathi** languages. 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 |
|---|---|---|
| Madhya Pradesh | Hindi | Crop Agnostic |
| Maharashtra | Marathi | Crop Agnostic |
| Uttrakhand | Hindi | Crop Agnostic |
| Uttar Pradesh | Hindi | Crop Agnostic |
| Or any other state in India where the partner wishes to collect data in Hindi and Marathi languages | Hindi & Marathi | Crop Agnostic |

## IV. SCOPE OF WORK

The selected partner will:

- Onboard **20,000** farmers facilitating app download, registration, and usage, enabling farmer diary

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completion, and supporting **2,000** 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 Wadhwani AI's ML models.

## V.    Timeline and Milestones

| Milestone | Description | Timeline | Payment (₹, excluding GST) |
|---|---|---|---|
| Milestone 1 | 20,000 Farmers should complete the training, App download, registration, and one type of form completed | by July 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 20,000 farmers | By September 2026 | Up to 50 |
| Milestone 3 | 100% completion of the farmer diary for the 20,000 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 |

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**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**
      i. Ensure that **>20,000 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 date 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 **≥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)***

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***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 and Hindi dialects used in Marathi and Hindi-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 ==April 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 2.0 -AgriAI Collect Deployment in Kharif 2026-2027 – WIAI (Name of the Agency).**

- Any proposals received by Wadhwani-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 attachments with your quotation. The agency must provide all the information requested above in section VII. 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, and reference (NGOs).

- NGOs need to provide a valid CSR-1 issued in favour of the NGO by the MCA.

- GST registration certificate.

- PAN & TAN registration.

- Audited Financials for the last three years.

- Income Tax Return for the last three years.

- Cancelled cheque.

- Copy of registration documents/certificate and the most recent renewal as a legal entity.

- Preferably a Private Ltd company with sound business records.

- Authorised signatory letter.

- Conflict of interest declaration.

- Contact person details.

- Memorandum of Association & Articles of Association (or Trust Deed / Bye-laws as applicable).

- List of Governing Body Members/Board Members of the organisation.

- 12A and 80G Registration Certificates and Revalidation Document.

- PF, ESI, and Professional Tax Registration Certificates (if applicable).

- Finance Policy, HR Policy, Anti-Sexual Harassment Policy, Procurement Policy, and any other relevant internal policies.

- List of Pending Litigation/Cases against the Entity (if any).

- Latest TDS Return filed (Form 26Q and 24Q).

- GSTR filings for the last 3 returns (if applicable).

- Sample Audited Utilization Certificate (UC) submitted to any donor for CSR Funding.

- Audit Report in Form 10B/BB for the last 3 years.

- Foreign Contribution (FC) Audited Financials for the last 3 years (if applicable).

- FCRA Returns (FC-4) for the last 3 years (if applicable).

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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 <mark>April 15, 2026.</mark> 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 <mark>by April 10, 2026</mark>.**

*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 **20,000** farmers, facilitating app download, registration, and usage, enabling farmer diary completion, and supporting **2,000** 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 **20,000 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 Wadhwani 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 | | |

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| | | |
|---|---|---|
| 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**                                                     **Summary:**
(Include total trainings, farmers trained, participation trends, gender ratio, etc.)

# 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 | |

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| 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

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## 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