

REQUEST FOR PROPOSAL

Digital Commerce, Brand Identity & Social Media Enablement — Bhoongaadi Organic Farmers Producer Company Ltd, Dantewada, Chhattisgarh

Reference	DSC/MMP/RFP/2026/CG-Dantewada	Budget ceiling	INR 3,00,000 incl. all taxes
Released	17 September 2026	Queries by	21 September 2026
Submission deadline	25 September 2026, 5:00 PM IST	Duration	12 months from October 2026

1. Background & Objective

The Development Support Centre, under the Miracle Millet Project supported by GIZ–Welthungerhilfe, strengthens millet-based livelihoods and market access for smallholder and tribal farmers through FPOs. This RFP is for Bhoongaadi Organic Farmers Producer Company Ltd, Dantewada, which aggregates, processes and markets millets and allied organic produce under its own registered brand.

We are looking for a team to take over and improve the FPO's existing e-commerce website, set up WhatsApp business messaging, consolidate the brand identity, and run social media and field storytelling for twelve months. The aim is commercial — bring customers who have never heard of kodo or kutki to understand the product, trust its origin and buy from the FPO's own website — and leave behind an FPO team able to run all of it alone.

DSC funds the professional service only. It does not manufacture, sell, distribute, act as marketer of record, collect sales proceeds or guarantee any product or transaction. Licences, registrations, taxation, fulfilment, refunds and grievances remain with the FPO; sales proceeds go directly to the FPO's own account. CA/legal confirmation on the arrangement, including FCRA compatibility, will be obtained before contracting.

Not in scope — do not price these

Packaging and label design · product photography · IndiaMART or other B2B marketplace listings · website build from scratch (the site exists and functions) · paid advertising spend of any kind.

2. Eligibility — pass/fail gate

- Valid GST registration and a registered office address anywhere in India, with documentary proof. There is no state restriction on who may apply.
- Minimum 3 years in digital marketing, branding or e-commerce enablement, with a portfolio — mandatory.
- At least one live e-commerce website built or managed by the applicant (URL), and three published reels (links).
- Named individuals who will do the work, with CVs. Hindi essential; Halbi or Gondi an advantage. FPO, agri or organic experience preferred, not mandatory. Applicants able to reach Dantewada easily, or with a presence in Chhattisgarh or a nearby state, get additional preference at evaluation — but this is a preference, not a condition. DSC wants a compact, agile team, not a large agency.

3. Scope of Work — 12 months

3.1 E-commerce website: takeover & improvement (Month 1–2)

The WooCommerce site exists and works — domain, hosting, catalogue, cart and checkout are live, load speed 0.27s. Take handover, report defects in writing, then deliver: SEO optimisation · checkout and payment gateway integration in the FPO's name settling to the FPO's bank account, with GST-compliant invoicing (FPO GSTIN, correct HSN, correct CGST/SGST/IGST by delivery state) · improved product detail pages for every SKU · upsell and cross-sell · My Account and customer account workflow · training on order management · post-launch technical support.

3.2 WhatsApp Business API: basic order flow (Month 1–2)

Meta Business Manager in the FPO's name with the FPO as owner, Business Verification, API on an FPO number. Three workflows firing automatically from website events — order confirmation, cancelled order, re-order nudge — with Meta-approved templates in Hindi and English. Training on configuring messages for events and sale periods. 3.1 and 3.2 together should not need more than two months.

3.3 Amazon & Flipkart onboarding (Month 2–3)

- Seller account registration on both platforms in the FPO's name, using the FPO's GSTIN, PAN, FSSAI licence, bank account and pickup address.

- Grocery category approval on both platforms. This depends entirely on a valid FSSAI licence in the FPO's exact registered name, matching the GST registration character for character — it is the step that most often delays projects of this kind and it cannot be accelerated.
- Amazon Brand Registry using the FPO's registered trademark, and Flipkart brand approval.
- Product listing and cataloguing for every SKU on both platforms, with all mandatory compliance fields — FSSAI number, net quantity, manufacturer and packer details, country of origin, date of packing and best-before period. Images are supplied by the FPO (Section 5).
- Fulfilment, shipping and returns configuration in line with what the FPO can actually honour, and account management support for the first three months after go-live.
- Three genuine test orders per platform, taken through to settlement in the FPO's bank account, including one return, demonstrated to FPO personnel.
- All seller accounts, Brand Registry and payment settlement in the FPO's name only. The applicant may procure this work from a specialist marketplace service provider but remains accountable for delivery.

3.4 Social media, content & field storytelling (Month 1–12)

- Month 1 set-up: baseline audit · Google Business Profile created and populated in the FPO's name · Instagram, Facebook and YouTube in the FPO's name · a written 12-month content strategy and festival calendar covering both Navratris (vrat foods), Diwali gifting, the Bastar harvest, Makar Sankranti, New Year health, summer and sowing · content approval workflow and consent register before any field shoot.
- Every month: 6 reels · 15 posts · 2 WhatsApp broadcast drafts written for that channel · every comment and DM answered within 24 working hours · calendar in advance, monthly report and review call.
- Field: 6 visits to Dantewada — one per quarter plus two timed to harvest and festival — of 2 days each, producing footage for at least 16 reels, 30 photographs and 2–3 farmer stories per visit. Millet Sisters and women-led ecopreneurs to be documented.
- Recipe content: 2 shoot days producing at least 20 recipe videos, shot in Dantewada with FPO staff or Millet Sisters; 6 of these also published as website recipe pages at no extra charge. Most urban customers do not know what kodo or kutki are or how to cook them — this is the largest barrier to purchase.

3.5 Collaborations & customer content (Month 3–12)

At least 10 collaborations with food, health, nutrition and regional-cuisine accounts, millet cafés, chefs and organic retailers — barter or product-exchange only, no cash to any influencer. Every such post carries #ad or equivalent ASCI disclosure. A customer review system: post-delivery WhatsApp request for photographs and reviews, selected customers sent samples, content reposted with permission. Samples from FPO stock.

3.6 Management, training & handover (Month 1–12)

Ongoing management and optimisation. Four hands-on training sessions — adding and editing a product, changing a price, processing an order, issuing a refund, reading analytics, taking a backup, publishing a post — accepted by competency check, the FPO staff member performing each task unassisted. FPO publishing independently by Month 9. Handover complete by end of Month 11 with all credentials transferred, leaving a month for the FPO to run it alone; 30 days transition support thereafter at no charge.

4. Mandatory Conditions

Non-negotiable, and part of the contract. A proposal that does not accept them will not be considered.

- **Raw footage ownership. All raw footage, photographs and design source files produced under this assignment are the property of Bhoomgaadi Organic Farmers Producer Company Ltd, deposited in an FPO-controlled folder at original resolution, raw and edited, within 7 days of each shoot. The consultant holds no lien or retention right over any of it, whether or not a payment is in dispute.**
- No AI-generated imagery of farmers, fields, produce or the product. AI may be used for scripting, captioning, subtitling, hashtags, layout and editing assistance only.
- Every comment and direct message answered within 24 working hours.
- A written consent record for every identifiable individual featured, with heightened safeguards where minors are present; the register is handed to the FPO with the content.
- All accounts — website, domain, Google Business Profile, Meta Business Manager, Instagram, Facebook, YouTube, payment gateway, Amazon and Flipkart seller accounts and Brand Registry — in the FPO's registered legal name with FPO-controlled email and phone. FPO holds owner rights, consultant delegated admin only. Meta Business Manager: FPO owner, consultant partner — never the reverse.

- On termination, for any reason and whether or not a sum is in dispute, the consultant shall not withhold any credential or footage, disable any asset, or redirect any domain.
- Hindi and English. Farmer voices may be in Halbi or Gondvi with Hindi and English subtitles. Platforms: Instagram, Facebook, YouTube Shorts only.

5. Inputs from the FPO

Brand identity and packaging design files with logo · product photography, 5+ images per SKU on white at 1000×1000 or higher, plus lifestyle images · a frozen SKU list with product content · FSSAI, GST, PAN, trademark certificate, bank details, FPO email and phone · field access and farmer availability · product samples from stock. The consultant's timeline for dependent deliverables runs from the date these are received. State in your proposal what you will do if they are delayed.

6. Key Deliverables

Deliverable	When	Quantity	Done means
A. SET-UP			
Website handover accepted	Month 1	1 report	Written defect report, signed off by FPO
Google Business Profile	Month 1	1	Live, fully populated, FPO is owner
Social accounts set up / optimised	Month 1	3	Instagram, Facebook, YouTube live in FPO's name
Content strategy + festival calendar	Month 1	1 document	FPO's written approval on file
Consent register + approval workflow	Month 1	1 each	In use before the first field shoot
B. WEBSITE, WHATSAPP & BRAND			
Brand identity & guideline	Month 2	1 doc + source files	FPO approval; editable source files handed over
Website improvements complete	Month 2	—	One genuine rupee settled into FPO's bank account
GST-compliant invoicing	Month 2	—	Sample invoice verified by FPO's accountant
WhatsApp API live	Month 2	3 workflows	Test order fires confirmation automatically, no manual step
Message templates approved	Month 2	6+ (Hindi + English)	Meta approval screen, templates given to FPO
C. MARKETPLACE			
Seller accounts live	Month 2	2 platforms	Both dashboards active, in FPO's name
Grocery category approval	Month 2–3	2 platforms	Written approval from both platforms
Brand Registry / brand approval	Month 3	2 platforms	Approval confirmation from both
Product listings live	Month 3	All SKUs × 2 platforms	Listing URL per SKU, all compliance fields filled
Test orders	Month 3	3 per platform + 1 return	Settlement entries in the FPO's bank statement
Marketplace training	Month 3–4	—	FPO staff processes an order end to end unassisted
D. EVERY MONTH, MONTH 1–12			
Reels	Monthly	6/month · 72 total	Published; links in the monthly report
Social media posts	Monthly	15/month · 180 total	Published
WhatsApp broadcast drafts	Monthly	2/month · 24 total	Delivered to FPO, ready to send
Response time	Continuous	—	No comment or DM older than 24 working hours
Content calendar	Monthly	12	Submitted in advance, FPO approved

Deliverable	When	Quantity	Done means
Report + review call	Monthly	12	Sessions, enquiries and orders reported (Section 8)
E. FIELD, RECIPE & COLLABORATION			
Field visits	Quarterly + 2	6 visits, 2 days each	16+ reels of footage, 30+ photos, 2–3 farmer stories each
Raw footage deposited	7 days of each shoot	All of it	In FPO folder, original resolution, raw and edited
Recipe shoot days	Month 2 and Month 6	2 days · 20+ videos	Videos delivered to FPO
Recipe pages on website	Month 3–9	6	Live and indexed in Search Console
Collaborations	Month 3–12	10+	Posts live with #ad disclosure; reach reported
F. TRAINING & HANDOVER			
Training sessions	Month 2–11	4	FPO staff performs each task unassisted
FPO publishing independently	By Month 9	—	Demonstrated before the project team
Handover complete	Month 11	—	All credentials with FPO; consultant access removed

A deliverable is complete when it is demonstrated working, not when it is reported.

7. Budget

Ceiling INR 3,00,000 inclusive of all taxes, GST and out-of-pocket expenses, for the complete 12-month scope. This is a lean, grassroots assignment, not a corporate mandate.

The share of effort below is indicative, shown as a proportion of the total so that applicants can judge where the weight of this assignment lies. It is not a fixed allocation.

Workstream	Indicative share of total
3.1 & 3.2 — Website takeover and improvement + WhatsApp API	18%
Brand identity and guideline document	7%
3.3 — Amazon & Flipkart onboarding and first-quarter account management	10%
3.4, 3.5 & 3.6 — Social media, content, field storytelling, management (12 months)	65%
Total	100%

This is open to negotiation. Applicants may propose a different split, and the final scope, quantities and allocation will be discussed and settled with the selected applicant before the contract is signed. What matters is that the proposal explains the reasoning behind its own split.

State in writing what the fee includes and what the FPO will be billed separately — domain, hosting, plugin licences, WhatsApp BSP subscription and per-message charges, with indicative annual amounts. A proposal silent on this is treated as all-inclusive. Show field visit travel and stay as a separate line with the per-visit cost.

Payment: monthly retainer in arrears against quantities actually delivered; field and shoot costs after footage is deposited; no advance beyond mobilisation; at least 15% settled against handover in Month 11. Shortfall against agreed monthly quantities may be deducted that month.

8. Performance Measurement

Followers, likes and reach are not the measure. The monthly report carries three figures: website sessions from social media and Google Business Profile, and enquiries on WhatsApp and DMs — both accountable, being within the consultant's control; and orders attributable to

them — reported but not guaranteed, since orders also depend on price, stock and fulfilment, which are the FPO's. Propose realistic monthly targets for the first two, building over the year.

9. Evaluation

Relevant experience & past work (live site and reels verified)	25%	Local presence and ability to visit Dantewada regularly	10%
Understanding of assignment, approach & methodology	20%	Financial proposal (cost-effectiveness & value)	30%
Team composition, agility & digital capability	15%	Total	100%

Section 2 eligibility is a separate pass/fail gate; an applicant failing it is not evaluated on merit. Financial marks: lowest compliant bid gets the full 30; others get $(\text{lowest} \div \text{theirs}) \times 30$. A bid above the ceiling, or without a price, scores zero here.

10. Terms

Proposal costs borne by the applicant; validity 60 days. Proposals held confidential; applicants must likewise keep RFP details and farmer data confidential. Safeguarding principles apply throughout. Product claims and public-facing material follow the agreed approval process; the FPO is responsible for product-level facts, declarations and licences, the consultant for the quality and accuracy of its own work. All brand, domain, website, social and other operational digital assets are created in and remain under the FPO's name and control; third-party material (themes, plugins, fonts, music) must be disclosed and licensed in the FPO's name, with no embedded dependency on the consultant. DSC may terminate with written notice for non-performance, accept or reject any or all proposals, amend or cancel this RFP, negotiate final scope and cost, verify documents at any stage, and use project content for reporting with consent. A written MoU will be taken from the FPO confirming its responsibility for licences, product quality, taxation, fulfilment, refunds, grievances and control of its digital accounts.

11. How to Apply

One email, all attachments, by the deadline. Incomplete submissions may be rejected without correspondence.

(1) Profile with GST certificate and registered office proof. (2) Portfolio — at least one live e-commerce URL and three reel links. (3) Methodology and execution plan, including the approach to field visits and to farmer, Millet Sisters and ecopreneur stories. (4) CVs of the people who will do the work. (5) Financial proposal as a separate document, workstream-wise, field visit cost shown separately, with the inclusions and exclusions statement. (6) Proposed monthly targets for the two accountable measures in Section 8. (7) Signed acceptance of the mandatory conditions in Section 4.

Submissions	dscmiraclemillet@gmail.com (cc: dsc@dscindia.org)	Subject line	RFP Response – Digital Marketing – Dantewada, Chhattisgarh
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