

**REQUEST FOR PROPOSAL (RFP)
For Deployment of Soybean Grain Analyser Application**

Closing Date for Submission

August 26, 2026, at 23:59

I. INTRODUCTION

NATIONAL ENTREPRENEURSHIP NETWORK (hereinafter referred to as "NEN"). NEN is a charitable Trust non-profit organization with its office at 6th Floor, Bhive Workspace, 48, Church St, Haridevpur, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka, 560001, India is an independent non-profit & cross-domain AI impact organization, based in India, developing and deploying AI solutions to create impact at scale by improving lives and livelihoods across the global south. NEN has partnered with the Central & State Governments, Ministry of Agriculture and Farmers Welfare (MoAFW), Ministry of Health, non-government organizations (NGOs), and global non-profits to ensure that our innovations will improve the lives of those who need them the most. At NEN, we take on intractable problems where technologies such as AI can potentially be transformative. We balance scientific rigor with empathy to keep the communities we are trying to help at the core of our work.

We are currently building AI-based solutions in the Agriculture, Health & Education domains such as Digital Farmer Diary, Conversational Agents for Agriculture, Pest and Disease Surveillance in Agriculture, Cough Against TB, Newborn Anthropometry, Oral Reading Fluency to name a few.

II. BACKGROUND

In the contemporary agricultural landscape in India, fair quality assessment of agriculture commodities leading to fair pricing is a critical and pervasive challenge for smallholder farmers nationwide. Local practices for determining grain quality & subsequently grain prices often rely on opaque and inequitable & non-scientific methods, leading to significant power asymmetry between buyers and smallholder farmers.

With 11.34 million acres of land dedicated to soybean cultivation, it plays a crucial role in shaping the agricultural landscape of India. Smallholder farmers depend on intermediaries and middlemen to assess the quality of the crops and decide a price for the produce. Traditional & unscientific quality assessment for soybeans involve buyers selecting a sample from a farmer's sack for assessing characteristics such as texture, shape, moisture (often determined by putting it under their teeth), presence of foreign material and color. The entire price for the farmer's soybean harvest hinges on this single sample assessment. These practices are detrimental to the farmers.

To address this challenge, we are developing an AI powered Soybean Grain Analyzer mobile application designed to empower smallholder farmers by providing a scientific, accessible, and affordable tool for quality assessment.

NEN is conducting a deployment of the Soybean Grain Analyser in 2026 aimed to empower small holder soybean farmers to get trustworthy, reliable and real-time quality assessment of their produce. This provides opportunity for fair negotiation and fair pricing to smallholder farmers including women farmers. The platform leverages smartphone-based image analysis and artificial intelligence to support objective grain quality assessment primarily for small holder farmers, farmer collectives i.e. Farmer Producer Organizations (FPOs),

Farmer producer companies (FPCs) & also create value for the market actors such as aggregators, oil processors & agri-tech platforms.

This RFP invites **multiple highly qualified agencies**, to undertake the **Deployment of Soybean Grain Analyser Application**. Through this RFP, NEN wishes to onboard multiple organisations that can together take up the deployment of Soybean Grain Analyser. Selection will be based on performance and the deliverables listed in sections IV–VI. **NEN & the selected partner will formalize the association through a service level agreement**. Selected partners will be compensated for the deployment activities, and further details regarding scope, targets, deliverables, and payment terms will be outlined in the subsequent sections of this document.

Organisations with presence in states of **Maharashtra, Madhya Pradesh** will be given preference. **Only for-profit organizations are eligible to participate in the RFP.**

III. PROJECT OBJECTIVES

1. **Farmer Outreach & training** : Training is crucial for the successful deployment and adoption of the Soybean Grain Analyzer among smallholder farmers & farmer collectives (FPOs, FPCs).
2. **On-the-Ground Deployment and Adoption**: Successfully deploy and drive the adoption of the multilingual, AI-powered mobile application, among smallholder farmers, field extension workers & farmer collectives.
3. **Women's Participation and Inclusion**: Ensure meaningful participation of women farmers in training, and mobile application usage. Strengthen women's access to soybean quality information and market price linked decision-making.
4. **Institutional Integration**: Integrate the Soybean Grain Analyser into the procurement operations of the farmer collectives. Support the use of the mobile application during actual soybean procurement transactions.

IV. SCOPE OF WORK

Note: Applying agencies must have a user base of at least 20,000 farmers.

Deployment duration: **September 2026 - January 2027**

Geographies: Maharashtra and Madhya Pradesh

Target User Base:

- Smallholder farmers (both male & female) & 150+ Farmer collectives (FPOs/FPCs).
- Farmer collectives i.e. Farmer Producer Organizations/Farmer Producer Companies
- Buyers i.e. oil processors, aggregators, agri-tech platforms etc.

Major milestones:

- **Farmer Outreach**
 - Engage **1,50,000 smallholder farmers**.
 - Ensure 50% participation (75,000 farmers) from women farmers*.
- Activities
 - Training of the field extension workers of the implementation partner(s) by NEN*.

- Training of the smallholder farmers & farmer collectives (FPOs/FPCs)* by the implementation partner(s).
- **Mobile Application Usage***
 - Onboard 80,000 unique users & conduct at-least 2 mobile application usages
 - Out of which 40,000 unique users should be women farmers.
- **Onboard farmer collectives for mobile application usage :** Aim for farmer collectives driven mobile application usage or transactions* during procurement.

○ **Role of NEN**

- NEN will share the templates for
 - Banners
 - Farmer training calendar
 - Attendance logs & a Google drive link to share the photos & videos of the field extension worker training & farmer training.
 - List of participating farmer collectives
 - Mobile application usage tracking sheet for the participating farmer collectives
 - Monthly Progress report
 - User feedback form
 - Final deployment report
- Training of the field extension workers (Train the trainer model) of the implementation partner(s) on the mobile application features, usage, troubleshooting & unique selling proposition(s).
- Development of training content (Information, Education and Communication (IEC) material), which will be shared with the implementation partner(s).
- NEN to share a soft copy of the banner in a ready to print format & the printing guidelines (font size, font type, color scheme etc.) with the implementation partner(s).
- The mode of training (virtual/in person) can be mutually agreed between NEN & the implementation partner(s).
- NEN to maintain the sources of verification that will include field extension worker training attendance logs, training photographs & videos of the training sessions. The attendance logs need to be signed by the trainer & each of the participants.
- Periodic field visits based on the tentative training calendar shared by the implementation partner(s), to provide hand holding support and for interaction with the participating farmers. Also, cold calling the participating farmers to evaluate the veracity of the farmer training data.
- Share validated data at regular intervals
 - Farmer training attendance
 - Farmers mobile application usage numbers
- Monitoring the mobile application usage via user registrations & quality assessment report generation.
- Share the monitoring & evaluation plan (baseline & endline assessment) with the implementation partner(s).
- NEN will conduct regular virtual meetings in mutual agreement with implementation partner(s) for updates on the on-field deployment progress & requirement of any handholding support.

○ **Role of implementation partner(s)**

- Share the committed number of soybean farmers (male & female) & farmer collective(s)
 - participating in farmer training
 - conducting mobile application usage
 - conducting farmer collective led transactions
- Share the farmer training calendar with details such as location (village, district, state), date of training, trainer name.
- Field extension worker training to be planned in consultation with the implementation partner(s).
- The point of contact (POC) shared for the farmer collective(s) will be considered as a user proxy for the participating farmer collectives & the mobile usages (transactions) for the same will be tracked.
- Conduct training for the small holder farmers (both male & female), focusing on female farmers* (50% female farmers) & farmer collectives, covering mobile application features and usage, troubleshooting, unique selling proposition(s) ensuring efficient adoption by the small holder farmers & farmer collectives (FPOs/FPCs).
- Share sources of verification that will include farmer training attendance logs, farmer training photographs & videos of the training sessions. The attendance logs need to be signed by the trainer & each of the participants.
- Print the banner/s locally as per the guidelines shared by the NEN team.
- To facilitate the usage of Soybean Grain Analyser mobile application among the small holder farmers (both men & women) with at least 50% women farmer participation & farmer collectives.
- Implementation partner(s) to ensure
 - timely completion of the training as per the mutually agreed timelines.
 - Achievement of the committed numbers of farmer outreach & mobile application usage.
 - committed number of farmer collective led transactions
- Collect feedback from farmers, field extension workers & farmer collectives to improve the overall application.
- Help scale the application among smallholder farmers, field extension workers & farmer collectives.
- Devise strategies in collaboration with NEN to re-engage users who become inactive*.
- Implement retention strategies to encourage continuous usage among low engagement users & geographies.
- Share monthly progress reports & final closure reports on a timely basis.

○ **Terms & Conditions**

- Total Farmers implies both male & female farmers combined growing soybean as a crop.
- The user includes small holder farmers, extension workers & farmer collectives .
- Minimum 80% attendance of the field extension workers designated for the training sessions. This will be monitored by the NEN team with support from the implementation partner(s) via photographs, videos & attendance logs of the training

sessions.

- **Each farmer household can contribute a maximum 2 farmer members (one male & one female only) for farmer training.**
- The photos & videos of the training sessions must have a timestamp (date, location & time).
- NEN & implementation partner(s) to mutually agree on the number of banners required & NEN will accordingly reimburse the implementation partner(s) on the actuals, the printing cost of the banner(s).
- **The mobile number of the user (farmers, farmer collectives & buyers) will be the unique identifier.**
- **Implementation partner(s) to ensure that only one mobile application installation from each farmer household.**
- Mobile application usage implies mobile application installation, user registration & quality assessment report generation.
- Users must possess an **Android phone (version 8.0 or above)** and a stable internet connection to participate in the deployment.
- Ensure at least **50% mobile application usage by the women farmers.**
- Each mobile application user (small holder farmer) must generate a **minimum 2 quality assessment reports (usage session)* excluding the ones generated during the farmer training sessions**, in a span of ~5 months (September 2026-January 2027).
- NEN & implementation partner(s) to mutually agree on the committed number for farmer training, participating farmer collectives & mobile application usage.
- NEN will incentivise the implementation partner(s) for
 - per farmer trained
 - app usage by the smallholder soybean farmers
 - per mobile application usage/ transaction during procurement by the farmer collectives
- The disbursement of the incentive to the implementation partner(s) will be done after assessment of the sources of verification (farmer attendance logs, photos & videos etc.) & data of application usage will be sourced & cross checked from the database logged in servers of NEN.
- In case the numbers are over & above the committed numbers, the additional numbers will not qualify for incentives.
- The implementation partner(s) who participated in previous deployment should note that the users (farmers) who conducted mobile application usage during the previous deployment (September 2025-March 2026), will not be eligible for the mobile application usage incentive. This is not applicable for the new implementation partner(s).
- **It's of critical importance for the implementation partner(s) that the existing user should avoid registering as a new user from another mobile number.**
- The implementation partner(s) must maintain complete transparency in recording farmer training attendance & facilitating mobile application usage. If any discrepancies are found between the reported data and actuals, NEN reserves the right to impose a penalty of at least **10% of the total invoice value.**
- The NEN team will conduct farmer assessments to evaluate the mobile application usage numbers of the farmers (male & female). The assessments will be done via cross checking from farmer log-in databases & cold calling the participants farmers.

- It's mandatory for the partner to achieve at least 75% of the committed target for the mentioned deliverables. In case of any deviation, NEN reserves the right to impose a penalty of at least **20% of the total invoice value**.
 - User feedback will be collected via in-app features and a form, the template for which will be shared during onboarding.
 - In the event that the implementation partner(s) does not achieve the milestones or targets as set forth in this Agreement, payments shall be made on a prorated basis, proportionate to the actual achievement of deliverables, as determined and verified by NEN. Any excess payments disbursed to the implementation partner(s) beyond the value of the prorated achievement shall be promptly refunded to NEN within thirty (30) days of written notice from NEN.
 - NEN reserves the right to conduct audits, random field visits, and cold calls to verify farmer participation, application usage, and training impact before processing payments.
 - Any discrepancy, falsification, or non-compliance with agreed milestones shall result in withholding of payments or termination of the agreement.
 - Any requests for extensions or modifications to the deployment term shall be subject to the prior written approval of the National Entrepreneurship Network ("NEN"). Such requests must be submitted by the implementation partner(s) in writing no later than one (1) month prior to the expiration of the Service Level Agreement term, which will be currently scheduled to conclude in January 2027.
- **Note:** Support from the selected agency is expected for the below activities (Non-Financial):
 - Provision of support for additional mobile application usage numbers exceeding the contractually committed incentivised mobile application usage numbers.
 - **Onboard farmer collectives for the mobile application usage**
 - NEN team to conduct baseline & endline study to assess the impact of the AI-powered Soybean grain analyser. Support of the implementation partner(s) is required to conduct the monitoring & evaluation for the project. The timeline for baseline & endline assessment & modus operandi will be shared in the due course.
 - Facilitation of Soybean Grain Analyser application installation & usage by the buyers i.e. local aggregators, oil processors in the ecosystem.

Note: **Organisations selecting multiple geographic areas covering multiple languages and all other aspects of the RFP will be given preference.*

V. TIMELINE

Activity	Timeline
Request for Proposal	August 2026
Onboarding of implementation partner(s)	September 2026
Training of the field extension team (trainers)	September 2026 (depending on the signing of a service level agreement between NEN & the selected partner)
Initiation of the on field deployment	September 2026-January 2027
Final Report Submission & closure	January 2027
Monitoring & Evaluation	Baseline Assessment: September 2026-October 2026 Endline Assessment: January 2027- February 2027

- Following the closure of the RFP, NEN would require at least 10 to 15 days to notify applicants regarding their selection for the deployment partnership.
- Post selection, the onboarding of the partners will be initiated in the month of September 2026, this would include signing of a service level agreement (SLA) between NEN & the selected partner.
- **Only for-profit entities are eligible to participate in the RFP.**

VI. REQUIRED DELIVERABLES

- **Farmer Outreach**
- **Mobile Application Usage***
- **Farmer collectives led mobile application usage/ transactions**
- **Monthly Progress report-** a regular Monthly report. Report format will be shared post partner selection & onboarding.
- **Final report** - Key activities done, total number of farmers trained, mobile application usage, challenges in training and deployment, feedback and suggestions. Report format will be shared post partner selection & onboarding.

VII. Payment Schedule

- The payment will be processed in the following stages:

Milestone	Deliverables	Payment % (of Total Indicative Incentive)	Remarks
Milestone 1: Advance	NEN shall pay to the implementation partner(s) as an advance, excluding applicable GST and other taxes. The advance payment shall be released in accordance with the terms of this agreement	20%	
Milestone 2: Farmer Training completion & mobile application usage	1. Completion of 50% of farmer training target 2. Completion of 20% target of mobile application usage	20%	1. Verified through attendance records, time stamped photos & videos of the training & capacity building sessions, periodic field visits & cold calling the participating farmers 2. Verified through an analytical dashboard. 3. Subject to verification and approval by NEN.
Milestone 3: Farmer Training completion & mobile application usage	1. Completion of 40% of farmer training target 2. Completion of 60% target of mobile application usage	30%	
Milestone 4: Farmer Training completion & mobile application usage	1. Completion of 10% of farmer training target 2. Completion of 20% target of mobile application usage 3. Final report submission	30%	

VIII. PROPOSAL SUBMISSION GUIDELINES

Your proposal must include:

1. Technical Proposal

- Understanding of scope
- Outreach numbers, and geographies
- Proposed methodology for inclusion of 50% women farmers in training and mobile application usage
- Proposed methodology for the deployment
- Proposed methodology for training
- Proposed methodology for ensuring farmer collectives led mobile application usage/ transactions during the procurement activity
- Proposed methodology for retention strategies for low-engagement users
- Data Quality Assurance
- Internal User monitoring strategy, relevant indicators for monitoring and feedback

2. Organizational Profile

- Organisational profile and capability
- Submission of relevant verification documents like PAN Card, Aadhar Card, Registration Document of the organisation
- Team composition and expertise
- Presence/availability of staff on ground
- Relevant project experience with locations and scale of user base
- Sample of similar work (if any)

3. Financial Proposal

- Cost breakdown:

NEN shall make the payments to the implementation partner(s) that will be structured as performance-based incentives linked to the following key deliverables as below:

implementation partner(s) Deliverables	Type of Farmers	Incentive Amount ₹/per farmer
Training for the farmers & Farmer collectives (FPOs/FPCs) by the implementation partner(s)	Male Farmer	40
	Female Farmer	45
Mobile Application Usage		
Min 2 usage sessions*	Male Farmer	45
	Female Farmer	53
3 or more usage sessions*	Farmer (Male/Female)	10

***excluding the ones generated during the training sessions.**

***An additional incentive amount of Rs 10/- will be provided for the farmers who will be conducting 3 or more usage sessions. There is a cap to this number which will be mutually agreed between NEN & the implementation partner(s).**

- Payments eligibility criteria - as per deliverables and payment schedule in section VI & VII

4. Compliance and Safeguards

- Data privacy and DPDP compliance : Measures to ensure protection of farmer data and responsible handling of personal information.
- Ethical safeguards and privacy protocols: Transparent communication with farmers, informed participation, and responsible use of collected data.
- The Implementation Partner shall fully comply with the United States federal law of Foreign Corrupt Practices Act of 1977 (FCPA) and all applicable anti-bribery and anti-corruption laws as mandated by the donor.

Submission Details

- All responses to this RFP must be received no later than **August 26 , 2026**. The proposal should be submitted only through e-mail in PDF format, addressed to the Procurement Team at the following e-mail address: procurement@wadhwanaii.org. The email's subject line must contain the title of the RFP: **Proposal for– Deployment of Soybean Grain Analyser Application – National Entrepreneurship Network (Name of the partner)**.
- **Only for-profit organizations are eligible to participate in the RFP.**
- Only shortlisted agencies will receive an acknowledgement and will be invited for an **e-meeting** to present their proposals.
- Any proposals received by NEN after the deadline for submission of proposals prescribed in the timeline of this document are liable to be rejected.

IX. MANDATORY ENCLOSURE

Please submit the following as enclosures or attachments with your quotation. The agency must also provide all the information requested above in section VIII. Quotations that do not provide the required information and certificates, or do not follow the submission requirements, may not be reviewed.

Due Diligence Checklist		
	Regulatory Documents & Governance	Format
1	Memorandum of Association/Charter	Scanned Copy
2	Articles of Association/Bye Laws	Scanned Copy
3	Registration Certification (Company/Society/Trust)	Scanned Copy
4	Board Resolutions and Authority Letter for signing the agreement	Scanned Copy
5	Copy of PAN card	Scanned Copy
6	GST Registration	Scanned Copy
7	MSME Certificate	Scanned Copy
8	Clientele list of the previous clients with whom the contracts were closed.	Scanned Copy
9	Last 3-year Financial with ITR and GST return Including FCRA return (if any)	Scanned Copy
10	Company Profile: Overview of your company, including experience in similar projects.	Copy

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

If bidders do not hear from NEN within two weeks of the closing of the RFP, consider your proposal not selected. NEN 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 **August 26, 2026**. The proposal should be submitted only through e-mail in PDF format addressed Procurement Team at the below-given e-mail id: procurement@wadhwaniai.org

For clarifications and queries, please direct all queries to procurement@wadhwaniai.org by August 24, 2026.

Note: Only shortlisted bidders will be contacted for further discussion. NEN 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

Criteria	1 (Weak/ Insufficient)	2 (Satisfactory/ Meets Requirements)	3 (Strong/ Exceeds)
Technical Proposal	The plan is vague, missing methodology for retention, or fails to address the target.	Clear methodology provided; addresses all scope requirements and targets.	Innovative, detailed strategy; demonstrates advanced knowledge of agriculture/AI tools.
Organisational Profile	Limited experience in the sector; lacks ground presence in MH/MP.	Relevant project experience; sufficient staffing and presence.	Proven track record with large-scale deployment; deep expertise in the target region.
Compliance & Safeguards	Missing data privacy protocols or ethical safeguards.	Clearly outlines basic DPDP compliance and ethical safeguards.	Proactive, robust data security and privacy measures; clear ethical framework.
Project Management & Reporting	Lacks transparency in reporting; misses verification milestones.	Standard reporting; adheres to templates and meets basic milestones.	Proactive real-time tracking; transparent verification; robust contingency planning.
Inclusivity & Diversity	Fails to meet 50% target; generic engagement strategies.	Meets 50% target; clear engagement plans for women farmers.	Tailored interventions for women; innovative outreach; significantly exceeds 50% target.
Financial Proposal	Unclear breakdown; costs seem unreasonable or high.	Transparent breakdown; fits within standard proposal capping expectations.	Excellent value for money; demonstrates cost-effectiveness and scalability.

Only participants in the RFP qualifying on the technical evaluation will be eligible for the financial evaluation. Financial proposals will be evaluated on criteria including total cost, cost breakdown, cost reasonableness, cost-effectiveness, payment terms, and financial stability of the participating organisation. Also, the participants should show a demonstrated compliance with the provisions of the Digital Personal Data Protection (DPDP) Act, 2023, ensuring responsible collection, storage, and use of the farmer's personal data.

X. DATA PRIVACY AND PII PROTECTION

1. Select data will be collected from the users (farmers, extension workers & farmer collectives) during the onboarding process in the Soybean Grain Analyzer application. This will include:
 - a. Name
 - b. Phone number
 - c. Gender
 - d. Age
 - e. Location
 - f. User category (farmer, farmer collectives)
 - g. Soybean Land area
 - h. Soybean Sale quantity
 - i. Agency name
 - j. Others
2. User consent must be obtained via the in-application format before the user starts using the application.
3. Deployment organisation members must explain the consent form thoroughly to farmers and solve any standing queries.
4. Collected PII data will be used by NEN to map quality assessment with the user.
5. Images and videos of users collected during the onboarding process and training sessions may be used for marketing and reporting purposes. Participating users must be informed of the same before said images and videos are recorded. Consent must be obtained via a physical form. The form template will be shared by NEN during the organisation's onboarding process.
6. If at any point, users would like to have their data deleted or withdrawn from the deployment and/or deployment program, the deployment organisation must provide them with the necessary resources to do so.

APPENDIX

1. **NEN:** National Entrepreneurship Network
2. **NGO:** Non-Governmental Organization
3. **FPO:** Farmer Producer Organization
4. **FPC:** Farmer Producer Company
5. **Implementation partner(s):** An organization engaged to support the on-ground deployment, stakeholder engagement, training, adoption, monitoring, and reporting activities for the Soybean Grain Analyser project
6. **Women farmer:** here implies 1) They own agricultural land 2) They are one of the decision makers for matters relating to production, harvesting & sale of the agricultural produce. Either of the above conditions will suffice for inclusion of a woman as a women farmer for training & solution deployment.
7. **Mobile Application Usage** (mobile application installation, user registration & quality assessment report generation)
8. **Usage session:** User using the mobile application for generating soybean quality assessment of their produce at least once.
9. **Inactive User:** a registered farmer, farmer collective, or a buyer who has not generated a soybean quality assessment report or used the application for procurement-related activities within the previous 30 days.
10. **Farmer collectives mobile application usage or transactions:** implies the farmer collectives uses the mobile application to assess the quality of soybean while procurement.