

REQUEST FOR PROPOSAL (RFP) For the deployment of the AgriVaani Application

Closing Date for Submission

April 9, 2026, at 23:59

I. INTRODUCTION

LEHS is a charitable organisation 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. In line with its mission to support projects of national and social significance, LEHS also undertakes rigorous monitoring, evaluation, and learning (MEL) activities to assess the impact, usability, and scalability of different programmatic interventions.

II. BACKGROUND

Indian farmers face significant challenges due to Inadequate Extension Services. The national ratio of extension workers to operational holdings in India is 1:1162, far from the recommended ratio of 1:750. In hilly areas, the recommendation is 1:400. Fragmented Agricultural Information Systems, where data silos and limited integration limit access to timely, localised, and actionable information. Existing AI/ML tools are either proprietary, not open-source, not multilingual, or lack real-time integration. These issues contribute to poor productivity, increased economic vulnerabilities, food insecurity, and unsustainable farming practices.

Wadhvani AI is developing an Open-sourceable Agricultural Domain-specific Language Model (DLM), which will power a multimodal, multilingual, and contextual conversational AI application called AgriVaani that delivers localised, timely, and actionable advisories to Indian smallholder farmers and Extension Workers (EWs). It will serve as the core engine for farmer assistance, piloted after experts and internal validation. In

2025, our primary focus will be on developing a text-based conversational model fine-tuned on agriculture domain curated conversational datasets. These models aim to provide accurate and relevant responses to user queries, especially in the Indian agricultural domain.

Wadhvani AI is conducting a pilot testing and deployment of the AgriVaani Chatbot in 2026, aimed to empower farmers with AI-driven, context-specific, reliable, and actionable advisories to enhance productivity, reduce agricultural losses, and enable data-informed and profitable farming decisions.

This RFP invites **multiple highly qualified agencies**, including Agriculture Universities, KVKs, CGIAR institutes, NGOs, FPOs, and CSR foundations, to undertake the **RFP for the deployment of AgriVaani Chatbot Application**. Through this RFP, LEHS wishes to onboard multiple organisations that can together cover the entire spectrum of crops to take up the pilot and deployment of AgriVaani Chatbot. If the selected organisations perform well in 2026, they will be selected for deployment in 2027. Selection will be based on performance and the deliverables listed in sections IV–VI.

The pilot testing and deployment could be undertaken by Agriculture Universities, KVKs, CGIAR institutes, NGOs, FPOs, and CSR foundations. Organisations with presence in states of Rajasthan, Maharashtra, Gujarat, Punjab, Odisha, Andhra Pradesh and Telangana will be given preference.

III. PROJECT OBJECTIVES

- On-the-Ground Deployment and Adoption:** Successfully deploy and drive the adoption of the multilingual, multimodal AI-powered conversational application, AgriVaani, among smallholder farmers and field extension workers
- Targeted Reach and User Engagement:** Work towards reaching approximately 100,000 field users (with a focus on including at least 20% women) by the end of 2026, and facilitating over 5,00,000 user queries.
- Provision of Contextual Advisories:** Deliver accurate, timely, and contextually relevant advisories on critical agricultural topics, including crop management, pest and disease identification, weather information, irrigation, and nutrition management, among others.
- Demonstrate Impact:** Contribute to enabling better resource efficiency, the adoption of sustainable farming practices, and the potential increase in incomes and crop yields for smallholder farmers.

IV. SCOPE OF WORK

Applying agencies must have a user base of at least 20,000 users. Multiple agencies will be hired to achieve the total target of 1 lakh user base in different geographies.

Deployment phase: May 2026 - December 2026

Target to Achieve: 20,000 users (minimum) and 100,000 agri-queries (including photo-queries)

- Test additional features, including weather, image queries, mandi (market) prices and allied sectors such as animal husbandry, poultry, sericulture, apiculture, fisheries, and agroforestry.
- The user base includes farmers and EWs. Users must possess an Android phone (version 8.0 or above) and a stable internet connection to participate in the deployment phase.

- The total user base must include at least 20% women farmers.
- Conduct periodic training and capacity building for farmers and EWs for application usage and track attendance of potential users. This includes advisories in textual and voice input and output modes.
- Collect photos and videos of users during training, capacity building, application usage and feedback. The protocol for these processes will be shared with the organisations during the onboarding process.
- Collect feedback from farmers and EWs to improve the model and the overall application.
- Feedback will be collected via in-app features and a Google form, the template for which will be shared during onboarding.
- Facilitate the process of Wadhvani AI field-level user acceptance testing, product research, and MEL study. These studies will be carried out by Wadhvani AI members, but protocols and further details on facilitation for these studies will be shared later.
- Help scale the application among farmers and field extension workers.
- Carry out continuous nudges or reminders to users to encourage ongoing use of the AgriVaani application.
- Devise monitoring and retention strategies in collaboration with Wadhvani AI to re-engage users who become inactive.
- Selected agencies will be required to regularly capture, maintain, and report data on a defined set of monitoring indicators provided by Wadhvani AI. These indicators will cover deployment progress, user onboarding, training conducted, application usage, and user engagement. Reporting formats, definitions, frequency, and templates will be shared during onboarding. Agencies will be responsible for the timely submission, accuracy, and completeness of indicator data.
- Implement retention strategies to encourage continuous usage among low-engagement users.

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

The selected agency will also have scope to (Non-Financial):

- Collaborate with Wadhvani AI on writing and publishing a white paper on Agri-DLM and future recommendations.
- Knowledge sharing by the agency for enriching the DLM.
- Contribution of images (crops, pests, crop diseases, etc) and audio clips (farmer asking questions) for model improvement.
- Collect a list of farmer questions that the application is unable to answer in a satisfactory manner

V. TIMELINE

The pilot testing and deployment should be done from the date of signing of the contract in May 2026 till December 2026.

Phase 2 - Deployment - May to December 2026

VI. REQUIRED DELIVERABLES

Deployment Phase:

- **20,000 user base** with a minimum of **100,000 queries** raised on the chatbot **per organisation** across 20 crops (Paddy, Maize, Wheat, Cotton, Chilli, Pigeonpea, Soybean, Mustard, Groundnut, Sugarcane, Jowar (Sorghum), Gram/Chickpea, Blackgram, Sesamum, Ginger, Pepper, Mango, Grapes, Onion, and Tomato) and any 3 allied sectors (Apiculture, Agroforestry, Animal Husbandry, Sericulture, and Poultry).
- **4000 image-based queries per organisation** for four crops: Paddy, Maize, Chilli and Cotton (1000 image-based queries per crop) based on pest and disease incidence in the field for the current season.
- **Monthly Reporting** in terms of the number of downloads, trainings conducted*, feedback provided, Challenges etc. Templates will be provided for the same. (Some information will be provided via a dashboard)
- **Final report** - Key activities done, total number of app downloads, usage, trainings* and deployment, challenges, feedback and suggestions for the 2027 deployment phase.

*The number of users' training sessions should be documented with attendance sheets and photographs, which will be verified during the payment release process. The photo collection protocol will be shared during onboarding.

Payment Schedule

The payment will be processed in the following stages:

1. May 2026: Signing and onboarding - 10% of total payment
2. July 2026: Deployment status, plan & Retention Strategy - 15% of total payment
3. Sep 2026: Mid-season report (complied monthly reports) - 30% of total payment
4. Dec 2026: Final report submission - 45% of the total payment and clearance of any pending dues.

VII. PROPOSAL SUBMISSION GUIDELINES

Your proposal must include the following details:

Your proposal must include:

Technical Proposal

- 1. Understanding of the scope of work**
- 2. User targets (app downloads, text queries, image queries, voice queries, etc.)**
- 3. What is the methodology or process to be adopted for the deployment of the project? Explain in detail.**
- 4. Capacity Building: What is your plan for training the field staff to use the AgriVaani application**
- 5. Coverage Strategy: How will you ensure coverage across specified crops and allied sectors in your project area**
- 6. Mitigation and Retention Strategy: What are the issues that you may foresee in this project, and what will be your plan to mitigate them and retain users for continued usage in the long-term?**
- 7. Monitoring Strategy: What will be your monitoring strategy to keep the project on track?**

Organizational Profile

- Organisational profile and capability
- Team composition and expertise
- Presence/availability of staff on the ground
- Relevant project experience with locations and scale of the user base
- Sample of similar work (if any)

Financial Proposal

- Cost breakdown - **up to ₹25 per + (GST as applicable)**
- Payment eligibility criteria - as per deliverables and payment schedule in the timeline, and the deliverable-based payment schedule

Compliance and Safeguards

- Data privacy and DPDP compliance
- Ethical safeguards and privacy protocols

Submission Details

- All responses to this RFP must be received no later than **April 9, 2026**. The proposal should be submitted only through e-mail in PDF format, addressed to the Procurement Team at the following e-mail address: rfp.lehs@wadhwaniai.org. The email's subject line must contain the reference number

and title of the RFP: **Proposal for – Deployment of AgriVaani Application – Wadhvani AI (Name of the Agency)**.

- Only shortlisted agencies will receive an acknowledgement and may be invited for an **e-meeting** to present their proposals.
- 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 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 Utilisation 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).

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 **April 9, 2026**. The proposal should be submitted only through e-mail in PDF format, addressed to the Procurement Team at the following e-mail address: rfp.lehs@wadhwaniai.org

For clarifications and queries, please direct all queries to rfp.lehs@wadhwaniai.org by April 1, 2026.

Note: Only shortlisted vendors will be contacted for further discussion. 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.

IX. 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 organisation 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
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Technical Proposal (40%)	Understanding of Scope & Targets	Minimum 20,000 user base with 100,000 queries raised on the chatbot per organisation across 20 crops (Paddy, Maize, Wheat, Cotton, Chilli, Pigeonpea, Soybean, Mustard, Groundnut, Sugarcane, Jowar (Sorghum), Gram/Chickpea, Blackgram, Sesamum, Ginger, Pepper, Mango, Grapes, Onion, and Tomato) and any 3 allied sectors (Apiculture, Agroforestry, Animal Husbandry, Sericulture, and Poultry).
	Deployment Methodology & Execution Plan	Approach for farmer onboarding, AgriVaani app installation, and awareness generation
	Quality Assurance Mechanisms	Mechanisms to ensure correct queries related to the agriculture domain will be asked by farmers
	Feedback & Issue Resolution Mechanisms	Systems for collecting feedback from farmers/field staff and resolving operational or technical issues
	Operational Monitoring and reporting	Approach for monitoring field activities, adherence to timelines, and submission of periodic reports
	Training Plan for Field Staff	Plan for training Master trainers, extension workers/field staff/ progressive farmers on the usage of the application
	Coverage Strategy	Plan to ensure comprehensive coverage of all specified crops and allied sectors
Organisational Profile & Past Experience (20%)	Relevant Experience	Experience working with NGOs, government programs, agriculture extension initiatives, or development organisations
	Technology Deployment Experience	Experience deploying digital agriculture tools, mobile applications, or advisory platforms
	Work Samples / Testimonials	Please provide evidence of successful project execution, such as relevant reports, case studies, or testimonials from prior engagements.
	Agriculture Domain Expertise	Demonstrated expertise in agricultural

Team Composition & Experience (20%)		extension, crop advisory, or field-level engagement
	Team Qualifications & Experience	Qualifications and experience of proposed team members (field coordinators, supervisors, trainers)
	Field Operations Capacity	Ability to recruit, train, mentor, and monitor large field teams for time-bound deployment
Compliance and Safeguards (20%)	Data Privacy & Security	Measures for protecting farmer data and ensuring privacy compliance
	Ethical Safeguards	Practices to ensure responsible deployment and ethical engagement with farmers

X. DATA PRIVACY AND PII PROTECTION

1. Select data will be collected from users (farmers and extension workers) during the onboarding process in the AgriVaani application. This will include:
 - a. Name
 - b. Phone number
 - c. Gender
 - d. Age
 - e. Location (state, district)
 - f. User category (farmer, EW, other)
 - g. Land parcel size
 - h. Crops cultivated and commodity type
 - i. Nearest Mandi location
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 Wadhvani AI to track product and model performance and improve the overall application.
5. Images and videos of users collected during the onboarding process and capacity-building 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 Wadhvani AI during the organisation's onboarding process.

6. If at any point, users would like to have their data deleted or withdrawn from the AgriVaani pilot and/or deployment program, the deployment organisation must provide them with the necessary resources to do so.

Annexure

Indicative - Monthly Progress Report Template

1. Partner Details

Field	Information
Organisation Name	
Reporting Period	From Date - To Date
State	
Districts	
Talukas/ Villages Name	
Crops & Allied Sectors Covered	
Organisation Contact Person	E-mail: Phone No.:

2. Farmer Onboarding

Metric	Target	Achieved (This Period Only)	Cumulative
Extension Workers Onboarded (Implementing agency to provide)			
Total Farmers Onboarded	e.g. 1000	e.g. 500	e.g. 3000

Total Female Farmers Onboarded	e.g. 200	e.g. 100	e.g. 600
Total Advisories Generated			

NOTE: Use dashboard data to fill in the above information.

3. Training/s Conducted

Date	District Name	Taluka Name	Village Name	Participants Count	Trainer Name	Photos and Attendance Sheet Link

Write a summary below for the period:

(Note: You can cover the information, but not limited to: Total training conducted, total farmers trained, total farmers who used the application, male vs female ratio etc.)

4. App Usage and Advisory Generation

Metric	Date to Date	Total
Number of registered users	e.g. 500	e.g. 1000
Active users / registered users	e.g. 200	e.g. 200
Crop coverage (Name of crops)		
Allied sectors coverage		
Language Coverage	e.g Hindi, Marathi	2
Number of feedback submissions (positives/negatives)		

NOTE: Use dashboard data to fill the above information.

5. Field Monitoring

Activity	Count	Evidence Type	Evidence-Driven Link
Field Visits Conducted		Geo-tagged photos	
Random verification check		Field notes	

6. Farmer Feedback Collection - Collective feedback by extension workers (monthly)

Metric	Count
Feedback responses collected	

% of total users	
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Note: The feedback link will be shared later with the onboarded partners

7. Key Challenges (Write in bullet points and in brief only)

Example:

- Network issues in certain villages
- Farmers struggling with voice or text modality (literacy, language)
- Crops not present, Issues related to pests and diseases not present in the field
- Reported technical
- Trust barriers

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8. Corrective Actions Taken (Write in bullet points and in brief only)

Example:

- Additional training sessions were conducted
- Field facilitator support provided

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9. Plan for Next Month (Write in bullet points and in brief only)

- Trainings planned

- Villages to be covered
- Target new users

10. Stories of Practice Change

<ul style="list-style-type: none"> • Case Study (if any) 	Documented cases where advice influenced farming practices
<ul style="list-style-type: none"> • Adoption of climate-resilient practice (if any) 	Self-reported measure
<ul style="list-style-type: none"> • Perceived change in income and yield (if any) 	Self-reported measure

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