

DEVELOPMENT SUPPORT CENTRE (DSC)

Miracle Millet Project — supported by GIZ–Welthungerhilfe (WHH)

REQUEST FOR PROPOSAL (RFP)

Digital Marketing, Branding & E-Commerce Enablement

for the FPO based in Punjab

RFP Reference	DSC/MMP/RFP/2026/PB-Punjab	Location	Punjab
Indicative Budget	INR 3,00,000 (ceiling, inclusive of taxes)	Assignment Duration	12 months, commencing September 2026
RFP Release Date	14 August 2026	Proposal Submission Deadline	20 August 2026, 5:00 PM IST
Contract Start	September 2026	Payment Arrangement	DSC pays consultant; FPO receives sales proceeds directly

1. Background

Development Support Centre (DSC) is a resource organization established in 1994, working to promote sustainable livelihoods and participatory natural resource management. Under the Miracle Millet Project, supported by the German funding agency GIZ–Welthungerhilfe (WHH), DSC is strengthening millet-based livelihoods and improving market access for smallholder and tribal farmers through Farmer Producer Organizations (FPOs).

This RFP is specific to the FPO **“Gurdaspur Organic Producer Company Limited”** at Batala, Gurdaspur based in Punjab, which aggregates, processes, and markets millets and allied organic produce. DSC is inviting proposals from a team with genuine local presence, language fluency, and on-ground familiarity with the farming community in Punjab.

2. Objective of the Assignment

DSC invites proposals from qualified digital marketing/branding agencies, or capable independent teams/consultants, to design and execute a complete digital marketing, branding, and e-commerce enablement program for the Gurdaspur Organic Producer Company Limited FPO based in Punjab over a 12-month period — covering everything from website and e-commerce setup to on-ground storytelling, packaging, brand positioning, and B2B market linkages.

The assignment is intended as DSC-supported market enablement. It is not intended to make DSC a manufacturer, seller, distributor, marketer of record, commercial operator, or guarantor of the FPO's products or transactions.

3. Eligibility Criteria

This RFP is open to applicants based in Punjab or a neighbouring state (Chandigarh (UT)). To be eligible, an applicant (firm, agency, or individual consultant/team) must satisfy all of the following:

- Registered office address and valid GST registration in Punjab or a neighbouring state (Chandigarh (UT)) (supported by proof).
- Minimum 3 years of relevant experience in digital marketing, branding, or e-commerce enablement, with demonstrable past work (portfolio/samples required).
- Prior experience with FPOs, agri-business, rural livelihoods, or organic/natural products is preferred but not mandatory.
- Working knowledge of current digital marketing practices and practical AI tools (for content, analytics, or campaign optimization) is preferred.
- Applicants based in Punjab itself will receive additional preference during evaluation (see Section 10).

DSC is looking for a compact, dynamic, and flexible team rather than a large, process-heavy organization — applicants are evaluated on the strength and agility of the actual team that will execute the work, not on organizational size.

4. Scope of Work

The assignment is structured in seven workstreams across the 12-month engagement. Packaging and label design comes first, so that the website and brand identity are built consistent with it:

4.1 Packaging & Label Design (Month 1–2)

- Design cost-effective, market-ready packaging and labels, compliant with applicable FSSAI and organic certification requirements.
- The consultant will support design and communication; the FPO will remain responsible for product-level statutory compliance, licences, declarations and approvals.
- This packaging and label design will serve as the visual foundation for the brand identity and website that follow.

4.2 Brand Identity & Website (Month 2–4)

- Develop brand positioning: logo, tagline, brand story, and a simple visual identity/brand guideline, consistent with the packaging design.
- Design and launch an e-commerce enabled website for the FPO based in Punjab, with product catalog, online ordering, and mobile-friendly design, reflecting the brand identity.
- The website, domain and related operational digital assets will be created and maintained in the FPO's name, subject to the agreed contractual and IP provisions.

4.3 Social Media & WhatsApp Setup (Month 2–3)

- Set up and optimize social media pages across relevant platforms (Instagram, Facebook, YouTube, and others as suitable).
- Set up WhatsApp Business/API or other suitable business messaging arrangements for customer communication, order updates, and marketing outreach.
- All operational social media handles, business accounts and customer-facing digital assets will remain in the FPO's name/control.

4.4 Field Storytelling & Content (Month 1–12, continuous)

- Conduct regular field visits throughout the year to document farmer stories — cultivation, processing, and the community journey behind the product.
- Convert field material into reels and photo-stories for social media, published on a consistent, regular basis (exact frequency/volume to be mutually finalized with the selected applicant).
- All photography, stories and individual/community features will follow informed consent and safeguarding requirements.

4.5 Promotion & Collaboration (Month 3–12)

- Identify and execute collaborations with relevant brands and/or influencers to promote FPO products (frequency to be mutually finalized with the selected applicant).
- Where relevant, include suitable promotion of local ecopreneurs and their products within the agreed communication plan.
- Advertisements, promotional claims and public-facing product communications will require appropriate review/approval before publication, as specified in the final contract.

4.6 B2B Market Linkages (Month 3–6)

- Onboard the FPO on relevant B2B platforms (such as IndiaMART and similar marketplaces).
- Generate and track genuine buyer leads on an ongoing basis post-onboarding.

- Marketplace accounts, seller registrations, payment arrangements and commercial transactions will remain in the FPO's name and responsibility.

4.7 Ongoing Management & Reporting (Month 1–12)

- Manage the website, e-commerce store, and social media on an ongoing basis, with regular content and campaign optimization.
- Submit a monthly progress report (traffic, engagement, leads, sales) and participate in a monthly review call with the DSC project team.
- Monitoring by DSC will be for project facilitation and performance review and will not constitute DSC's assumption of commercial responsibility.

5. Key Deliverables

Deliverable	Indicative Timeline	Output
Packaging & label design	Month 2	Print-ready files; FPO responsible for final statutory compliance/approval
Brand identity	Month 4	Logo, tagline, and brand guideline document
E-commerce website	Month 4	Live site with product catalog and online ordering in FPO's name
Social media pages	Month 3	Active, optimized handles on 3+ platforms in FPO's name/control
WhatsApp business setup	Month 3	Set up with templates and order flow in FPO's name/control
Field stories & content	Ongoing, Month 1–12	Reels/photo-stories published on a regular basis, including relevant ecopreneur stories
Brand/influencer collaborations	Ongoing	Executed collaborations promoting products
B2B platform onboarding	Month 6	Live listings and active lead generation in FPO's name
Monthly report	Every month	Progress, analytics, and lead dashboard

Note: exact frequency/volume for content, collaborations, and lead generation will be mutually finalized with the selected applicant during onboarding, based on realistic capacity within the assigned budget.

6. Team Requirement

DSC is looking for a compact, agile, and dynamic team — not a large hierarchical agency. The team should be comfortable working directly with rural/tribal farming communities, stay current with digital marketing trends, and be conversant with practical AI tools. Flexibility, responsiveness, and genuine empathy for the farming community matter as much as technical skill. DSC would rather engage a capable lean team that can deliver with quality than a large organization with heavy overheads.

7. Budget Guidance

This is a grassroots, community-anchored assignment with a lean, outcome-focused budget — it is not a large corporate-scale mandate. DSC has earmarked an indicative ceiling of INR 3,00,000 (Rupees Three Lakh only), inclusive of all taxes, GST, and out-of-pocket expenses, for the complete 12-month scope described in Section 4.

Applicants are strongly encouraged to design realistic, efficient, and value-driven proposals calibrated to this scale, rather than standard corporate/agency rate cards. Proposals significantly above this range, without clear justification, will not be considered competitive.

8. Duration & Reporting

Duration: 12 months, commencing September 2026 (post contract signing)

Reporting: Monthly written progress report plus a monthly review call with the DSC project team.

9. Administration, Governance & Commercial Role

While the assignment will be executed locally with the FPO based in Punjab, all contracting and consultant payments for the assignment will be managed by DSC's Alirajpur office on behalf of the DSC Miracle Millet Project.

DSC's role is limited to project facilitation, technical support, funding of the approved professional service, coordination and project-level monitoring. DSC will not manufacture, purchase for resale, sell, distribute, act as marketer of record, collect sales proceeds, provide product guarantees, or assume responsibility for the FPO's commercial transactions.

The selected consultant will be contracted and paid by DSC against agreed professional deliverables. All customer payments and sales proceeds arising from the FPO's products will flow directly to the FPO's designated bank/payment account and will not pass through DSC.

All licences, registrations, taxation, product compliance, marketplace/seller registrations, payment gateway arrangements, order fulfilment, refunds, customer grievances and other commercial obligations will remain with the FPO. DSC will not obtain or operate such registrations in its own name under this assignment.

10. Evaluation Criteria

Criteria	Weight
Relevant experience & past work samples	25%
Understanding of assignment, approach & methodology	20%
Team composition, agility & digital/AI capability	15%
Local presence (based in Punjab vs. eligible neighbouring area)	10%
Financial proposal (cost-effectiveness & value)	30%

11. Terms & Conditions

- **Cost of Proposal:** All costs of preparing and submitting a proposal are to be borne by the applicant; DSC will not reimburse these costs.
- **Proposal Validity:** Proposals must remain valid for 60 days from the submission deadline.
- **Confidentiality:** DSC will treat all proposals as confidential. Applicants must likewise keep RFP details, community information, and farmer data confidential.
- **Payment Terms:** Payments will be linked to agreed milestones/deliverables; no full advance payment will be made.
- **Safeguarding:** The applicant must follow DSC's community and child-safeguarding principles while working in farming communities, including taking informed consent before photographing or featuring individuals (including minors) in any content.
- **Content and claims:** Advertisements, product claims and public-facing promotional material will be subject to the agreed approval process before publication. The FPO will be responsible for product-level facts, statutory declarations, licences and claims supplied/approved by it.
- **Consultant liability:** The selected consultant will be responsible for the quality, accuracy and professional standard of the digital/creative work delivered within its agreed scope and for correcting material errors attributable to its work.
- **FPO responsibility:** The FPO will remain responsible for product quality, licences, taxation, statutory compliance, pricing, stock availability, order fulfilment, refunds, customer grievances and other commercial obligations.
- **Termination:** DSC may terminate the engagement, with written notice, in case of non-performance or unsatisfactory quality of work, subject to the final contract.

12. Intellectual Property, Digital Assets & Ownership

The commercial brand, domain, website, social media handles, marketplace accounts and other operational digital assets created or procured for the FPO under this assignment shall be registered/created in the FPO's name and shall remain under the FPO's ownership/control, subject to applicable third-party licences and the final consultant contract.

Upon full payment for the agreed deliverables, the FPO shall receive ownership or the appropriate transferable rights in the commissioned branding, website, content and other project deliverables, to the extent legally transferable. The consultant shall disclose and separately identify any pre-existing or third-party intellectual property and obtain the necessary licences.

DSC may use, reproduce and publish relevant project content, photographs and stories for donor reporting, project documentation and non-commercial communication purposes, with appropriate consent and attribution where required. DSC will not claim commercial ownership of the FPO's brand or operational digital assets.

13. FPO MoU / Undertaking

Before commencement of commercial-facing activities, DSC and/or the implementing team will obtain a written MoU/undertaking from the FPO confirming that the FPO is responsible for:

- all applicable licences, registrations and regulatory compliance;
- product quality, safety, packaging declarations and product-level claims;
- GST, taxation, invoicing and other statutory obligations;
- stock management, order processing and fulfilment;
- refunds, returns and customer grievances;
- commercial transactions, sales proceeds and related financial records; and
- maintaining control of the brand, domain, website, social media, marketplace and other operational digital accounts.

The MoU/undertaking will also confirm that DSC's role remains limited to project facilitation, technical support, coordination and payment of the approved professional service.

14. DSC Reserves the Right To

- Accept or reject any or all proposals, at its sole discretion, without assigning any reason, and to amend, modify, or cancel this RFP at any stage.
- Negotiate the final scope, timelines, deliverables, safeguards and cost with the selected applicant before signing the contract.
- Verify all eligibility documents at any stage; false or misleading claims will lead to disqualification.
- Require reasonable corrections to deliverables where they do not meet the agreed scope or quality standards.
- Use, reproduce, and publish relevant content, photographs, or stories generated under this assignment for project reporting and communication purposes, with appropriate consent.

15. How to Apply

Interested applicants must submit the following by the deadline in Section 16:

- Organization/consultant/team profile, including GST registration certificate and registered office address proof for Punjab or a neighbouring state (Chandigarh (UT)).
- Portfolio or samples of past work (website, branding, social media, e-commerce).
- Proposed methodology and execution plan, including how farmer/community and relevant ecopreneur stories will be handled where applicable.
- CVs/profiles of key team members.
- Financial proposal, submitted as a separate document.
- A brief statement confirming understanding of the FPO-led commercial model and proposed approach to regulatory, IP, content-approval and data/account ownership safeguards.

16. Important Dates

Milestone	Date
RFP release date	14 August 2026
Proposal submission deadline	20 August 2026, 5:00 PM IST
Contract signing & work commencement	September 2026

17. Contact

Submissions to: dscmiraclemillet@gmail.com (cc: dsc@dscindia.org)

Queries: dscmiraclemillet@gmail.com

Subject line: RFP Response – Digital Marketing – Punjab