

# JICA DXLab

## Information session: PoC on Digital Market Linkage and Agri-Advisory Services in Himachal Pradesh and Uttarakhand

October, 2023

JICA DXLab

# Agenda



Background

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Objective

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Scope of Work

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Deliverables

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JICA is a governmental agency of Japan that coordinates official development assistance (ODA) with more than \$16 billion assistance provided globally

## JICA at a glance



96  
Offices

Overseas offices under operation



150  
Partners

partner countries and regions that received assistance



\$16  
Billion

Operations extended including ODA loans, PSIF, Technical Cooperation, and Grants



1500+  
Projects

ODA and JICA-related projects that are under implementation globally

## Examples of JICA's India schemes

### Finance and Investment

(ODA Loans and Private-sector Investment Finance)

- JICA provides ODA Loans with concessional conditions for partner countries to finance investment for development



Rajasthan Forestry and Biodiversity project in India

### Technical Cooperation

- By sharing Japan's technologies and expertise, aims to foster the human resources in driving economic & social development in countries



Formulation of Flood Control Master Plan in Chennai

### Grant Aid

- Assistance in the form of grants with no repayment obligations necessary for economic and social development in partner countries



Fingerprint Identification System in Philippines

JICA is actively working towards farmer livelihood improvement in UK & HP, enabled by ODA loan (Yen loan) of \$150 Million for 10 years

### Crop diversification

Increasing productivity in grains, diverting land to fruits and vegetables (focus in off-season)

### Farmer support and enablement

Support farmer learning and vegetable promotion (best practices, know-how), R&D support

### Market development

Establishing collection centers, partnerships, Modernizing mandis (facilities, equipment) etc.

### Institutional development

Strengthening of Dept. of Agri., Extension service functions, Baseline surveys, Gender mainstreaming

### Infrastructure development

Irrigation, Catchment area treatment, Solar pumping, Solar/electric Fencing



# RFP for Market Linkage Solution in Himachal Pradesh & Uttarakhand

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# Objectives of the PoC to Introduce Digital Market Linkage Solution for fruits and vegetables in Himachal Pradesh and Uttarakhand

## Primary Objective

- To validate the effectiveness of a digital/technology solution in increasing the income of farmers by facilitating direct access to agricultural markets for vegetables and fruits, eliminating intermediaries, and improving price realization.
- To examine the feasibility of scaled deployment upon successful completion of the PoC.

## Secondary Objective

- Increase price realization: Enable access to various markets and provide real-time visibility of the market prices in different mandis.
- Decrease transportation costs: Facilitate transportation of aggregated produce, ensure readily available transport solutions at the farm gate, enable access to crucial markets.
- Minimize post-harvest losses: Simplify access to bulk transportation and storage solutions (including cold storage)



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## Scope of Work for Market Linkage Solution in Himachal Pradesh & Uttarakhand

A proponent may suggest a suitable duration of 9-12 months with reasonable justification from early/mid-December 2023 to up to December 2024

- The maximum budget for the services is USD 150,000 including all taxes and expenses

Mandatory requirements for proposed solution from the Digital Partner:

- Must facilitate market connections for farmers to sell their vegetables and fruits produce. These solutions must create an ecosystem that supports the entire selling process. This market facilitation may involve either supporting the sale of raw produce or offering processing services to enhance sales opportunities.
  - Must provide but not limited to information on market service data encompassing market prices, demand trends, and crop-specific information to empower farmers to make an informed decision related to crop production.
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# Scope of Work for Market Linkage Solution in Himachal Pradesh & Uttarakhand

Preferred, but not mandatory, solutions that can be proposed by the Digital Partner:

- May be tailored to the targeted region, taking into consideration the local dialect, and providing suitable communication channels to engage with farmers effectively.
- May also facilitate the process of aggregating produce at collection centers or managing its storage, while also providing real-time information on stock levels and quality parameters.
- May offer quality assessment services such as sorting, grading, and packaging to enhance the farmers' ability to achieve better prices for their produce.
- May also facilitate logistics and transportation of the farmers' produce across the value-chain. This will help in minimizing post-harvest losses and enhancing the overall efficiency of the supply chain.
- May provide a payment mechanism that guarantees timely disbursements of final payments to the farmers.
- May also enable a feedback mechanism based on product quality, providing information to farmers about demand based on customer reviews.

# Target Crops and Regions for Market Linkage Solution PoC in HP & Uttarakhand

## Target Location-Specific Outreach

### Himachal Pradesh

- At least 2 districts must be selected from the state for the implementation of the digital solution, with a focus on involving at least 2000 farmers (subject to discussion).
- Digital Partner must choose 1 district from Mandi, Kangra, Una, Bilaspur, Hamirpur, ensuring coverage of at least 1000 farmers (subject to discussion).

### Uttarakhand

- At least 1 district from Nainital, Tehri Garhwal, Uttarkashi, and Pithoragarh must be considered for implementation, with a target of involving at least 1000 farmers (subject to discussion).

## Target Crops

- Vegetables: Peas, tomatoes, potatoes, leafy vegetables like cabbage, cauliflower, exotic vegetables like broccoli, etc.
- Fruits: apples, temperate fruits like peach, pear, plum, apricot, etc.
  - The selection of these crops for prioritization during the PoC period is based on their sowing season and productivity. However, the Digital Partner retains the flexibility to opt for a different specific horticultural crop for the project if there is a good potential for farmers in cultivating the crops that aligns with the Project's overarching objectives.

## PoC Setup Phase (4 Weeks)

- Reviewing data and JICA reports: Conduct an in-depth review of available fruit and vegetable produce data in both the states and reports representing JICA's findings.
- Conducting field visit and on-ground study in target clusters to gain an understanding of the agricultural landscape, farmer landholdings/ land fragmentation, key issues faced, etc. to be able to propose a more real and implementable solution.
- Detailed action plan: Based on the baseline study, develop a comprehensive plan of action along with JICA and BCG to establish alignment on prioritized crops and regions for the PoC.
- Success metrics: The plan should include the selection of appropriate key performance indicators (KPIs) aligned after the baseline study with all the stakeholders that can measure the impact of the PoC. Some of the examples may include but not limited to number of farmers onboarded, increase in farmers income before and during PoC, number of transactions, increase in produce quantities, etc.
- Identify potential local partners: If needed, the digital partner may consider identifying potential local partners such as lead farmers, Farmer Producer Organizations (FPOs), cooperatives, or any other relevant entities for on-ground deployment.

## PoC Implementation Phase (9-12 months)

- Roll-out of the solution: Roll out the digital solution to farmers in the selected target location in Himachal Pradesh and Uttarakhand.
- Onboarding and capacity building: Setup the onboarding process for farmers or local partners, if needed, onto the digital platform. This process should also include the deployment of training modules designed to ensure that the farmers are familiar with the solution and can use it effectively.
- On-field force deployment: Deploy the on-field team to provide hands-on support to actively engage farmers in adopting the market linkage solution and demonstrating the digital solution.
- Adaptation and localization: Adapt and localize solutions based on the local requirements.

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## Deliverables digital partner are expected to provide

- ① **Inception report of the setup phase**, which is expected to be submitted in **mid-December 2023**, including but not limited to the following contents:
  - Outline of project activities with detailed tasks and timeline
  - Finalized success metrics for the PoC aligned with all the stakeholders
- ② **Two/Three Quarterly Reports** based on the Final PoC plan to be **shared in March, June (and Sept) 2024**
- ③ **Final report as the deliverable of the implementation phase**, which is expected to be submitted **by end-Sept or end-Dec 2024** as per the Final PoC plan, including but not limited to:
  - Outline of the result of the PoC;
  - Details of the PoC activities;
  - Quantitative and qualitative evaluation of the PoC based on a set of predetermined KPIs
  - Technical, operational, and strategic recommendations to State PMU teams of Himachal Pradesh and Uttarakhand, JICA and the Operator
  - A preliminary scaled deployment strategy recommendations for more geographical coverage and crop varieties.





# RFP for Agri Advisory Services in Uttarakhand

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# Objectives of the PoC to Introduce Agri-advisory services for Horticulture crops in Uttarakhand

## Primary Objective

- To identify and validate the effectiveness of a digital solution that offers customized advisory services to farmers, aiming to enhance the productivity of fruits and vegetables in Uttarakhand, with the objective of increasing their income.
- To examine the feasibility of scaled deployment upon successful completion of the PoC.

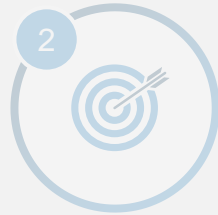
## Secondary Objective

- Increase productivity levels: Improve soil health through efficient input utilization, best water management practices, and knowledge of superior crop varieties.
- Higher resilience to climate, pests, and diseases: Usage of right pesticides, proactive alerts, and measures to prevent diseases, and weather forecasts for mitigation and optimization.
- Higher price realization: Real-time market demand and pricing data, demand forecasts to aid in crop planning, and information on available sales channels.

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## Scope of Work for Agri-Advisory Services PoC in Uttarakhand

A proponent may suggest a suitable duration with reasonable justification from early/mid-December 2023 to up to June 2024

- The maximum budget for the services is USD 100,000 including all taxes and expenses

Mandatory requirements for proposed solution from the Digital Partner:

- Must provide farmers a comprehensive package of best practices for cultivation of vegetables and fruits to improve the productivity.
- Must provide but not limited to customized advisory across various domains like optimizing the use of farm inputs, providing climate insights, issuing weather alerts, managing soil nutrient levels to improve yields, implementing effective pest and disease control measures, and other services aligning with the business model.
- Should involve collaboration and cooperation with state extension officers to empower and enhance their abilities, enabling them to effectively leverage digital solutions to communicate technology-based information to local farmers, thereby ensuring a sustained impact.

## Scope of Work for Agri-Advisory Services PoC in Uttarakhand

Preferred, but not mandatory, solutions that can be proposed by the Digital Partner:

- May be tailored to the targeted region, taking into consideration the local language to engage with farmers effectively.
  - May involve an on-site field team to offer training sessions on the utilization of digital tools to farmers, lead farmers, or extension officers as needed.
  - May also leverage geo-tagging, remote sensing, AI and ML-powered IoT tools and devices to monitor real-time field data and deliver personalized advisory services to individual farmers.
  - May include but not limited to a variety of communication channels which are more prevalent in the region like WhatsApp, SMS, or IVR calls to effectively engage farmers with the advisory services.
  - May also provide market advisory on demand trends and market prices to aid farmers in making informed decisions about crop selection and cultivation.
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# Target Crops and Regions for Agri-advisory service PoC in Uttarakhand

## Target Location

- At least 2 districts must be selected from Nainital, Tehri Garhwal, Uttarkashi, Pithoragarh districts, Uttarakhand, India, with a focus on covering at least 2000-3000 farmers (subject to discussion).
  - JICA currently finances the Project primarily concentrated in the aforementioned districts.

## Target Crops

- Fruits: apples, temperate fruits like peach, pear, plum, apricot, etc.
- Vegetables: Peas, tomatoes, potatoes, leafy vegetables like cabbage, cauliflower, exotic vegetables like broccoli, etc.
  - The selection of these crops for prioritization during the PoC period is based on their sowing season and productivity. However, the Digital Partner retains the flexibility to opt for a different specific horticultural crop for the project if there is a good potential for farmers in cultivating the crops that aligns with the Project's overarching objectives.

## PoC Setup Phase (4 Weeks)

- Reviewing data and JICA reports: Conduct an in-depth review of available fruit and vegetable produce data in both the states and reports representing JICA's findings.
- Conducting field visit and on-ground study in target clusters to gain an understanding of the agricultural landscape, farmer landholdings/ land fragmentation, key issues faced, etc. to be able to propose a more real and implementable solution.
- Detailed action plan: Based on the baseline study, develop a comprehensive plan of action along with JICA and BCG to establish alignment on prioritized crops and regions for the PoC.
- Success metrics: The plan should include the selection of appropriate key performance indicators (KPIs) aligned after the baseline study with all the stakeholders that can measure the impact of the PoC. Some of the examples may include but not limited to number of farmers onboarded, increase in farmers income before and during PoC, number of advisory messages/notifications sent, increase in productivity, etc.
- Identify potential local partners: If needed, the digital partner may consider identifying potential local partners such as lead farmers, Farmer Producer Organizations (FPOs), cooperatives, or any other relevant entities for on-ground deployment.



## PoC Implementation Phase (6 months)

- Roll-out of the solution: Roll out the digital solution to farmers in the selected target location in Uttarakhand.
- Onboarding and capacity building: Setup the onboarding process for farmers or local partners, if needed, onto the digital platform. This process should also include the deployment of training modules designed to ensure that the farmers are familiar with the solution and can use it effectively.
- On-field force deployment: Deploy the on-field team to provide hands-on support to actively engage farmers in adopting the advisory services and demonstrating the digital solution.
- Adaptation and localization: Adapt and localize solutions based on the local requirements.

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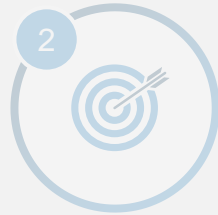
## Deliverables digital partner are expected to provide

- ① **Inception report of the setup phase**, which is expected to be submitted in **mid-December 2023**, including but not limited to the following contents:
  - Outline of project activities with detailed tasks and timeline
  - Finalized success metrics for the PoC aligned with all the stakeholders
- ② **One Quarterly Report** based on the Final PoC plan to be **shared by end-March 2024**
- ③ **Final report as the deliverable of the implementation phase**, which is expected to be submitted **by end-June 2024**, including but not limited to:
  - Outline of the result of the PoC;
  - Details of the PoC activities;
  - Quantitative and qualitative evaluation of the PoC based on a set of predetermined KPIs
  - Technical, operational, and strategic recommendations to State PMU team of Uttarakhand, JICA and the Operator
  - A preliminary scaled deployment strategy recommendations for more geographical coverage and crop varieties.

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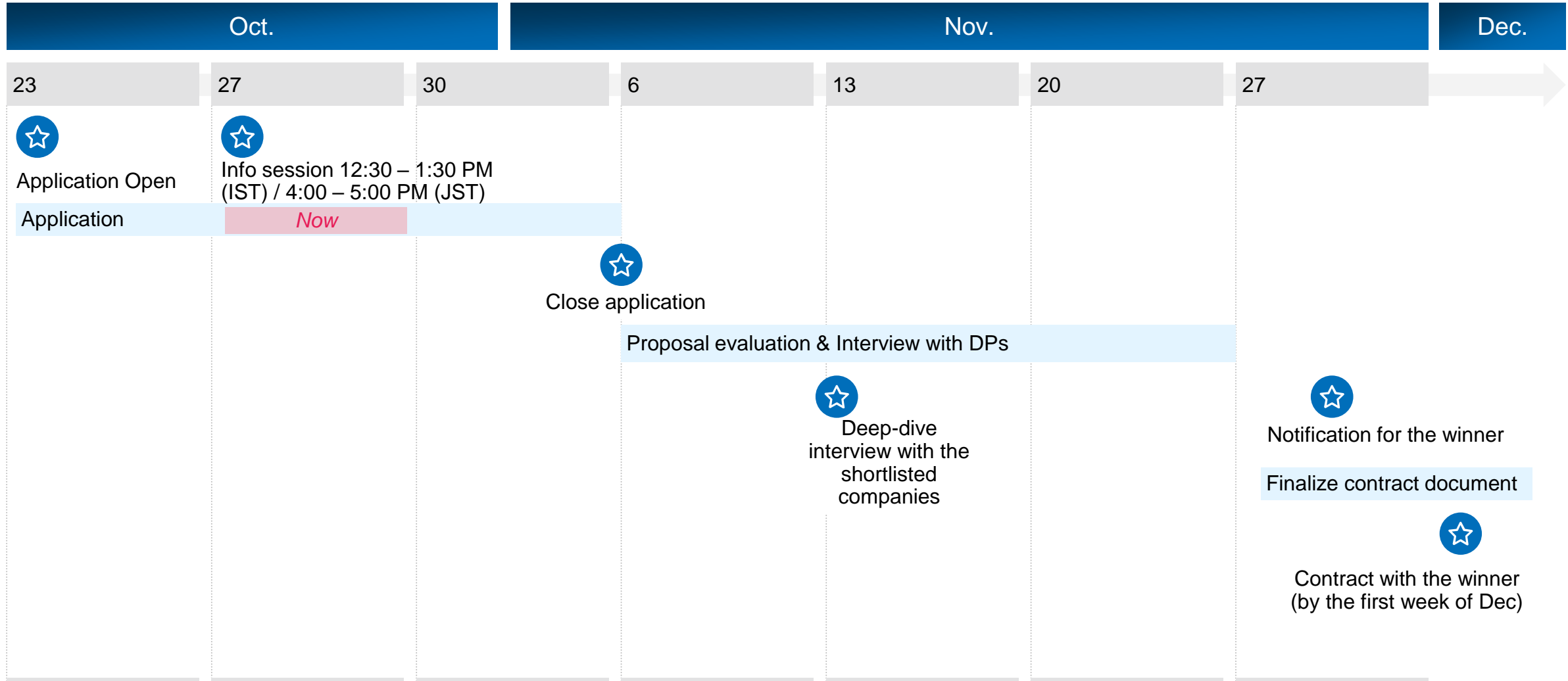
Deliverables



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# Forecast timeline to PoCs kick-off and current status overview

Open application on October 23<sup>rd</sup>, followed by an information session on October 27<sup>th</sup>





## Overview of general information form will be available to download via the JICA RFP website

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# Overview of General Information

### Attachment 1: Form for the Overview of General Information

Electronic submission must be received at JICADXLab@bcg.com by the latest 23:59 Japan Standard Time on Nov 5, 2023. The email subject needs to be changed to "RFP- HP&UK Market Linkage-PoC", followed by your organization name (for instance, RFP- HP&UK Market Linkage-PoC-Name). The submission shall consist of two separate files, Overview of General Information and Proposal Pitch Deck, both in the form of PDF/Word/PPT. In order to be considered for funding, submission documents must be prepared in English and fulfil each of the following items.

Fill out this form and include it as a cover page of the Overview of General Information.

1. Contact Information	
Organization Name	
Contact person name and title	
Address	
Phone Number	
Email Address	
Organization description (Max 150 words)	
Ownership structure and ultimate beneficiary owners, if relevant	
2. Documentations (a copy to be included in the PDF file)	
Company/Organization registration certificate or equivalent	Check/attached
At least 2 years of audited financial statements	
Tax certificate *If your organizations are exempted from filing tax, please submit a tax exemption certificate	

## The form will include:

- 1 Contact information
- 2 Organization description
- 3 Ownership structure
- 4 Documentations

## Proposal Pitch Doc (PDF/PPT/Word)

Proposal Pitch Doc (PDF/PPT/Word format) should be presented concisely in this order to include the following information:

- Description of the proposed digital solution (to explain how the Digital Partner will deploy their solution/product offering in the targeted regions of the PoC).
- Outline the project approach/implementation plan for the deployment of the digital solution, highlighting:
  - Preferred regions and crops (vegetables and fruits) in HP and Uttarakhand.
  - The process of disseminating information or tools for advisory and process of procurement, aggregation, logistics, quality assessment, and final payment to farmers for market linkage.
  - Involvement of local partners if necessary, such as extension officers.
- Planned impact including the number of farmers to be covered and the impact envisaged per farmer in both the states.
- Value proposition for farmers and other stakeholders of the ecosystem, in qualitative and quantitative terms.
- If available, impact materials or case studies conducted by the company or any third party for past projects.
- Provide a detailed breakdown of the costs associated with the project.
- Any other details relevant to achieve the objective of this PoC.

# Quality Based Selection is to be applied to assess technical aspects of the proposed solutions

## Financial evaluations

## Technical evaluations

### Criteria

#### Organization Capability

Track record of providing agri digital solutions (advisory/market linkage) to improve the income of farmers

Track record of successfully conducting relevant projects in partnership with public sector entities and/or development partners in India and other emerging markets

#### Proposed Solution/Technology

Relevance and innovativeness of the solution, given historical and ongoing initiatives in Himachal Pradesh and Uttarakhand

Usability (ease of implementation)

Potential impact that can be achieved with the PoC

Scalability and adaptability of the solution from practical/financial viewpoints in the context of Himachal Pradesh and Uttarakhand

#### Implementation Structure

Technical competence of the core team, willingness and team flexibility, commitment to engage in the in-filed activities

Feasibility of the operating/delivery model (resource allocation/timeline) to complete the work defined in the Scope of Work

Please also note any financial proposals that **exceed the ceiling budget will not be qualified for this evaluation**





## For the shortlisted companies, we will have a deep-dive interview with each between Nov 16<sup>th</sup> – 21<sup>st</sup>

- We are going to have a deep-dive interview with the shortlisted companies (~45 mins for each)
- Deep-dive interview will be held on
  - November 16/17/20/21
  - Timings will be communicated to the selected Digital Partners
- We will inform you if the company is shortlisted with a zoom link for the interview
  - We will inform you around November 9th or 10th, 2023

Agenda will be:

- Presentation by DP: ~15 min
- Questions from JICA: ~20 min
- Questions from DPs: ~10 min



# Q & A



# Questions from proponents (1/3)

## Questions

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## Prepared answers

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1 Formulation of Joint Venture and associations for Team-up

- Formation of JV to participate in this project is acceptable
- However, in this case, please submit the Overview of General Information (PDF format) (Attachment 1 of RfP) for all companies

2 Evaluation with the allocated score for each criteria and score for financial proposals with its evaluation method

- Quality Based Selection
- Please also note any financial proposals that exceed the ceiling budget will not be qualified for the technical evaluation
- Details on the previous page

3 Eligibility - can the company which does not have Permanent Establishment in India join the project?

- Yes, but the proponent should be capable enough to compete the project in English (Fluency in Hindi is not required but desirable)

4 Available dataset from State Governments and JICA

- Any state-specific or JICA project-specific data will be provided with the selected proponent only after contracting and at request-basis.

## Questions from proponents (2/3)

### Questions

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- 5 Will the Contract will be between JICA and the selected Digital partner?

### Prepared answers

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- **The Operator (BCG) will be the contracting counterparty to Digital Partner.** (Please see Section 10 of RfP)
  - The vertical contractual relationship are as follows: JICA (Japan International Cooperation Agency) is contracting Operator for the execution of PoC
  - Proponents should note that their primary contractual relationship will be with Operator with the primary aim of delivering a digital service to Himachal Pradesh & Uttarakhand for the Proof of Concept ("POC").
- Ideally, the Operator would like to pay **100% after the completion of the project**
- However, **it's also negotiable to apply payment by installments.** In this case, the Operator will pay
  - 30% of the budget: After contracting
  - 30% of the budget: After completion of the implementation phase (i.e., After the submission of the big data collection/list)
  - 40% of the budget: After completion of the project (After the submission of the final report)
- In the event of **contract duration extension**, the operator would require a **renegotiation of payment schedule with JICA and the operating company of the PoC**

- 6 Payment method to proponents

## Questions from proponents (3/3)

### Questions

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### Prepared answers

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7 Contract duration

- Ideally the project on [Agri-Advisory Services](#) should run for [6-7 months](#) and [Market Linkage Services](#) for [9-12 months](#) based on the final PoC plan submitted by the Digital Partners.
- It would be possible to suggest the extended timeline, any change in the budget ceiling will be subject to discussion with all the stakeholders.
- In the event of [contract duration extension](#), the operator would require a [renegotiation of payment schedule with JICA and the operating company of the PoC](#).

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8 Currency for financial proposals

- Please use [USD](#)
-