



Project Coordination Unit, UPDASP, Uttar Pradesh

(Nodal Agency for Agriculture Diversification in the State)

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Request for Expression of Interest (REOI)

The Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project (UP DASP), invites Expressions of Interest (EOI) from eligible consulting firms for Hiring of Support Organization under the Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UP-AGREES), funded by the World Bank (Project ID: P178253) for following package for three years

1. Vindhyanchal Division - QCBS - Reference No. IN-UPDASP-524774-CS-QCBS
2. Azamgarh Division - QCBS - Reference No. IN-UPDASP-524767-CS-QCBS
3. Gorakhpur Division - QCBS - Reference No. IN-UPDASP-524747-CS-QCBS
4. Jhansi Division - QCBS - Reference No. IN-UPDASP-524775-CS-QCBS
5. Devipatan Division - QCBS - Reference No. IN-UPDASP-524745-CS-QCBS
6. Basti Division - QCBS - Reference No. IN-UPDASP-524750-CS-QCBS
7. Chitrakoot Division - QCBS - Reference No. IN-UPDASP-524748-CS-QCBS
8. Varanasi Division - QCBS - Reference No. IN-UPDASP-536449-CS-QCBS

Interested firms meeting the eligibility criteria may download the REOI and TOR free of cost from <https://updasp.co.in> or <https://etender.up.nic.in> must submit their Expression of Interest electronically on <https://etender.up.nic.in> by March 05, 2026, 5:00 PM.. For inquiries, please contact us at 0522 2720718 or updasp12@gmail.com, Detailed terms and conditions are available in the REOI document on the mentioned platform.

Project Director/ Project Coordinator
UPDASP

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for **Vindhyanchal Division**

- **Reference No:** – **IN-UPDASP-524747-CS-QCBS**
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** **0522 2721258**
- **Email** : updasp12@gmail.com
- **Website** : **www.updasp.org**

- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026

- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from **https://updasp.co.in** and or **etender.up.nic.in** The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project

Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,

4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

15	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of Consultant

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Vindhyanchal Division**.

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public institutions within a defined geographic area engaged in the same agricultural subsector. This approach's

core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agripreneurs, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs.

Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Vindhyanchal Division division, a minimum of 50 FFPGs shall be formed in Mirzapur district, 70 FFPGs in Sonbhadra district and 35 FFPGs in Bhadohi district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.

- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

SI	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026
10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026

11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department** and private ponds, considering the **remaining lease period** of each pond to ensure suitability for project implementation. **SO shall then finalize year-wise ponds for fisheries interventions**, following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none">• Selection of improved seed varieties and Seed Indent• Soil testing & land preparation• Input planning (Manure, Fertilizer, Pesticides, Irrigation)	<ul style="list-style-type: none">• Emphasis on region & sowing time specific high-yielding varieties• Soil health• Input budgeting
Sowing Techniques	<ul style="list-style-type: none">• Timely sowing methods• Seed treatment protocols• Sowing depth & spacing	<ul style="list-style-type: none">• Crop-specific sowing• Use of seed drills/line sowing tools• Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none">• Irrigation scheduling• Integrated nutrient & pest management	<ul style="list-style-type: none">• IPM and INM protocols• Identification and control of major pests/diseases

	<ul style="list-style-type: none"> • Intercultural operations 	<ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO ₄ bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring
Water quality management	Regular monitoring of DO, pH, ammonia, transparency

Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs. Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice:* Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB)* per block and at least two trained Farm Machinery Mechanics per FMB, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person:* Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling:* Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation:* Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage:* Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 3 districts (Mirzapur, Sonbhadra , and Bhadohi) under Vindhyanchal Division** of UP-AGREES project.

The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Vindhyanchal Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
Grand Total		6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chanduali	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150
	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WPPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FPPGs/ WPPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Associate Business Development	Each per districts	Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months

Requirement of Non-Key Expert in Chitrakoot Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Mirzapur	20	4	4	1
Sonbhadra	20	6	4	1
Bhadohi	20	3	4	1
Total	60	13	12	3

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.
2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and

4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for Azamgarh Division

- **Reference No:** – IN-UPDASP-524767-CS-QCBS
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** 0522 2721258
- **Email** : updasp12@gmail.com
- **Website** : www.updasp.org
- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026
- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from <https://updasp.co.in> and or etender.up.nic.in The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project
Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,
4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of consultant

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Azamgarh Division**

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as per the target specified for each district in the Area of Operation. In Azamgarh division, a minimum of 100 FFPGs shall be formed in Azamgarh district, 40 FFPGs in Mau district, 40 FFPGs and Balia district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

- Year 1** Select Implementation area - **1,500 ha**
- Year 2** Select implementation area **2,000 ha** + follow up 1st year implemented **1500 ha** area.
- Year 3** Select implementation area **1,500 ha** + follow up 1st year implemented **1500 ha** area + follow up 2nd year implemented **2000 ha** area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department** and private ponds, considering the **remaining lease period** of each pond to ensure suitability for project implementation. **SO shall then finalize year-wise ponds for fisheries interventions**, following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FFPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation • Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring
Water quality management	Regular monitoring of DO, pH, ammonia, transparency
Fertilization & pond productivity	Organic & inorganic fertilization as per need

Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs. Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.
2. *Soil Sample Collection and DSR in Rice*: Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).

3. *Establishment of at least 1 Farm Machinery Bank (FMB) per block and at least two trained Farm Machinery Mechanics per FMB, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).*
4. *Training minimum one farmer per FPG as Lead Resource Person: Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.*
5. *Assist with Laser Land Leveling: Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,*
6. *Micro-Irrigation: Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use*

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage:* Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 3 districts (Azamgarh, Mau, and Balia) under Azamgarh Division** of UP-AGREES project. The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Azamgarh Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
Grand Total		6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFPGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chanduali	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150

	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150
	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGS/ FPPGs/ WFPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WFPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FPPGs/ WFPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Associate Business Development	Each per districts	Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months
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Requirement of Non-Key Expert in Azamgarh Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Azamgarh	25	8	5	1
Mau	20	3	4	1
Ballia	25	3	5	1
Total	70	14	14	3

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.
2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.

3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and
4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for Gorakhpur Division

- **Reference No:** – IN-UPDASP-524747-CS-QCBS
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** 0522 2721258
- **Email** : updasp12@gmail.com
- **Website** : www.updasp.org
- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026
- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from <https://updasp.co.in> and or etender.up.nic.in The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project

Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,

4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of SO

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Gorakhpur Division**

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Gorakhpur division, a minimum of 140 FFPGs shall be formed in Gorakhpur district, 140 FFPGs in Maharajganj district, 60 FFPGs in Deoria district and 40 FFPGs in Kushinagar district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department and private ponds, considering the remaining lease period of each pond to ensure suitability for project implementation. SO shall then finalize year-wise ponds for fisheries interventions,** following the prescribed **selection criteria and formats**, aligned with the project’s annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring

Water quality management	Regular monitoring of DO, pH, ammonia, transparency
Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs.

Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice*: Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB) per block and at least two trained Farm Machinery Mechanics per FMB*, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person*: Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling*: Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation*: Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage*: Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 4 districts (Gorakhpur, Maharajganj, Deoria and Kushinagar) under Gorakhpur Division** of UP-AGREES project. The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Gorakhpur Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
Grand Total		6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chandauli	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150
	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGs/ FFPGs/ WFPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WFPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FFPGs/ WFPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Associate Business Development	Each per districts	Provide support to FPGS/FFPGs/ WFPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months
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Requirement of Non-Key Expert in Gorakhpur Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Gorakhpur	25	11	5	1
Maharajganj	20	11	4	1
Deoria	25	5	5	1
Kushinagar	25	3	5	1
Total	95	30	19	4

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No

alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.

2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and

4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for **Jhansi Division**

1. Reference No: – IN-UPDASP-524775-CS-QCBS

- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number: 0522 2721258**
- **Email** : updasp12@gmail.com
- **Website** : www.updasp.org
- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026
- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from <https://updasp.co.in> and or etender.up.nic.in The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies

Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
 - a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
- **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
- A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
- The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
- Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
- The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
- A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
- The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for

the entire contract, if selected. Consulting Consultant will be selected in accordance with the Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,
Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project
Project Coordination Unit,
Uttar Pradesh Diversified Agriculture Project,
4th floor PICUP Bhawan Lucknow-226010
Contact Number : **0522 2721258**
Email : updasp12@gmail.com
Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of SO

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Jhansi Division**

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Jhansi division, a minimum of 40 FFPGs shall be formed in Jhansi district, 40 FFPGs in Lalitpur district and 25 FFPGs in Jalaun district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department** and private ponds, considering the **remaining lease period** of each pond to ensure suitability for project implementation. **SO shall then finalize year-wise ponds for fisheries interventions**, following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation • Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring

Water quality management	Regular monitoring of DO, pH, ammonia, transparency
Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs.

Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice*: Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB) per block and at least two trained Farm Machinery Mechanics per FMB*, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person*: Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling*: Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation*: Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage*: Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 3 districts (Jhansi, Lalitpur, and Jalaun) under Jhansi Division** of UP-AGREES project.

The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Jhansi Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
Grand Total		6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chanduali	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150
	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WPPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FPPGs/ WPPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Associate Business Development	Each per districts	Provide support to FPGS/FFPGs/ WFPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months
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Requirement of Non-Key Expert in Jhansi Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Jhansi	20	3	4	1
Lalitpur	20	3	4	1
Jalaun	20	2	4	1
Total	60	8	12	3

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.

2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and

4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for **Devi Patan Division**

- **Reference No:** IN-UPDASP-524745-CS-QCBS
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** 0522 2721258
- **Email** : updasp12@gmail.com
- **Website** : www.updasp.org
- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026
- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from <https://updasp.co.in> and or etender.up.nic.in The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project

Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,

4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of SO

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Devipatan Division**

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Devipatan division, a minimum of 85 FFPGs shall be formed in Gonda district, 70 FFPGs in Balrampur district, 80 FFPGs in Bahraich district and 75 FFPGs in Shrawasti district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department and private ponds, considering the remaining lease period of each pond to ensure suitability for project implementation. SO shall then finalize year-wise ponds for fisheries interventions,** following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation • Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring
Water quality management	Regular monitoring of DO, pH, ammonia, transparency

Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs. Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice:* Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB)* per block and at least two trained Farm Machinery Mechanics per FMB, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person:* Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling:* Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation:* Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage:* Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 4 districts (Gonda, Balrampur, Bahraich and Shrawasti) under Devipatan Division** of UP-AGREES project.

The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Devipatan Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
	Grand Total	6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chanduali	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150

	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WPPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FPPGs/ WPPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Associate Business Development	Each per districts	Provide support to FPGS/FFPGs/ WFPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months
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Requirement of Non-Key Expert in Devipatan Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Gonda	25	7	5	1
Balrampur	20	6	4	1
Bahraich	25	6	5	1
Shrawasti	20	6	4	1
Total	90	25	18	4

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No

alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.

2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

Sl No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

Sl No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and
4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for **Basti Division**

- **Reference No:** IN-UPDASP-524750-CS-QCBS
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** 0522 2721258
- **Email** : updasp12@gmail.com
- **Website** : www.updasp.org
- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026
- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from <https://updasp.co.in> and or etender.up.nic.in The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 02/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project
Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,
4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of SO

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for Basti Division

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Basti division, a minimum of 100 FFPGs shall be formed in Basti district, 100 FFPGs in Sant Kabir Nagar district, and 60 FFPGs in Sidharth Nagar district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department** and private ponds, considering the **remaining lease period** of each pond to ensure suitability for project implementation. **SO shall then finalize year-wise ponds for fisheries interventions**, following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring

Water quality management	Regular monitoring of DO, pH, ammonia, transparency
Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs.

Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice*: Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB) per block and at least two trained Farm Machinery Mechanics per FMB*, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person*: Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling*: Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation*: Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage*: Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 3 districts (Basti, Sant Kabir Nagar and Sidharth Nagar) under Basti Division** of UP-AGREES project. The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Basti Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Windhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
Grand Total		6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFPGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chandauli	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150

	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGs/ FFPGs/ WFPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WFPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FPPGs/ WPPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Associate Business Development	Each per districts	Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months

Requirement of Non-Key Expert in Basti Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Basti	25	8	5	1
Sant Kabir Nagar	20	8	4	1
Sidharth Nagar	25	5	5	1
Total	70	21	14	3

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.
2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and

4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for **Varanasi Division**

- **Reference No:** – **IN-UPDASP-536449-CS-QCBS**
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** **0522 2721258**
- **Email** : updasp12@gmail.com
- **Website** : **www.updasp.org**

- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026

- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from **https://updasp.co.in** and or **etender.up.nic.in** The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project

Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,

4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

	A – Agency’s Profile [Maximum 4 Pages]			
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
10	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
11	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
12	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
13	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
15	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
16	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of SO

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Varanasi Division**

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Varanasi division, a minimum of 25 FFPGs shall be formed in Varanasi district, 50 FFPGs in Chandauli district, 40 FFPGs in Jaunpur district and 50 FFPGs in Ghazipur district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department** and private ponds, considering the **remaining lease period** of each pond to ensure suitability for project implementation. **SO shall then finalize year-wise ponds for fisheries interventions**, following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FFPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation • Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring

Water quality management	Regular monitoring of DO, pH, ammonia, transparency
Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs.

Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice*: Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB) per block and at least two trained Farm Machinery Mechanics per FMB*, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person*: Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling*: Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation*: Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage*: Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 4 districts (Varanasi, Chanduali, Jaunpur and Ghazipur) under Varanasi Division** of UP-AGREES project.

The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Varanasi Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
Grand Total		6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chanduali	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150
	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:

Key Experts

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGs/ FFPGs/ WFPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WFPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FFPGs/ WFPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Associate Business Development	Each per districts	Provide support to FPGS/FFPGs/ WFPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months
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Requirement of Non-Key Expert in Varanasi Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Varanasi	20	2	4	1
Chandauli	20	4	4	1
Jaunpur	25	3	5	1
Ghazipur	25	5	5	1
Total	90	14	18	4

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No

alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.

2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and

4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.

Request for Expression of Interest (REOI) Consulting Services-Consultant Selection

1) Introduction

- Country: India

Name of Project: Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project (UPAGREES)

- **Project ID:** P178253

Assignment Title: Selection for Hiring of Support Organization for Project Districts in Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) for Chitrakoot Division

- **Reference No:** IN-UPDASP-524748-CS-QCBS
- **Address** : Project Coordination Unit, Uttar Pradesh Diversified Agriculture Project, 4th floor PICUP Bhawan Lucknow-226010
- **Contact Number:** 0522 2721258
- **Email** : updasp12@gmail.com
- **Website** : www.updasp.org
- The Government of Uttar Pradesh has received a loan from the World Bank for the project titled "Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project." This project is being implemented by the Uttar Pradesh Diversified Agriculture Project (UP DASP). The government intends to apply for a portion of the loan proceeds to cover eligible payments for consulting services, specifically for the engagement of the following:
- **Objective of the Assignment** -The objective of involving Support Organization is to carry out project implementation in participatory manner and nurture the community institutions for establishing group based natural resource management system.
- Support Organizations should facilitate in planning and implementation of project interventions at the village level and in this process, they will work with community institutions including the Farmer Producer Group (FPG), Community Seed Producer Groups (CSGP) Farmer Producer Organization (FPO), Women Farmer Producer Group (WFPG) and other community institutions involved in the project implementation.
- **Implementation Period:** 36 Months
- **Expected Start date of Assignment:**25-04-2026
- The Terms of Reference (TOR) for the assignment are attached to this Request for Expressions of Interest (REOI) in **Annexure B**.
- Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project now invites eligible Consultants to indicate their interest in providing the services. Interested Consultants may download the REOI document free of cost from <https://updasp.co.in> and or etender.up.nic.in The Consulting Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.
- Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the functions.
- **Mandatory Shortlisting Criteria for the Consultant:** The mandatory shortlisting criteria for consultant will involve review of information on the following points.
 - a. **Details of the Consultancy Organization:** The Consultant should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008, The Societies Registration Act of 1860 and subsequent amendments thereto.

- b. The Consultant should be registered under the Income Tax Act.
- c. **Qualifications and Experience of Consultant:** The consultant should have
- a. Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects.
 - b. Completed at least two (02) consultancy assignments in the field of conducting/ implementing Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI.
 - c. Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following
 - i. Three completed assignments each costing not less than Rs. 1.0 Cr. **OR**
 - ii. Two completed assignments each costing not less than Rs 1.5 Cr. **OR**
 - iii. One completed assignment costing not less than Rs. 3.0 Cr.
- **Availability of Key Professionals:** The consulting Consultant should have minimum 10 professionals on his roll. Out of that at least 2 professionals in agriculture sector, 1 in marketing sector and 1 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI.
 - **Financial Capability:** The consulting Consultant should have a minimum average annual turnover of Rs. 10.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2022-23, FY 2023-24 and FY 2024-25)
 - A Joint Venture / Consortium of maximum two (2) Consultants are is allowed. None of the Consultant of Joint venture/Consortium Consultant/member shall submit EOI individually or in Joint Venture/Consortium partner with the any other Consultant for this assignment.
 - The Consultancy Consultants are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
 - Prospective Support Organizations are required to submit a comprehensive proposal documenting their qualifications across these criteria. This includes detailed organization profiles financial statements, evidence of compliance and client references.
 - The attention of the interested Consulting Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of Section- III of the Procurement Regulations for IPF Borrowers – Vth Edition September 2023 setting forth the World Bank’s policy on Conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: the conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower’s staff.
 - A Consulting Consultant will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank’s Procurement Regulation for IPF Borrowers– Vth Edition September 2023.
 - The SO may associate with other Consultants to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Consulting Consultant will be selected in accordance with the

Quality & Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers – Vth Edition September 2023.

- Interested Consultant are requested to submit their "Expression of Interest" online on <https://etender.up.nic.in> portal latest by 05/03/2026 up to 17.00 hours.

Address:

The Project Director,

Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project

Project Coordination Unit,

Uttar Pradesh Diversified Agriculture Project,

4th floor PICUP Bhawan Lucknow-226010

Contact Number : **0522 2721258**

Email : updasp12@gmail.com

Website : **www.updasp.org**

Important Note:

- 1. No Proposals (Technical or Financial) are required at this stage now.***

Annexure-A

Format for Submission of Information to the UPAGREES Project for inviting application from Support Organization (SO) for Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening Project.

I. Performa

A – Agency’s Profile [Maximum 4 Pages]				
1	Name of the Organization			
2	Address of registered office			
3	Contact details - Telephone - Fax - E Mail			
4	Contact person: - Name - Designation - Email			
5	Brief organization profile and vision/ Mission/objective			
6	Registration details (number, date, Nature of Organ. Society/ Trust/Comp. etc. (Enclose attested copies)			
7	Income tax registration and PAN no. details. Enclose attested copies.			
8	Number of years of experience in the areas of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Submit copies of documents.			
9	Financial details as follows of last 3 years. Enclosed Annual Reports of last 3 years.	1st year (2022-23)	2nd year (2023-24)	3rd year (2024-25)
	Total Turnover (as per Audited Accounts) (Rs. in lakhs)			
10	Number of Administrative staff employed with date of appointment and qualifications: - Full time - Part time			

	- Voluntary	
11	Number of technical experts employed with date of appointment and qualifications: - Full time - Part time - Voluntary	
12	Qualifications and number of years of experience of key employees. (detail shall be provided with name, qualification, Designation in the SO, since working with SO, Monthly Salary etc.)	
13	List of major projects carried out and completed satisfactorily by the SO in last 3 and more years with Govt. Organizations, Bank Statements. (A certificate of successful completion issued by Govt. Organizations shall be submitted)	
14	Detail of FCRA Registration No. if foreign Fund are received by SO.	
Agency's Experience [Maximum 20 pages]		

1	Experience of Support Organization in area of agriculture, horticulture, fisheries, and such other agricultural rural-based livelihood projects implementation. Please furnish the following details in accordance with the shortlisting criteria mentioned above					
	Name of the Client	Nature of the assignment	Location and coverage (entire state, country, etc.)	Project Deliverables	Duration of Assignment (In month)	Value of Contract (in INR)
	Please enclose <i>letter of Award of Contract / Work Order from the employer and documentary evidence of completion in last three financial years.</i>					

Note : In addition to above, Firm has to provide information for all the Parameters mentioned above for Grading.

Date :

Signature of the authorized person/applicant of SO

Name

Address

Annexure B Terms of Reference

Selection for Hiring of Support Organization for Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening (UP AGREES) Project for **Chitrakoot Division**

Background: -

The Government of Uttar Pradesh (GoUP) is in the process of preparing the Uttar Pradesh Agriculture Growth and Rural Enterprises Ecosystem Strengthening Project (UP-AGREES) with proposed financing from the World Bank the Uttar Pradesh Diversified Agriculture Support Project (UP-DASP) project coordination unit is an autonomous society established to promote sustainable agricultural growth with employment generation and poverty alleviation through agriculture diversification in the State. In addition to coordinating and monitoring the implementation of the UP-DASP project across the State, the society will also implement the proposed World Bank assisted Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosystem Strengthening (UP-AGREES) Project.

The project includes a number of activities which could have favorable impact on agriculture, fisheries, and socio-economic aspects of the districts falling under the project at the individual project activity level. There is a need to anticipate various paradigms of the project outputs/outcomes and develop possible support mechanism to achieve the broader objectives. It is in this context that, as part of the project implementation, it is planned to hire the services of dedicated Support Organizations for providing all sorts of support to implementing agency PMU, UP DASP and the farmers in carrying out project activities and empowering the community to sustain the project outcome after the project period.

UP-AGREES project will be implemented in 28 districts of Eastern Uttar Pradesh and the Bundelkhand region.

The Project:-

The UP-AGREES project, with an outlay of about US\$500 million, is envisaged to be implemented over six years. The project development objective is to “promote climate resilient, inclusive, and competitive value-chains of prioritized agriculture commodities in Uttar Pradesh”. The key project components are as follows:

Component 1 - Productivity Enhancement: This component focuses on strengthening agricultural productivity against the backdrop of high levels of climate risks and variability in productivity across the project areas. It focuses on strengthening Uttar Pradesh’s formidable position as the leading producer of multiple crops while enhancing the resilience of the dominant production systems. This component aims to address the existing productivity challenges through improved access to climate-smart inputs and efficient use of natural and fostering innovations that promote sustainability. The component will create a scale-friendly template for the uptake of climate-smart agriculture (CSA) investments by way of: (a) prioritization of affordable agricultural inputs, machinery, and technologies that boost farm productivity complemented by targeted extension services, (b) fortification of the production ecosystem targeting higher input efficiencies and soil fertility management, and (c) leveraging voluntary market-based mechanisms that seek to secure emissions reductions or avoidance credits (carbon or green) for sustainable agricultural practices.

Component 2 - Commodity Clusters: The objective of this component is to support the integration of smallholder farmers into value chains for select high-value commodities, thereby increasing productivity, value addition, and farmers' incomes. The component will address the current fragmentation of production and market activities in the sector and take advantage of the State's potential to increase the commercialization of select high-value crops in domestic and export markets. The approach will be to identify and support 'agri-clusters', which are networks of producers, agribusinesses, and public

institutions within a defined geographic area engaged in the same agricultural subsector. This approach's core is the institutions within a defined geographic area engaged in the same agricultural subsector. At the core of this approach is the interlinkage between the producer and the private off-taker, whether that be an agri-processor, exporter, or retailer. This partnership will be supported by production and market-based service providers, both public and private. By supporting strategic clusters, the aim is to build upon the existing competitive advantage of selected commodities and enhance these through working across the clusters. This component will also work towards enhancing fish productivity in farm ponds and reservoirs and improving access to the market. The sub-component seeks to unlock the fisheries potential of underutilized, underachieved reservoirs and farm ponds in Uttar Pradesh.

Component 3 - Digital and Financial Ecosystems: The project will harness forward-looking Industry technologies and integrate state-of-the-art technologies like AI, big data analytics, IoT, GIS, and drone technology to pioneer an Agriculture revolution in Uttar Pradesh. The interventions will align with national programs such as IndEA, IDEA, and Agri stack. The objective of the sub-component is to establish a state-wide digital agriculture ecosystem, support the agriculture and allied sectors with digital technologies, and develop data-sharing protocols for enhanced real-time monitoring. The project will assist the GoUP in developing a comprehensive digital agriculture policy and contribute to the global repository of Digital Public Infrastructure (DPI). Further, this component will strive to improve per capita agri-credit from the formal financial institutions to improve productive investments and competitiveness in the agri-allied areas. The proposed interventions will cater to the diverse needs of agri-producers and market players ranging from small and marginal farmers to agriprenuers, farmer collectives, and agri MSEs (micro and small enterprises) through a range of financial instruments including but not limited to digitizing KCC, launching blended finance loan products, creating a challenge fund, etc.

Component 4 - Project Management, Learning, and Partnerships- The objectives of this component are to develop management and monitoring systems, enhance staff capacity for effective and efficient implementation of project activities, and develop partnerships with key national and global public and private sector organizations.

The Project Objectives:-

The primary objective of involving a Support Organisation (SO) in the implementation of the project is to ensure that the project is able to achieve the desired productivity levels of select crops at field level. Project's aim is to empower local communities by actively engaging them in the decision-making process, fostering a sense of ownership and ensuring that the project outcomes are aligned with the needs and aspirations of the community members.

The Support Organisation will facilitate collaboration among various stakeholders including farmer collectives, community members, local authorities other relevant entities. By doing so the SO will assist in building local capacity, enhance sustainability of the project and ensure that the benefits of the project are equitably distributed among all members of the community.

The involvement of the support Organisation is also intended to ensure transparency, accountability and effective use of resources, ultimately leading to the success achievement of project's goals.

Role and Responsibilities of the Support Organization: -

The Support Organizations (SO) under the proposed project would be responsible for implementation of the project at village level and will function under the guidance of State PMU and DPIU. Support Organization will provide technical support to the farmers, mobilize them to form Farmer Producers

Groups (FPGs) viz. Crop FPGs, Fish FPGs and Women FPGs, launch awareness campaigns, organize farmer's meet, carry out capacity building programs etc. SO will prepare location specific Crop / Fish Production Plan, implement crop /fish production activities as per guidelines and directions of SPMU / DPIUs. Technical interventions / activities such as seed distribution, seed production, and soil sample collection; DSR in rice, IPM, IPNM will be the SO's main responsibility. Support Organization will also be responsible for credit linkages, farm machinery banks, custom hiring centres etc. under direction of DPIU. SO will also take up various social issues for improvement in livelihood of the project beneficiaries. For all such activities SPMU will issue technical and financial circulars / guidelines to facilitate SOs. Support Organizations will essentially adhere to the circulars and guidelines issued by SPMU. SO will place appropriate human resource to perform as per project requirement at the block levels.

SO will support IRRI and other project knowledge partners in field level implementation.

In the proposed project focused on building the capacity of farmers in climate-smart agriculture, the support organization shall play several crucial roles, such as –

Work to Be Done by SO Staff: Village Selection/Pond selection and Environmental Safeguards

Selection of Implementation Area (Villages):

The project aims to cover a total of 6.15 lakh hectares of low-productivity land across 123 blocks in 28 districts, with 5,000 hectares per block taken up. Project activities shall be implemented over three project years, with coverage of 1.75 lakh hectares in the first year, 2.00 lakh hectares in the second year, and 2.40 lakh hectares in the third year.

At the block level, implementation shall be phased such that 30% of the block target area (1,500 ha) is covered in the first year, 40% in the second year (2,000 ha), and the remaining 30% (1,500 ha) in the third year. (**Block Target:** 5,000 ha@ block), (**District Target:** In districts with four selected blocks, a total area of 20,000 ha @ of 5,000 ha per block. In districts with five selected blocks, 25,000 ha @ of 5,000 ha per block). In each block, 30 gram panchayats will be taken up, and 5 village circles will be formed from these gram panchayats (6 gram panchayats per circle).

Each Farmer Producer Group (FPG) shall cover 10 – 20 ha net cultivated area (minimum 10, maximum 20) comprising the farmers with the landholdings in that area. In order to ensure maximum operational efficiency, efforts shall be made to mobilize farmers with contiguous, or failing that, at least adjacent landholdings and similar cropping patterns, as this is critical for effective collectivization, coordinated production, and efficient marketing. Thus, there shall be 250 – 500 FPGs per block.

In addition, Women Producer Groups (WPGs) constituting 15-20 women of the same gram panchayat (minimum 15, maximum 20) shall be formed in the 30 selected gram panchayats in every block, with at least one WPG in each of the 30 gram panchayats. Efforts will be made to prioritize women from landless, marginal, SC / ST families in WPGs. Not more than one woman from a family (as defined under Rule 6, Order XXXIIA, Code of Civil Procedure, 1908) shall be a member of a WPG. WPGs shall be not less than 30% in number of the FPGs formed per block. Thus, 75 – 150 WPGs shall be formed per block, in separate from and in addition to the 250 – 500 FPGs.

In each district, Fish Farmer Producer Groups (FFPGs) shall be formed in number as **per the target specified for each district in the** Area of Operation. In Chitrakoot Division, a minimum of 30 FFPGs shall be formed in Chitrakoot district, 35 FFPGs in Banda district, 40 FFPGs in Mahoba district and 30 FFPGs in Hamirpur district. A FFPG is to be formed from amongst not less than ten farmers within a radius of 2km (or as specified by SPMU) where a viable water spread area of at least 10 ha exists or can be aggregated within the 2km radius. There shall be pond-based FFPGs and, where reservoirs are identified and found suitable by the SPMU, reservoir-based FFPGs. For reservoirs, the clusters may be formed up to a radius of 5 km, or as specified by the SPMU. The FFPGs shall be separate from the FPGs and WPGs mentioned above.

- SPMU shall provide the list of selected blocks along with a tentative list of identified villages in each block.
- SPMU shall also provide the **land selection criteria** to the SO.
- SPMU shall provide satellite-based crop information and indicative crop productivity data to support the identification and selection of areas for FPG formation.
- SO shall conduct a reconnaissance survey (**Field visits /Interaction with farmers/Prepared plot wise crop detail**).
- SO shall finalize the targeted implementation area of 5,000 hectares within the selected blocks, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and SPMU.
- SO shall identify the current status and usability of the ponds and reservoirs shared by SPMU through field verification. Based on this, SO shall prepare and submit a verified district-level database capturing total ponds and waterbodies, private and community ponds suitable for aquaculture, lease status and validity, and their current utilization status.

For efficient field movement and effective monitoring of field activities, the Support Organization (SO) staff shall prepare an Annual Circle Plan in a contiguous pattern, in accordance with the area allotment for work implementation assigned to SO personnel, as per ToR guidelines, at the rate of not more than 1,000 ha per Technical Assistant (Agriculture). For fisheries, there shall be one Technical Assistant per maximum 200 ha of pond-based aquaculture area, and at least one dedicated technical assistant for each approved reservoir.

Block level Area circle Plan:

Year 1	Select Implementation area - 1,500 ha
Year 2	Select implementation area 2,000 ha + follow up 1st year implemented 1500 ha area.
Year 3	Select implementation area 1,500 ha + follow up 1st year implemented 1500 ha area + follow up 2nd year implemented 2000 ha area.

Sl	Proposed Activities	Proposed Timeline
1	Support organization's employees pre placement orientation	March, 2026
2	Placement of support organization employees to respective area of intervention	March, 2026
3	Training of support organization employees on formation of FPGs at respective KVKs	April, 2026
4	Awareness generation of farmers with regard to aims & objectives of the project	April, 2026
5	Identify group of 10 to 20 farmers willing to participate in project interventions and having contiguous area in vicinity within the village to form FPGs	May, 2026
6	Formation of FPGs along with their account opening in banks of jurisdiction	May, 2026
7	Sharing note on package of practices for conducting demonstrations along with requirement of seeds and other inputs	May, 2026
8	Training FPGs member farmers at respective KVKs on various aspects of crop management	May, 2026
9	Collection of soil samples for baseline assessment of the soil health	May, 2026

10	Initiating conduction of demonstration on pulses, oilseeds and cereal crops	June, 2026
11	Organizing field days on various stages of crop growth	Throughout the cropping season at various stages of crop growth
12	Crop cutting for yield assessment of demonstrations conducted	October, 2026
13	Training on post-harvest management and marketing	October, 2026
14	Computation of crop economics of FPGs	October, 2026

Reconnaissance Survey

SO shall conduct a reconnaissance survey through field visit and interaction with farmers to finalize the targeted implementation area of 5,000 hectares per block and establish plot wise crop details, in accordance with the approved selection criteria and under the consultation and supervision of the DPIU and PMU, ensuring that all target gram panchayats are covered. Furthermore, SO shall select year-wise target areas (30% in year 1, 40% in year 2, 30% in year 3) to prepare a roadmap for project execution.

This will also include physical inspection of ponds and verification of usability and accessibility for FPGs. **From the verified ponds, SO staff shall prepare a list of ponds leased by the Revenue Department** and private ponds, considering the **remaining lease period** of each pond to ensure suitability for project implementation. **SO shall then finalize year-wise ponds for fisheries interventions**, following the prescribed **selection criteria and formats**, aligned with the project's annual implementation plan. SPMU shall provide pond-related baseline information, including data from the Fisheries Department, Revenue Department, Minor Irrigation sources, and satellite data, to support accurate screening.

The SO shall also undertake identification of potential beneficiaries for WPGs.

Group selection, Awareness Generation

Based on the above guidelines, SO staff shall form FPGs, WPGs, FPGs. They shall mobilize and motivate farmers, disseminate information on project objectives and benefits.

For this, they will launch intensive awareness campaigns using electronic and mass media, pamphlets, posters, and organize individual interactions (minimum 1 per selected GP) and mass gatherings (minimum 1 per circle, with at least 50 farmers in attendance) to orient farmers on the project objectives, planned interventions, and anticipated benefits. Focused Group Discussions (at least one per circle, with minimum 5 farmers in attendance), shall be conducted with farmers to identify key challenges faced in production and marketing of agricultural produce.

The benefits of collective action and group-based approaches shall be conveyed to farmers through these sessions, and efforts shall be made to build consensus among farmers and women to organize into groups, based on the guidelines shared for FPGs, WPGs and FPGs.

Group Formation & Bank Account Opening

Once farmers understand and provide their consent, they shall be organized into Farmer Producer Groups (FPGs), based on the criteria outlined.

SOs shall facilitate the FPGs to select a Group leader through a participatory process, ideally through consensus, or failing that, through the choice of the majority. The farmer who joins the FPGs should have his savings account in the bank. If any farmer does not have an account, SO shall ensure they open an account so that all the farmers can avail DBT facility.

SO shall ensure that all details of the farmers and FPGs, WPGs, FPGs are captured and uploaded to the UPAGREES MIS.

Collection of soil & water samples for baseline assessment of the soil & water health

After formation of the FPGs, the SO staff shall collect soil samples. One soil sample shall be collected from every 5 hectares, along with khasra-wise details, using the prescribed formats. For example, if an FPG covers an area of 20 hectares, a total of four soil samples shall be collected in a scientific manner within the contiguous plots (khasra numbers) constituting the same FPG area. (SPMU provide: 5-hectare grid maps of the selected villages / SPMU shall conduct training on soil sample collection methodology)

Similar, SO staff shall undertake water quality testing as per the directions of DPIU / SPMU, ensuring pH, alkalinity, DO, transparency and other stipulated standards are met.

FPG Training

1. As per the approved plan by SPMU, Support Organizations will suggest the farmers appropriate crop rotation, crop diversification practices to promote suitable crop rotation and crop diversification to improve soil fertility, reduce pest and disease infestations, and enhance overall farm resilience. Crop specific IPM packages / extension material will be developed by SPMU with the help of Technology Partners. Basic orientation on scientific aquaculture and information on feed, seed, medicine, aeration and nutrient shall be imparted.
2. SO will also introduce Climate-Smart Practices to enhance productivity while minimizing environmental impacts. They will provide FPGs with information on suitable crops and varieties for different seasons to optimize land use. SO will implement soil health management practices, including soil testing and nutrient management, and analyze water and soil samples for pond farming.
3. SPMU will provide technical know-how to introduce water-efficient irrigation techniques to the Support Organizations, such as sprinkler / drip micro-irrigation systems and or rainwater harvesting. SOs will educate farmers on proper water management practices to maximize crop yields with optimal water use.

Training programs will be organized by SPMU in recognized centers for DPIU personals, SO's field staff and lead farmers. The SPMU will provide technical information on climate-resilient agriculture and aquaculture to the SOs, who will then disseminate this information to FPGs. The SOs will also conduct the periodic field days for other farmers of the vicinity at the sites of technology demonstrations to disseminate the knowledge to other groups.

Proposed Training Phases for Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase	Topic	Focus
Pre-Sowing Preparation	<ul style="list-style-type: none"> • Selection of improved seed varieties and Seed Indent • Soil testing & land preparation • Input planning (Manure, Fertilizer, Pesticides, Irrigation) 	<ul style="list-style-type: none"> • Emphasis on region & sowing time specific high-yielding varieties • Soil health • Input budgeting
Sowing Techniques	<ul style="list-style-type: none"> • Timely sowing methods • Seed treatment protocols • Sowing depth & spacing 	<ul style="list-style-type: none"> • Crop-specific sowing • Use of seed drills/line sowing tools • Improved Agriculture Practices (IAP)
Crop Management	<ul style="list-style-type: none"> • Irrigation scheduling • Integrated nutrient & pest 	<ul style="list-style-type: none"> • IPM and INM protocols • Identification and control of major

	management <ul style="list-style-type: none"> • Intercultural operations 	pests/diseases <ul style="list-style-type: none"> • Uses of safe inputs/chemicals
Mid-Season Training	<ul style="list-style-type: none"> • Foliar nutrition • Weed management • Top dressing practices 	<ul style="list-style-type: none"> • Focus on mustard, gram and wheat nutrition • Herbicide usage safety • Real-time field problem-solving
Pre-Harvest Planning	<ul style="list-style-type: none"> • Harvest readiness indicators • Use of mechanized tools • Labour & equipment planning 	<ul style="list-style-type: none"> • Field visit + practical demo • Reduce harvest losses • Safe use of harvesting equipments
Post-Harvest Handling	<ul style="list-style-type: none"> • Cleaning, drying & grading • Storage management • Market Linkage • Crop residue management 	<ul style="list-style-type: none"> • Moisture content testing • Storage infrastructure awareness • Market linkage planning with support agencies • Crop residue management awareness

SO will conduct at least one capacity building programme in every circle for every season (Kharif, Zaid, Rabi) per module (Pre-sowing preparation, sowing techniques, crop management, mid-season training, pre-harvest planning, post-harvest handling) at timelines stipulated by DPIU. Demonstrations shall have display boards and visitor registers, and be open to interested farmers from outside the target areas as well, to help propagate best practices throughout the state.

Proposed Training Phases for Fish Farmers

Regions Covered - Bundelkhand and Eastern Uttar Pradesh

Phase 1: Pre-Stocking Preparation

Topic	Focus
Pond renovation & preparation	De-weeding, desilting, embankment repair, inlet–outlet correction
Soil & water quality testing	pH, alkalinity, DO, transparency, soil health assessment
Input planning & budgeting	Lime, manure, feed, seed, medicines, netting, aeration
Training & orientation	Basic orientation on scientific aquaculture and cluster-based approach

Phase 2: Stocking & Nursery Management

Topic	Focus
Selection of quality fish seed	Species-wise selection (carps, catfish, scampi, tilapia as applicable)
Seed procurement & logistics	Linkage with certified hatcheries / project-supported hatcheries shared by SPMU
Seed acclimatization & health check	Temperature & water acclimatization, salt/ KMnO4 bath
Stocking density & method	Pond size–specific stocking norms, uniform size seed
Nursery management (where applicable)	Nursery pond preparation, feeding, grading, survival management
Record keeping	Stocking register, mortality log, input tracking

Phase 3: Culture Management (Grow-out Phase)

Topic	Focus
Feeding management	Use of formulated feed, feeding schedule & FCR monitoring

Water quality management	Regular monitoring of DO, pH, ammonia, transparency
Fertilization & pond productivity	Organic & inorganic fertilization as per need
Health & disease management	Disease surveillance, early warning, biosecurity practices
Cage / pen culture management (reservoirs)	Cage installation, anchoring, stocking & daily management
Intercultural operations	Netting, biomass sampling, grading & thinning

Phase 4: Mid-Season Review & Capacity Building

Topic	Focus
Growth monitoring & biomass estimation	Sampling and growth rate analysis
Corrective management practices	Feed adjustment, water exchange, liming
Disease diagnostic support	Linkage with CIFA/CIFRI/State labs for diagnostics
Exposure visits & demonstrations	Best practice sites, model farms, reservoir clusters
Refresher trainings	Feed management, water quality, record keeping
Advisory support	Real-time problem solving by SO / technical staff

Phase 5: Harvest & Post-Harvest Management

Topic	Focus
Harvest operations	Scientific harvesting methods, minimize stress
Post-harvest handling	Icing, grading, hygienic handling
Storage & transportation	Cold chain awareness, insulated boxes
Market linkage & sales	Collective marketing through FPGs/FPOs
Financial reconciliation	Cost-benefit analysis, income recording
Crop cycle review	Lessons learned, planning for next cycle

Phase 6: Sustainability & Institutional Strengthening

Topic	Focus
Strengthening FPGs/FPOs	Governance, bank linkage, record systems
Input & service convergence	Linkage with DoF, banks, insurance, labs
Climate-resilient practices	Low-water systems, species diversification
Digital monitoring	App-based reporting, MIS, geo-tagging
Exit strategy & handholding	Gradual withdrawal of SO with local capacity

SO will conduct at least one capacity building programme in every circle for every phase outlined above at timelines stipulated by DPIU.

FPG Handholding

The SOs will carry out and facilitate project activities according to the approved location-specific plans in consultation with SPMU, DPIU, Knowledge Partners (KPs) TSAs and related line departments.

It will include *inter alia*:

1. *Ensure Seed availability to the farmers*: Make available the high-yielding, climate-resilient, disease-resistant seeds timely (procured by SPMU, DPIUs or Farmers) to all farmers of selected FPGs.

Wherever identified as per directions of DPIUs & SPMU, SO shall provide technical support for seed production as well.

2. *Soil Sample Collection and DSR in Rice*: Collect soil samples and implement Direct Seeded Rice (DSR) techniques, Integrated Pest Management (IPM), and Integrated Plant Nutrient Management (IPNM).
3. *Establishment of at least 1 Farm Machinery Bank (FMB) per block and at least two trained Farm Machinery Mechanics per FMB*, to ensure availability of farm machinery to all target FPGs: Further, under DPIU guidance and SO shall work towards capacity building of FMBs for functioning as Custom Hiring Centers (CHCs).
4. *Training minimum one farmer per FPG as Lead Resource Person*: Who shall assist in dissemination of new technology and practices to the remaining farmers in the group, and assist in spreading awareness of government schemes, pass on information including price and weather advisories shared from Krishi Sahyog Kendras (KSKs), and assist in data collection and reporting from the FPG.
5. *Assist with Laser Land Leveling*: Connecting farmers with laser land leveling services through CHCs / FMBs (and establishing FMBs where necessary to achieve this), soil testing services,
6. *Micro-Irrigation*: Installing micro-irrigation systems through government schemes and private market participation. Convergence with Per drop More Crop through subsidy for micro-irrigation systems by enlisting farmers not currently included and sharing their details with Horticulture Department. Further coordination with UP Micro Irrigation Project for delivery of community micro irrigation and water use efficiency programs. Educating FPGs on proper water management practices to maximize crop yields with optimal water use

Post Harvest

7. Undertake yield assessment activities and report data as per the guidelines of the SPMU and directions of DPIUs.
8. *Support for Storage*: Identify the need for storage locations, linking to storage facilities where available, and assisting FPGs in storing their produce in godowns and cold storages, leveraging UPAGREES digital platform where possible
9. Facilitate market linkages for selling produce through existing or other appropriate channels, leveraging UPAGREES digital platform where possible.
10. Ensure environmental and social safeguards monitoring in project areas.
11. Ensure data collection and impact assessment as per directions of SPMU for all target beneficiaries and groups, including FPGs, FPGs, and WPGs.

Support Organizations Extension Services will establish a long-lasting network of extension services to provide continued ongoing support and guidance to farmers / aquaculture farmers even after the project is completed.

SOs will adhere to monitoring and evaluation framework developed by project and will report the same to the DPIU and SPMU on a periodic basis. The SOs will also attend the review meetings as and when organized by the DPIU and SPMU.

The SO Team is expected to be equipped with a smart phone so that s/he can carry out regular data entry on the UP-AGREES digital platform in a seamless manner. In addition, the SO team will maintain its own mode of transport so that they can effectively carry out field activities, supervision and monitoring etc.

Area of Operation: -

UP DASP seeks proposals from interested parties for providing SO's services for **all 4 districts (Chitrakoot, Banda, Mahoba and Hamirpur) under Chitrakoot Division** of UP-AGREES project.

The **area of operation of this Support Organizations** under the proposed project would be for all districts project unit identified by UP-AGREES, UP DASP under **Chitrakoot Division**.

The support organization is expected to deliver the envisaged project interventions diligently within the logical time frame with the help of appropriate and capable field workers in blocks of each district.

District wise Total Project Area and Work Plan:

Division	District	Net Area Cultivated (ha)	Intervention area (ha)	Farmers (No)	Women Farmers (No)	Fish Farmers (No)	FPGs (No)	FFPGs (No)	WFPGs (No)	FPOs (No)
Jhansi	Jhansi	316806	20000	20000	4500	800	1000	40	300	4
	Lalitpur	290669	20000	20000	4500	800	1000	40	300	4
	Jalaun	342768	20000	20000	4500	500	1000	25	300	4
	Total	950243	60000	60000	13500	2100	3000	105	900	12
Chitrakoot	Chitrakoot	165019	20000	20000	4500	600	1000	30	300	4
	Banda	339729	20000	20000	4500	700	1000	35	300	4
	Mahoba	233147	20000	20000	4500	800	1000	40	300	4
	Hamirpur	289212	20000	20000	4500	600	1000	30	300	4
	Total	1027107	80000	80000	18000	2700	4000	135	1200	16
Vindhyanchal	Mirzapur	212130	20000	20000	4500	1000	1000	50	300	4
	Sonbhadra	184732	20000	20000	4500	1400	1000	70	300	4
	Bhadohi	64223	20000	30000	4500	700	1000	35	300	4
	Total	461085	60000	70000	13500	3100	3000	155	900	12
Varanasi	Varanasi	101670	20000	30000	4500	500	1000	25	300	4
	Chanduali	135417	20000	30000	4500	1000	1000	50	300	4
	Jaunpur	274778	25000	37500	5625	800	1250	40	375	5
	Ghazipur	260491	25000	37500	5625	1200	1250	60	375	5
	Total	772356	90000	135000	20250	3500	4500	175	1350	18
Gorakhpur	Gorakhpur	238244	25000	37500	5625	2800	1250	140	375	5
	Maharajganj	190183	20000	30000	4500	2800	1000	140	300	4
	Deoria	188646	25000	37500	5625	1200	1250	60	375	5
	Kushinagar	212727	25000	37500	5625	800	1250	40	375	5
	Total	829800	95000	142500	21375	7600	4750	380	1425	19
Azamgarh	Azamgarh	286990	25000	37500	5625	2000	1250	100	375	5
	Mau	119795	20000	30000	4500	800	1000	40	300	4

	Ballia	216842	25000	37500	5625	800	1250	40	375	5
	Total	623627	70000	105000	15375	3600	3500	180	1025	14
Basti	Basti	196080	25000	37500	5625	2000	1250	100	375	5
	Sant Kabir Nagar	121056	20000	30000	4500	2000	1000	100	300	4
	Siddharth Nagar	223367	25000	37500	5625	1200	1250	60	375	5
	Total	540503	70000	105000	15375	5200	3500	260	1025	14
Devipatan	Gonda	281460	25000	37500	5625	1700	1250	85	375	5
	Balrampur	216240	20000	30000	4500	1400	1000	70	300	4
	Bahraich	333396	25000	37500	5625	1600	1250	80	375	5
	Shrawasti	121953	20000	30000	4500	1500	1000	75	300	4
	Total	953049	90000	135000	20250	6200	4500	310	1350	18
	Grand Total	6157770	615000	832500	138375	34000	30750	1700	9225	123

Note: Fisheries FPGs will be formed around reservoirs and community ponds. The number of FPGs shown in above table is the minimum and may increase during the formation of FPGs by the Support Organization.

District wise FPGs Formation Work Plan for initial three years:

Division	District	FPGs (No)			FFPGs (No)			WFGs (No)		
		Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3	Yr 1	Yr 2	Yr 3
Jhansi	Jhansi	300	300	400	05	15	20	90	90	120
	Lalitpur	300	300	400	05	15	20	90	90	120
	Jalaun	300	300	400	05	10	10	90	90	120
	Total	900	900	1200	15	40	50	270	270	360
Chitrakoot	Chitrakoot	300	300	400	05	10	15	90	90	120
	Banda	300	300	400	05	15	15	90	90	120
	Mahoba	300	300	400	10	15	15	90	90	120
	Hamirpur	300	300	400	05	10	15	90	90	120
	Total	1200	1200	1600	25	50	60	360	360	480
Vindhyanchal	Mirzapur	300	300	400	10	20	20	90	90	120
	Sonbhadra	300	300	400	05	30	35	90	90	120
	Bhadohi	300	300	400	05	15	15	90	90	120
	Total	900	900	1200	20	65	70	270	270	360
Varanasi	Varanasi	300	300	400	05	10	10	90	90	120
	Chanduali	300	300	400	10	20	20	90	90	120
	Jaunpur	300	450	500	10	20	10	110	115	150
	Ghazipur	300	450	500	10	25	25	110	115	150
	Total	1200	1500	1800	35	75	65	400	410	540
Gorakhpur	Gorakhpur	300	450	500	10	50	80	110	115	150
	Maharajganj	300	300	400	10	50	80	90	90	120
	Deoria	300	450	500	10	25	25	110	115	150
	Kushinagar	300	450	500	10	15	20	110	115	150
	Total	1200	1650	1900	40	140	205	420	435	570
Azamgarh	Azamgarh	300	450	500	10	40	50	110	115	150
	Mau	300	300	400	10	15	15	90	90	120
	Ballia	300	450	500	10	15	15	110	115	150
	Total	900	1200	1400	30	70	80	310	320	420
Basti	Basti	300	450	500	10	40	50	110	115	150
	Sant Kabir Nagar	300	300	400	10	40	50	90	90	120
	Siddharth Nagar	300	450	500	10	30	20	110	115	150
	Total	900	1200	1400	30	110	120	310	320	420
Devipatan	Gonda	300	450	500	10	35	35	110	115	150
	Balrampur	300	300	400	10	30	30	90	90	120
	Bahraich	300	450	500	10	30	40	110	115	150
	Shrawasti	300	300	400	10	35	30	90	90	120
	Total	1200	1500	1800	40	130	135	400	410	540
Grand Total		8400	10050	12300	235	680	785	2740	2795	3690

Team Composition:**Key Experts**

Position	Reporting to	Key Responsibilities	Qualification	Man Months
Agriculture Specialist / Team Leader	Districts project Implementation Unit - Project Manager.	Overall implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Master in Agriculture / Horticulture with 10 years of experience in Agriculture / Horticulture Sector	36 Months
Fisheries Specialist	Districts project Implementation Unit - Project Manager.	Overall implementation of all fisheries activities in the project areas and strengthening of FPGs/ FPOs at block level.	Master degree in Bio with 08 Years of experience in Fisheries sector.	36 Months
Agri- Business Specialists	Districts project Implementation Unit - Project Manager.	Overall implementation and Provide support to FPGS/ FPPGs/ WPPGs to link them with market and support for crop-based value-added activities and forward linkages.	Master degree in Agriculture/ Agri Business or MBA with 08 years of experience in Agri-Business.	36 Months

Non-Key Experts

Position	#	Key Responsibilities	Qualification	Man Months
Technical Assistant Agriculture	1 per 1000 ha (Average 20-25 per district)	Formation of FPGs/ WPPGs and implementation of all agricultural/ horticultural activities in the project areas	Graduate in Agriculture / Horticulture / relevant discipline with 03 years of experience in Agriculture / Horticulture Sector	36 Months
Technical Assistant Fisheries	1 per 250 fish farmers (Average 4-5 per district)	Formation of FPPGs/ WPPGs and implementation of all fisheries activities in the project areas.	Science Graduate with 03 Years of experience in Fisheries sector	36 Months
Technical Associate Agriculture	Each per block	Supervise the implementation of climate smart agri-productivity enhancement activities in Agriculture & Horticulture crops and strengthening of FPGs/ FPOs at block level.	Graduate in Agriculture / Horticulture with 5 years of experience in Agriculture / Horticulture Sector	36 Months

Technical Associate Business Development	Each per districts	Provide support to FPGS/FFPGs/ WFPGs to link them with market and support for crop-based value added activities and forward linkages.	Graduate in Agriculture/ Agri Business with 5 years of experience in Agriculture / Horticulture/ Fisheries Sector	36 Months
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Requirement of Non-Key Expert in Chitrakoot Division

District	Technical Assistant Agriculture	Technical Assistant Fisheries	Technical Associate Agriculture	Technical Associate Business Development
Chitrakoot	20	2	4	1
Banda	20	3	4	1
Mahoba	20	3	4	1
Hamirpur	20	2	4	1
Total	80	10	16	4

Approach: -

The selected Support Organizations should have to actively involve in the project through participatory approach. The functionaries of Support Organizations should build their rapport amongst the beneficiaries' communities within the project villages. They should nurture the community-based organizations and work towards resolving the farmers' issues at grass root level. They should have to build a base for enhancing the agriculture, fisheries and allied sector project's reach amongst the beneficiaries.

Services and Facilities provided by the UPDASP:-

The UP DASP will provide the following support to the SO:

1. The cost of trainings (including literature, material, boarding and lodging, etc.)
2. The exposure visits for the project functionary and beneficiaries.
3. The relevant capacity building modules, technical inputs, and materials.
4. Office space in DPIU

Duration: -

The SOs will be hired initially for the time period of three years, the Project may consider an extension based on satisfactory performance of SO and ongoing need of the Project.

Contract and Operational modalities: -

1. The contract would last three years, effective from the contract signing date. The contract may be extended based on the need for performance and with mutual agreement before the expiration of the contract. The selected SO will be awarded a Time-based contract with monthly payments. The SO must maintain the key experts they proposed in their initial proposal for the entire contract duration. No

alterations in the key experts shall be allowed without the prior written consent of the Project Director. In case, any alterations have to be done due to unavoidable circumstances, the SO must propose equivalent or better candidates for the Project Director's review and approval.

2. The SO has to submit estimates of this activity-wise cost in the annual action plan (whenever due) during the contract execution period in consultation with UPAGREES, and after obtaining due approvals, reimbursable will be paid on an actual basis against the claim of SO within the prescribed financial norms of UP-AGREES project. The SO will be required to submit original invoices and will be paid as per actual to settle off any payments against the activity.
3. The project will credit the honorarium of all the key experts and personnel at the block, cluster, and community levels to their individual Bank accounts through a mother-child accounts system after receiving the approved timesheet from the SO.

Project Standard Cost Norm for implementation of the project by Support Organization

Background

To enhance agricultural productivity, fisheries, and socio-economic development in project districts, dedicated Support Organizations (SOs) will be engaged under the project to support the implementing agency (PMU, UP DASP) and empower local communities. SOs will operate at the village level to mobilize farmers, form producer groups, deliver technical support, and implement crop/fish production plans and livelihood interventions. They will work under SPMU/DPIU guidance, ensuring sustainability and community ownership of project outcomes. The SO will also be responsible for the delivering package of services in the district assigned to them at the Village/ Block/zone level with the objective to make services closer to the extent possible. In order to deliver these services, the SO will be reimbursed operational expenditure cost as per the project's "Standard Cost Norm Procedure".

Standard Cost Norm Procedure:

The Standard Cost Norm Procedure will include cost norms for carrying out the following project activities:

1. Honorarium for the field staff including travel cost.
2. Fixed Service Cost

1. Honorarium for the field staff

The SOs will be responsible to engage the following cadre at the Block/zone, Neighborhood Centre and village/ward levels. The honorarium for the field staff will be as follows:

SI No	Details of the Support Organization team	Honorarium including Field Travel & Mobile Allowance Per month (in INR)
1	Technical Assistant, Agriculture	25,000
2	Technical Assistant, Fisheries	25,000
3	Technical Associate, Agriculture	30,000
4	Technical Associate, Business Development	30,000

Travel & Mobile Cost for Key Experts

SI No	Details of SO Team (Key-Expert)	Unit cost per unit (INR)
1	Key -Expert	5,000

2. Fixed Service Cost

SI	Items of expenditure	Cost norm
1	Other reimbursable costs as required during contract execution like office management, additional man power for project execution, etc.	3% of the remuneration honorarium to the field personnel will be given to Support Organization and will be released on a quarterly basis.

General guidelines

The items of expenditure stated in Rationalized Standard Cost Norms for reimbursable will include the following:

1. The honorarium to the staff will be released based on the number of days worked per month.
2. The total Travel Allowance will be released for those field workers who have worked minimum of 20 days a month and proportionately for those who have worked less.
3. The Support Organization shall submit the statement of expenditure along with Utilization Certificate, and

4. Supporting documents for reimbursement of the costs to the DPIU/SPMU with original bills, all duly signed. However, all the original bills and vouchers will subsequently be scrutinized by the auditors or PMU to verify and authenticate the genuineness of the expenditure. If there is a deviation, the same will be adjusted in the subsequent fund release to the SO.
5. Similarly, reimbursement of the operational cost will be released based on the submission of statement of expenditure by the SO which will be subjected for verification during auditors or by PMU.
6. The Fixed Service/administrative cost amount will be admissible as additional amount for using the agency staff other than the project staff for activities like issuing invoices, general monitoring, oversight support for project implementation, etc.

Review Mechanism

The work carried out by the SO in the field shall be regularly monitored by the DPIU/ PMU.

Review Committee

The Review Committee for the Quarterly meeting would consist of Senior Technical Experts- Agriculture, Agri Business, Agri Finance, Social Development, Digital, Fisheries, Environment and Procurement would be chaired by the Additional Project Director and/or the Project Director.

Reporting requirements: -

The Support Organization shall submit a regular report to DPIU / SPMU which shall be reviewed by a committee duly appointed by the PD. The periodicity of reports shall be as following –

- Monthly progress reports,
- Quarterly consolidated reports enumerating the quantitative and qualitative progress /review of the project and success stories description,
- Annual report on the contribution / special achievement of the organization in the implementation of the UP-AGREES and issues related to the project along with audited account statement of that year.
- Any other report as per Exigencies of the Project.