

Annex II Technical Proposal

Company name: _____

SECTION 1: SPECIFIC EXPERIENCE FOR THE ASSIGNMENT.

1.1 Please provide details of your strongest creeds of past work with FPOs/ farmers/ forms of collectives/ e-commerce in rural context

Name of the project			
Grant/contract value (USD)		Website if applicable	
Target Country(ies)		Implementation Period	
Name of the Client/funder			
References contact details	name	position	phone number email
Description of the approach/methodology			
Key outputs/deliverables produced			
Key Performance Indicators/ Targets			
Names of the staff that participated in the assignment			
Knowledge product production and dissemination strategy of the assignment			

(copy/paste table above if you wish to add other relevant projects)

1.2 Demonstrate your organization's understanding of rural E-commerce challenges and opportunities to develop E-commerce Platform. Share your firm's experience working with governments on similar topics. (max 1 page)

SECTION 2: APPROACH AND IMPLEMENTATION PLAN (maximum 20 pages)

(Applicant(s) may use info-graphical / diagrammatical explanation for their response)

2.1. Provide details of the platform you will build or customize for the digital marketplace. Detail out the features of the platform. Also detail how such a platform will work in rural context given limited availability of smartphones and inconsistent internet connection. Detail out the key components of the white label platform such as how will the portal be managed, who will receive the orders and queries, how will producers know about the orders or queries, how will they be resolved, how will order placement to procurement flow in the platform. (4 pages max)

2.2 Detail out your model for supply chain management and logistics management including, returns, quality issues from producer to seller. Explain the structure, resources/ cadre to be established or leveraged, process product movement from buyer to seller. (5 pages max)

2.3. What will be the structure and key activities of the marketing team? How will products be priced and what will be an indicative revenue model for each stakeholder (subject to change at proposal stage). How will the models be made commercially viable and sustainable? (3 pages max)

2.4. Will the platform have the ability to be integrated into other platforms being developed under the Mission Shakti Living Labs? What mechanisms will be undertaken to ensure data privacy, security and consent? (2 pages max)

2.5. Indicate the key challenges you foresee in the implementation. What will be the risk mitigation strategies that you will built in the model? What support would you need from UNCDF's CFH and Mission Shakti to resolve these? (2 pages max)

2.6. Describe your team structure for this programme with designated roles (in 1 or 2 lines). Provide CVs of all members and only provide the relevant experience to this EOI. (Please share the CVs as per the template shared in the UNCDF apply platform)

SECTION 3: PERSONNEL

3.1. Management Structure: Describe the overall management approach toward planning and implementing this activity. Include an organization chart for the management of the project describing the relationship of key positions and designations along with information on the roles and structure of any sub-grantees, contractors, or other critical relationships.