

Request for Proposal – Selection of an Agency for Developing the Green College/BRLF Digital Learning App

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Last Date for Submitting Proposals: Sept 22, 2025

1. About BRLF:

The Government of India established Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development. BRLF was established to upscale civil society action in partnership with the central and state governments to ensure better implementation and outreach of government schemes and programs in collaboration with civil society organizations. Working in collaboration with civil society organizations with a local presence, BRLF ensures that the desired results are produced through the right strategies and efforts.

For more information, visit <https://www.brlf.in/>

2. Context and Purpose of Engagement:

BRLF is implementing the Green College Initiative to support the Agriculture Production Cluster (APC) project in Odisha, with the aim of promoting green livelihoods, entrepreneurship, and women's empowerment. A key component of this initiative is the creation of a 'Green College', a state-level learning and capacity-building hub.

To support this, BRLF seeks a qualified technical agency to develop and maintain a website based digital learning platform and mobile application.

3. Scope of Work and Key Deliverables

3.1. E-learning Portal

- Create a full-fledged AI-enabled learning management system (LMS) portal and application for the Green College.
- Integrated multimedia and text-based learning content, modules, and interactive learning materials related to:
 - Sustainable agriculture
 - Entrepreneurship
 - Enterprise development
 - Crop Planning, Advisory and Practices
 - Management of Producer Company

- Post-harvest management & value chain development
- Agri and allied livelihood practices including livestock, horticulture, etc
- Leveraging Government support and services for Agro-Entrepreneurship
- Innovations for value chain development/e-marketing/e-commerce etc.
- Business Development for Collective Enterprises and Agro-ecopreneurs
- Ensure support for multiple languages (starting with English, Hindi and Odia)
- Calendars for collective enterprises and other learners
- Dynamic Vendor/supplier/market/mandi databases for collective enterprises[both inter/intra state]
- Advanced voice enabled and image search functionality for both keywords and content
- Mobile accessibility (responsive) and Offline Access
 - Accessible from various devices - computer/ laptop, tablet, mobile phone
 - Offline access of learning content
- Content Management System for uploading and organizing learning materials, including videos and interactive content, making information available from any device
- Platform analytics dashboard and reports on specific metrics
- Learner Progress management system wherein learners can track their own progress, while managers can monitor completion rates
- Flexible accessibility for learners across learning contents
- Multilingual, AI enabled Communication forums for learners and managers
- User Enrolment and Gamification
- Linkage to other learning platforms and applications - Integration with other SaaS platforms and learning/ advisory applications
- Learning archive database
- Customization and BRLF Branding
- Learning management system should include the following security features at a minimum:
 - Strong password qualifications
 - 2-step verification requirements
 - Automated data backups
 - Restricted access to user data
 - Ability to monitor system activity through audit reports
 - Assigned user roles and permissions.

3.2. Mobile Application Development

- Develop a mobile app (Android and iOS)
 - Multilevel user based system
- Features to include:
 - Seamless multi-media user content access

- Image, text and voice based advanced AI enabled search across all digital resources
- Basic to intermediate Gamification
- User feedback and access to interactive forums of the LMS
- Linkage to other learning platforms and applications - Integration with other SaaS platforms and learning/ advisory applications
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- The APP/Digital Platform can be used by minimum of 2 lakhs individuals
- The APP should be functional both online/offline accessibility features (people with low literacy levels, or (may be) people with disability)

3.3. Knowledge Management & Monitoring Tools

- Enable tools for monitoring learning content, including:
 - Feedback mechanisms
 - Databases (users/ vendors/ suppliers/ buyers)
- Create dashboards and analytics tools for learning content and user monitoring.
- Integration of tools that facilitate cross learning amongst users

4. Proposal Submission Requirements

Your technical proposal must be a maximum of 20 pages length including CVs of key resource persons who will be engaged in the assignment. The Proposal must include:

- Cover letter introducing your agency (maximum of 1 page)
- Agency profile and team structure (maximum of 2 pages)
- Experience with similar digital platforms, especially in the domain of rural livelihoods, rural management or similar learning domains (maximum of 4 pages)
- Scope of work
- Detailed work plan, methodology, and timeline

Financial proposals must be submitted separately and must include,

- Separate budget breakdowns for:
 - E-learning portal Development
 - Mobile App Development
 - Maintenance & AMC (AMC shall not be more than 15% of total development cost and shall be charged only after three months of closing of development phase)
 - Server Costs and specifications
- Pricing should be inclusive of all taxes and fees.

Agencies must include their approach to securing the API, and regular audits post-deployment of the platform. There shall be a testing phase during the beta testing to validate the user design and

functionality. The agency must ensure this before deploying the web portal and Mobile Application in the field.

Agencies must Include a tentative project timeline with key milestones - prototype delivery, beta testing, and final rollout

5. Timeline of the Assignment

The assignment must be completed within 100 days of contract signing with the consultant agency. The milestones for the entire project shall be clearly outlined in the technical proposal submitted by the consulting agency.

6. Essential Qualifications

- Minimum 5 years of experience of delivering similar solutions
- Proven experience in LMS or knowledge platforms
- Familiarity with rural development or civil society sectors
- Technical expertise in web/mobile platforms
- CMS experience (preferably WordPress, Moodle, or equivalent)
- Not blacklisted by any government agency

7. Evaluation Criteria & Process Expectations

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

#	Evaluation Parameters	Total Score
1	Suitability & innovation of proposed solution	20
2	Work plan and delivery capacity	20
3	Team expertise and past experience	15
4	Technical capability and project management	20
5	Financial Proposal	25

A Proposal Evaluation Committee would evaluate the technical and financial proposals. The score assigned for the technical proposal is 75, and the financial proposal is 25. The Agency with the highest weighted score on the combined technical and financial bid would be considered the lowest responsive bidder substantially for the contract.

Please submit your technical and financial proposals by Sept 22, 2025, at procurement@brlf.in. Alternatively, your proposal can be submitted in physical copy at BRLF's Office on the 2nd Floor, C-32, Neeti Bagh, New Delhi-110049.

The physical copy of the technical and financial proposals need to be put in two separate envelopes, with a cover envelope containing both proposals. The Subject line: "Proposal for Developing the Green College/BRLF Learning App and Platform." should be mentioned on top of the cover envelope.