

REQUEST FOR PROPOSAL (RFP)

CONSULTANCY FOR:

Landscape Assessment of Underutilized Crops
in Madhya Pradesh and Uttarakhand

Issued by:
The Global Alliance for Improved
Nutrition (GAIN)

On:
23 June 2025

TIMELINES

ACTIVITIES	DATE OF SUBMISSION
Release of Request for Proposal:	June 23 rd , 2025
Proposal Submission Deadline:	June 26 th , 2025
Proposal Selection:	June 30 th , 2025
Award of Contract:	July 4 th , 2025
Final Deliverable:	December 15 th , 2025
End date of Services:	December 20 th , 2025

About GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

About this Consultancy

GAIN is issuing this RFP to engage the services of a consultant to conduct a comprehensive landscape assessment of underutilized crops in Indian states of Madhya Pradesh and/ or Uttarakhand. This assessment will focus on understanding underutilized crop production systems, consumption patterns, value chain dynamics, and scaling opportunities through both market-based approaches and integration into safety net programs.

Underutilized crops represent a significant untapped opportunity for addressing both food and nutritional security and climate resilience challenges in India; however, these crops have been largely overlooked in mainstream agriculture. Currently, these crops are produced and consumed by local communities in endemic pockets across various regions of India but have not yet been commercialized at scale. The completed assessment will provide GAIN with the evidence base needed for engaging policymakers, value chain actors, and potential funders in supporting the scaling of underutilized crops and provide actionable recommendations for GAIN’s programming.

Scope of Work and Deliverables

OBJECTIVES

The main objective of the evaluation is to conduct a systematic analysis of underutilized crop ecosystems in one to two states of India, i.e., Madhya Pradesh and/or Uttarakhand, focusing on specific regions where these crops have historical significance and continued cultivation, and where traditional crop varieties remain integral to local food systems.

The specific objectives of the assessment will include:

- Conduct comprehensive value chain mapping for underutilized crops categorized under five categories: underutilized millets, pseudocereals, legumes/pulses, tubers, and native vegetables, mapping the complete value chain from seed systems and farm-level production to processing, distribution, and final consumption.
- Conduct stakeholder mapping and interviews with key supply chain actors including traditional seed keepers, farmers, processors, traders, and consumers.
- Evaluate market linkage opportunities, including direct market access, institutional procurement, processing industry integration, and export potential.
- Analyze existing policies that could support the scaling of underutilized crops and examine opportunities for integrating these crops into public procurement systems, school feeding programs, and other safety net initiatives.
- Assess the potential of underutilized crops as climate-resilient alternatives and their role in nutrition security.
- Identify specific barriers and opportunities (including gender related) for scaling of traditional underutilized crops and provide actionable recommendations for addressing awareness, production, processing, marketing, and consumption challenges.

The assessment is expected to include (but not limited to) include the following:

- A mapping of the current value chain from input supply, production to retail for underutilized crops in both states.
- Stakeholder mapping and interviews with key supply chain actors
- List of key actors engaged in the production, processing and/or distribution of underutilized crops
- SWOT analysis of underutilized crop value chains
- Price mark-up analysis and cost-benefit assessment
- Policy gap analysis and integration opportunities with safety net programs
- Climate resilience and nutrition security assessment

The Service Provider should propose the methods for the study of the above-mentioned objectives based on their expertise, but it will be expected to include primary data collection in the two target states. The methods proposed by the successful service provider will be refined and finalized together with GAIN. Bidders are advised to outline detailed methodologies they intend to use.

Deliverables:

- Inception report with detailed methodology, work plan
 - Final comprehensive report covering value chain mapping, stakeholder analysis, market assessments, policy recommendations, and strategic intervention framework for underutilized crops in both states.
 - Presentation materials including detailed PowerPoint presentations and policy briefs for stakeholder engagement on integrating scaling up of underutilized crops for their climate-resilient and nutrition value.
-

TIMEFRAME

All deliverables are required to take 150 days from the time the work commences.

REQUIREMENTS & QUALIFICATIONS

Essential Competencies:

- Significant experience in traditional agriculture systems, nutrition-sensitive value chain analysis, climate resilience research.
- Demonstrated experience working in Madhya Pradesh and/or Uttarakhand with deep understanding of local agricultural systems and traditional crops.
- Proven expertise in analyzing agricultural value chains, specifically production, distribution, and marketing of traditional/underutilized crops.
- Understanding of agricultural policies, food security programs, and safety net mechanisms in India.
- Ability to engage with diverse stakeholders including farmers, traders, processors, policymakers, and community leaders.
- Fluent in written and spoken English and Hindi, with ability to communicate in local dialects as needed.
- Strong quantitative and qualitative research skills with experience in mixed methods approach.

Desirable Qualifications

- Advanced degree in Agriculture, Food Systems, Development Studies, or related field.
- Experience with nutrition-focused interventions and programs.
- Knowledge of climate-smart agriculture and biodiversity conservation.
- Previous work with international development organizations.
- Understanding of gender and social inclusion in agricultural systems.

INSTRUCTIONS FOR SUBMISSION

This section addresses the process of responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

CONTACT

Proposals should be sent to rfp@gainhealth.org and barora@gainhealth.org with subject line: Landscape Assessment of Underutilized Crops in Madhya Pradesh and/ or Uttarakhand

SUBMISSION

To apply, please submit **the following by June 26th Midnight** and not later than that.

1. a technical proposal for undertaking the work outlined above (5 pages)
2. financial proposal all-inclusive (e.g. travel costs, VAT, etc.),
3. the lead investigator's CV,
4. 2 example reports of similar work done in the past, and
5. a cover letter detailing your experience

UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals were received by fax.
- Incomplete proposals.
- Proposals that are not signed.

ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria, and mandatory requirements shall govern the process.

COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern the process.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II prior to submitting.
- While GAIN has used considerable efforts to ensure an accurate representation in this

Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

5. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

6. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

7. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

8. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of the award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

9. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

10. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.