



Call for Expressions of Interest for a Local Implementer(s) in Andhra Pradesh, India

Dear Interested Bidder,

FishWise is seeking to identify local partners, consultants, organizations, firms, or a combination of bidders, based in India to support the implementation of the *From Pond to Place-Based Initiative: Community-Led Solutions for Social, Environmental, and Economic Resilience in Smallholder Shrimp Production in Andhra Pradesh, India* project from May 2025 to June 2026. A project led by FishWise and Monterey Bay Aquarium (MBA), with support from Acharya Nagarjuna University (ANU).

Ideal local partners will have expertise in social mobilization, community engagement, and stakeholder outreach to support this work. They will foster collaboration, drive participation, and build trust with shrimp farmers, their families, and communities to co-create solutions that strengthen the supply chain while enhancing overall community well-being. Interested bidders may help to conduct one, multiple, or all of the activities based in East and West Godavari:

- Conduct Stakeholder Mapping and Finalize and Implement a Stakeholder Engagement Plan
- Design, Host, and Facilitate a Three-Day Co-Design Event
- Organize and Support a Business Roundtable
- Create the 5-Year Community Action Plan and Hold Validation Events

Interested bidders are invited to submit a completed [local implementers submission form](#). Selected semifinalists, will be invited to a one-hour in-person or remote interview. After this conversation, finalists will be invited to finalize and resubmit their application materials. Applications are being accepted on a rolling basis and will close once the finalist(s) have been selected on/about April 25, 2025.

Sincerely,

A handwritten signature in black ink that reads "Kate O'Rourke".

Kate O'Rourke

IndiaPBI@fishwise.org

FishWise, Director of Operations

Location of Work

The work will be based in East and West Godavari Districts, Andhra Pradesh, India. The ability to attend remote meetings during business hours, Pacific Standard Time is essential.

Eligibility Criteria

Grant awards are available to nongovernmental organizations (for-profit or nonprofit), individuals, or a combination of up to three bidders based and legally registered in India.

Contract Mechanism & Terms of Payment

FishWise anticipates awarding a fixed-price, deliverables-based grant, reserving the right to award the entire scope of work to one consultant, organization, or firm or to split it among multiple bidders.



Scope of Work

India has rapidly grown to become one of the largest producers and suppliers of whiteleg shrimp globally, generating over \$5 billion in value. The majority of shrimp production is from Andhra Pradesh, with over 90% of farmers operating small farms. Shrimp farming contributes significantly to the livelihoods of many communities and the economy. Despite the industry's rapid growth, shrimp farmers and their communities face mounting challenges, including disease risks, extreme weather, price instability, debt cycles, and rising production costs. These challenges contribute to making farmers and their families and communities vulnerable to poverty. The Indian shrimp industry also faces criticism for human and labor rights abuses, creating concerns for key markets.

To foster community-led, scalable solutions, FishWise and Monterey Bay Aquarium, along with Acharya Nagarjuna University and local partners, initiated an 18-month project. This project aims to mobilize small-scale shrimp farmers, their families, and their communities in identifying solutions and developing an action plan to enhance livelihood resilience and sustainability while prioritizing human rights, decent work principles, and adopting sustainable production practices.

The project will bridge the perspectives of farmers, local communities, and global supply chains to build a more resilient, inclusive, and sustainable shrimp industry and support communities in Andhra Pradesh, India. FishWise is seeking consultant(s), organization(s), firm(s), or combination of up to three bidders to conduct *one, multiple, or all* of the activities:

I. Stakeholder Mapping

From May to July 2025

The grantee(s) shall identify and map key individuals, companies, organizations, government entities, and others at local, regional, national, and global levels who will be affected by the project and/or are critical to its success. The grantee(s) will establish the best way to identify stakeholders such as desktop research, and brainstorming sessions, and carry out field observations such as calls and in-person meetings, including local travel. Based on the findings from mapping the grantee(s) will engage key stakeholders through individual interviews or focus group discussions to assess their role in the smallholder-farmed shrimp communities in Andhra Pradesh. These discussions will explore how stakeholders may be impacted by the project, their motivations and barriers to engagement, and their needs and concerns regarding the challenges and solutions faced by smallholder shrimp farmers, their families, and their communities. Additionally, an interest-influence map will categorize stakeholders based on their level of power and influence relative to their interests.

Based on the information collected, the grantee(s) shall develop a Stakeholder Engagement Plan in coordination with FishWise and our partners. The plan will outline key stakeholder groups to be engaged throughout the project, the level of engagement, motivation, and barriers to engagement, and recommendations for individuals to participate in a project advisory role. The grantee(s) shall participate in the Advisory Committee and act as co-chair throughout the project. Stakeholder information will be stored in a well-maintained database, which will be regularly updated and used to facilitate engagement, enhance stakeholder involvement, and support project activities over time.

II. Design, Host, and Facilitate Co-design Event

From June 2025 to January 2026

The grantee(s) shall support the delivery of one large, or two smaller, co-design events in Andhra Pradesh, India. The grantee(s) will work closely with FishWise and project partners to adapt the co-design methodology to the needs of the smallholder shrimp farmers and their community. The grantee(s) shall organize and host a three-day co-design workshop(s) with approximately 80 participants,



including local partners, farmers, community members, government representatives, industry, and key groups. Socioeconomic outcomes and social determinants of health are driven by both the supply chain and the communities in which they operate. To drive meaningful change, supply chain actors and the broader community must be elevated together. Therefore, the purpose of the workshop is to identify, validate, and prioritize the social, environmental, economic, and operational challenges and solutions affecting smallholder shrimp production, the farmers and their families, and their communities, as defined by those most impacted. The group will also prioritize actions and make commitments for collective impact. The three-day event(s) will be organized by the grantee(s) in cooperation with FishWise and project partners. The intention is to create a safe, in-person space for collaboration and joint planning.

The grantee(s) will work directly with FishWise on the design of the event. FishWise and project partners will provide technical support to the grantee(s) to develop the workshop objectives and methodology, finalize the agenda, provide capacity building on co-design best practices, including the use of participatory methods and evaluation, and other technical advising as needed. Attendees will be identified using the completed stakeholder mapping and Stakeholder Engagement Plan. A final co-design event report in English and Telugu with an analysis of event sessions, outcomes, and takeaways will be provided in English. The event outcomes will significantly shape the business roundtable and Community Action Plan.

III. Support and Organize the Business Roundtable

From June 2025 to January 2026

An outcome of this project is to bring insights to downstream supply chain actors, gain input, and inspire support and involvement. Therefore the grantee(s) shall organize a one-day business roundtable for approximately 40 participants, in India to align smallholder priorities with market demand and in-country supply chain activities. The grantee(s) shall bring the perspectives and input from the co-design event to the business roundtable, in a supporting role. The business roundtable will seek to clarify supply chain dependencies and intersections that tie to the issues raised by the community, and clarify the role that businesses can play in supporting and incentivizing the solutions that have been prioritized during co-design. The grantee(s) shall collaborate closely with FishWise and our partners to organize the event, book space, and catering, and where appropriate present the results of the co-design workshop. The grantee(s) shall contribute to a final business roundtable event report in English with an analysis of outcomes, and key takeaways, which will inform the Community Action Plan.

IV. Create the 5-Year Community Action Plan

From March to April 2026

The grantee(s) shall author and finalize the 5-Year Community Action Plan, incorporating findings from all previous activities, incorporating project partners' feedback. The Community Action Plan should clearly define the needs and priorities of smallholder shrimp farmers, their families, and their communities, as defined by them. The five-year plan will define key goals and priority actions that deliver social, environmental, and economic benefits, outline necessary enabling conditions for success, and leverage points for change. The plan will include recommendations for how to coordinate and build upon existing initiatives and leverage resources throughout the engagement.

The Community Action Plan will be presented and validated through an in-person convening with a subset of participants from the original co-design process and other key groups. The grantee(s) shall host, facilitate, and design the 40-person, one-day event. The second business roundtable will be held in combination with the validation event, or in addition to it, to share the findings with industry partners in India. The grantee(s), FishWise, and partners shall socialize the plan and fundraise to implement its



recommendations.

V. Communication, Socialization, and Community Mobilization From June 2025 to June 2026

The grantee(s) will develop an outreach plan to communicate, socialize, and mobilize the community around the goals, objectives, outcomes, and future phases of this work. The grantee(s) shall have regular communication with FishWise throughout the project. The grantee(s) will liaise closely with the project team and have technical support from FishWise, MBA, and ANU.

Deliverables and Performance Measures

The following deliverables, estimated due date, and level of effort (LOE) are anticipated from the grantee(s) for this project:

Deliverables	Estimated Due Date	Estimated LOE
Stakeholder Mapping + Engagement Plan Complete	July 15, 2025	25 days
Finalize Co-design Methodology and Agenda	August 31, 2025	15 days
Host Co-design	November 1, 2025	30 days
Organize and Support the Business Roundtable	November 15, 2025	20 days
Complete the Final Co-Design Report in English and Telugu	January 15, 2025	20 days
Draft Community Action Plan	March 20, 2025	20 days
Host Validation Event and Second Business Roundtable	April 20, 2025	30 days
Finalize Community Action Plan	May 20, 2025	15 days
Carryout Community Outreach Plan	Project Period of Performance	35 days
ESTIMATED TOTAL		210 days

Expressions of Interest (EOI) Process

Interested bidders must submit a [Local Implementer Submission Form](#) (Annex A). Selected semifinalists will be invited to an in-person or remote discussion, after which they may update and resubmit their applications. EOIs must be submitted in English and in accordance with the EOI. Questions regarding the EOI will be answered on a rolling basis, answers will be posted on the FishWise website and sent to the inquirer. Responses should be directed to IndiaPBI@fishwise.org by the following deadlines:

- Date of Issuance:** March 10, 2025
- EOI Submission Deadline:** Rolling basis until filled on/about April 25, 2025.
- EOI Finalist Meetings:** Rolling basis until filled.
- Resubmission of EOI:** Within 5 business days of in-person or remote meeting.



Criteria for Evaluation

Submissions will be evaluated and ranked according to the conditions described in the evaluation criteria below. We will choose the best overall value by technical strengths, experience, and capabilities with cost, as follows:

<p>Capabilities</p>	<ul style="list-style-type: none"> ● Expertise in social mobilization, community engagement, and stakeholder outreach to support this work. ● Ability to foster collaboration, drive participation, and build trust within shrimp farming communities. ● Strong facilitation skills that go beyond presentation, focusing on interactive, participatory engagement that fosters collaboration, discussion, and meaningful involvement. ● Fluent in English and Telugu ● Ability to work remotely with staff in Pacific Standard Time and other time zones ● Strong communication skills (verbal and written) ● Flexible, organized, patient, and efficient ● Willingness to work iteratively and learn new skills
<p>Past Experience</p>	<ul style="list-style-type: none"> ● Ability to foster collaboration, drive participation, and build trust within rural communities ● Facilitation, project management, and/or relevant experience ● Ability to design workshops and synthesize information to inform a robust Community Action Plan ● Experience engaging communities in Andhra Pradesh such as farmers, industry, and government actors, preferably in East and West Godavari
<p>Cost</p>	<ul style="list-style-type: none"> ● The best value will be considered.

Annex A: [Local Implementer Submission Form](#)

NOTE

- FishWise will not compensate individuals, organizations or firms for preparation of their response to this Solicitation.
- Issuing this Solicitation is not a guarantee that FishWise will make an award.
- FishWise reserves the right to issue a contract based on the initial evaluation of offers without discussion.
- FishWise may choose to award a contract for part of the activities in the Solicitation.
- FishWise may choose to award contracts to more than one offeror for specific parts of the activities in the Solicitation.
- FishWise may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work based on the general scope of work in the original Solicitation.
- FishWise has the right to rescind the solicitation, or rescind an award prior to the signing of a contract due to any unforeseen changes, be it funding or programmatic.
- FishWise reserves the right to waive any deviations by offerors from the requirements of this solicitation that in FishWise’s opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.
- Any products or data produced by this belong to FishWise, which makes them in the public domain. Any distribution of products or data must first have written authorization from FishWise or its designated representative.
- Once selected, bidders must file the appropriate W-8 form.