



Request for Proposals
Andhra Pradesh, India - Community Action Plan Local Implementer(s)

I. Summary

The goal of this Request for Proposals (RFP) is to identify organizations, firms, or consortiums based in India to support implementation of the *Sahakaram tho Parishkaram: Mana Royya Mana Bhoomi Mana Neeru* activities in Andhra Pradesh, India from August 2026 through August 2028.

A. Submission Process

FishWise invites qualified Offerors to submit proposals by the following deadlines:

Date of Issuance:	July 1, 2026
Modified on:	July 9, 2026
Questions Due:	July 10, 2026 July 21, 2026
Answers Posted:	July 14, 2026 Within 2 Business Days on FishWise Career page
Proposal Submission Deadline:	Rolling basis until filled on/about July 21, 2026 July 24, 2026

Interested bidders should submit their inquiries and responses by email by the dates listed above. Responses should be directed to IndiaPBI@FishWise.org.

B. Period of Performance

On/about August 2026 through August 2028

C. Location of Work

The target area for this work plan is the six mandals across the East and West Godavari region, while considering expansion to other areas within the Krishna-Godavari Delta region, as deemed impactful. The ability to attend a remote weekly meeting from 8 am to 9 am Pacific Standard Time is essential, and others as required.

D. 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 organization or firm or to split it among multiple bidders.

E. General Instructions

"Offeror" and/or "Bidder" means organizations, firms, or consortiums proposing the work under this RFP. "Offer" and/or "Proposal" means the package of documents the firm submits to propose the work.

F. Eligibility Criteria

Grant awards are available to nongovernmental organizations (for-profit or nonprofit), firms, or a combination of up to three bidders based and legally registered in India. Bidders must be able to receive funding from a U.S. nonprofit, and to pass through part of the funding to local grassroots



organizations and efforts. Bidders must be fluent in Telugu and English and have a field office in the Krishna-Godavari Delta region of Andhra Pradesh.

G. Submission Requirements

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the RFP that provide full, accurate, and complete information as required by this solicitation. Incomplete proposals will not be considered. Interested Offeror's must provide the following to be considered:

1. Submission Form

Provide a completed submission form ([Annex A](#)).

2. Technical Capabilities Statement (Not-to-exceed 3 pages)

Please describe your capabilities, as they relate to the work described below. Specifically, provide a list of relevant past projects and include the title, name, years, and brief summary of the work. Include three references whom we may contact to verify past work.

3. CVs of Activity Leads and Key Personnel (Not-to-exceed 1 page per person)

Please indicate the lead for each activity and provide their CV.

4. Budget

Provide a completed budget sheet ([Annex B](#)).

H. Criteria for Evaluation

Submissions will be evaluated and ranked according to the conditions described in the evaluation criteria below, with a total overall maximum point value of 100. The selection will be based on the best value/trade-off (weighing price against technical factors) as follows:

Capabilities (40pt)	• 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, and able to act as a translator • Ability to work remotely with staff in Pacific Standard Time and other time zones • Strong communication skills in Telugu and English (verbal and written) • Flexible, organized, patient, and efficient • Willingness to work iteratively and learn new skills
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	• Experience managing complex multi-stakeholder implementation initiatives • Strong facilitation, coordination, and collaborative leadership skills • Familiarity with systems thinking, adaptive management, participatory facilitation approaches • Experience with monitoring, evaluation, adaptation, and learning systems • Ability to work across diverse stakeholder groups and navigate complex relationship dynamics • Strong written and verbal communication skills • Experience working with local organizations and building institutional capacity • Familiarity with shrimp aquaculture, seafood supply chains, rural livelihoods, and/or environmental sustainability initiatives • Experience working in India or cross-cultural implementation settings
Past Experience (40pt)	• 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
Cost (20pt)	• The best value will be considered.

II. Proposal

A. Background

India has rapidly grown to become one of the world's largest producers and exporters of whiteleg shrimp, generating more than \$5 billion annually and supplying key international seafood markets. The majority of shrimp production is concentrated in Andhra Pradesh, where more than 90% of producers operate small-scale farms, creating a highly fragmented and complex supply chain. Shrimp farming plays a significant role in supporting rural livelihoods, local economies, and export revenue across the region. However, shrimp farmers, their families, and surrounding communities continue to face mounting environmental, social, and economic challenges, including disease outbreaks, declining water quality, climate-related stressors, rising input costs, debt cycles, market instability, and infrastructure limitations. The sector also faces increasing scrutiny regarding labor conditions, human rights, and long-term sustainability.

Through public community forums and a multi-stakeholder, co-design process, more than 200 farmers, community members, and supply chain actors came together across the mandals of Mandavali, Kaikaluru, Veeravasaram, Sakshinetipalli, Malakipuram, and Razole to discuss the future of smallholder shrimp farming. Participants openly discussed what is working, what is not working, and



what must change to strengthen smallholder shrimp farming and improve community well-being across the Krishna-Godavari Delta region. Through this process, stakeholders collectively identified three priority challenges to address: strengthening unity among farmers, improving the quality of seed and feed, and improving disease management, particularly as it relates to water quality and infrastructure.

B. Purpose

Building on these priorities, 59 carefully selected stakeholders representing those closest to the challenges and capable of influencing change participated in a two-and-a-half-day collaborative workshop to define a shared future and identify coordinated pathways forward. Through this effort, participants aligned a Community Action Plan (CAP) ([English](#), [Telugu](#)), a five-year roadmap reflecting the priorities, commitments, and collaborative actions identified through this community-led process.

The initiative is now transitioning from co-design and planning into implementation. This next phase of work will focus on advancing stakeholder commitments and implementing high-priority CAP solution areas through a dedicated coordination that will oversee the CAP implementation, stakeholder engagement, and adaptive management.

C. Scope of Work

FishWise is seeking organization(s), firm(s), or combination of up to three bidders to conduct the following activities:

1. Krishna-Godavari Delta Place-Based Initiative (PBI): CAP Implementation and Oversight

The grantee(s) will serve as the primary local owners, coordinators, and conveners of the *Sahakaram tho Parishkaram: Mana Royya Mana Bhoomi Mana Neeru* Community Action Plan (CAP). This includes taking leadership, ownership, and accountability for advancing implementation of the PBI through the CAP and supporting progress toward its interim goals and intended long-term outcomes and impact.

Implementation responsibilities will include both direct implementation of funded activities and coordination, facilitation, and follow-up related to stakeholder commitments made through the CAP process. The grantee(s) will help ensure continued and expanded momentum, collaboration, accountability, and participation across stakeholders while maintaining alignment with the shared priorities and vision established through the CAP process.

The grantee(s) will also help ensure that the appropriate stakeholders remain engaged throughout implementation, including farmers, supply chain actors, government representatives, academia, NGOs, financial institutions, technology providers, women, youth, and community representatives. Responsibilities under this task include:

1.1. Overall Accountability for CAP Success and Impact

- Serve as the primary local coordinating body responsible for advancing implementation of the CAP and supporting achievement of its intended social, environmental, governance, and livelihood outcomes.
- Maintain oversight of overall CAP progress, implementation status, stakeholder participation, risks, and emerging opportunities.
- Support adaptive management and problem solving to address implementation challenges and maintain progress toward shared goals.
- Promote alignment and coordination across CAP solution areas, stakeholder activities, and regional improvement efforts.
- Lead implementers in identifying challenges, risks, resource needs, and opportunities for adaptation or scaling.
- Serve as the primary link between market model development and CAP implementation, supporting facilitation of supply chain socialization and input into the market model, promoting alignment and coordination, and integrating market perspectives, needs and support into the CAP workstreams.
- Support conversation and alignment to advance the Krishna-Godavari Delta PBI toward a more mature PBI.

1.2. Krishna-Godavari Delta PBI: Steering Committee Coordination and Governance Support

- Serve as Steering Committee Coordinator, support the multi-stakeholder Steering Committee and associated working groups to guide the first phase of the Krishna-Godavari Delta PBI through the CAP implementation.
- Organize and facilitate Steering Committee meetings, agendas, documentation, action tracking, communications, and follow-up activities.
- Support inclusive participation and representation across stakeholder groups and sectors in the Steering Committee.

2. Krishna-Godavari Delta PBI: CAP Monitoring, Evaluation, Learning, and Adapting (MELA)

The grantee(s) shall lead implementation of a collaborative MELA process to help track progress, strengthen accountability, support adaptive management, and facilitate continuous learning across CAP implementation activities and stakeholder commitments.

The MELA process should support both implementation oversight and broader systems learning by documenting progress, identifying emerging challenges and opportunities, strengthening coordination among stakeholders, and informing adaptation of implementation strategies over time. Responsibilities under this task include:

- Lead development and maintenance of implementation tracking systems for project metrics and CAP implementation tracking.
- Host quarterly Steering Committee convenings to review implementation progress, discuss challenges and opportunities, strengthen alignment across stakeholders, support

collaborative decision making, and opportunities for scaling or strengthening implementation efforts.

- Organize, facilitate and host one annual in-person learning and adaptation event (60 - 80 ppl) bringing together farmers, communities, implementers, Steering Committee members, supply chain actors, government representatives, and other stakeholders to review progress, share lessons learned, strengthen relationships, and identify priorities, adaptations, and opportunities for scaling or strengthening implementation efforts for the following year.

3. Capacity Building and Transition to Local Ownership

The grantee(s) will support long-term local ownership, integration and sustainability of the CAP by strengthening the capacity of local organizations, stakeholders, and governance structures to increasingly lead implementation, coordination, facilitation, and adaptive management activities over time.

This task is intended to support the gradual transition of FishWise from a lead convening and coordination role toward a more supportive and advisory role, while strengthening locally led systems, relationships, and implementation capacity capable of sustaining progress beyond the grant period. Responsibilities under this task include:

- Strengthen the capacity of local partners, Steering Committee members, farmer groups, and implementing organizations to coordinate and lead Krishna-Godavari Delta PBI and CAP implementation activities.
- Build local skills and systems related to stakeholder engagement, facilitation, collaborative problem solving, adaptive management, implementation coordination, and governance support.
- Where possible and appropriate, coordinate and integrate efforts within the Krishna-Godavari Delta PBI and the CAP into existing systems and programs to leverage resources and ensure sustainability of solutions.
- Mentor and support local stakeholders in facilitating multi-stakeholder meetings, collaborative planning sessions, learning activities, and coordination processes.
- Support development of locally led coordination and “backbone” functions that can sustain implementation momentum, stakeholder engagement, accountability, and systems coordination over time for the Krishna-Godavari Delta PBI.
- Help strengthen communication and coordination mechanisms among stakeholder groups to support long-term collaboration and collective action for the Krishna-Godavari Delta PBI.
- Identify organizational, technical, governance, or operational gaps that may limit long-term local ownership and work collaboratively to strengthen those areas over the implementation period.
- Support gradual transfer of responsibilities, relationships, knowledge, tools, and coordination functions to local leadership structures and organizations where

appropriate.

- Contribute to development of a long-term sustainability and transition approach for continued implementation and oversight of CAP priorities beyond the project period.

4. Communication, Socialization, and Community Mobilization

The grantee(s) will support and lead ongoing communication, stakeholder outreach, socialization, and community mobilization activities to strengthen awareness, participation, transparency, and engagement around the goals, priorities, implementation activities, outcomes, and future phases of the Krishna-Godavari Delta PBI.

The grantee(s) will develop and implement an outreach and communication approach and associated collateral that helps maintain stakeholder participation and momentum across farmers, communities, local leaders, supply chain actors, government representatives, and other relevant stakeholder groups throughout implementation, and represent the work publicly in meetings, presentations and other speaking engagements as needed. International and domestic travel may be required.

D. Deliverables and Performance Measures

The following deliverables and estimated due dates anticipated from the grantee(s) for this project:

Deliverables	Budget Assumptions	Estimated Due Date
Project Management Plan that Aligns With the CAP	2 staff at 50% time to develop and implement over 2 years.	September 1, 2026
Krishna-Godavari Delta PBI Communications Plan Complete in English and Telugu	1 staff at 1 month time to develop.	October 1, 2026
Host Quarterly Steering Committee Meetings	4 meetings per year; 2 - 3 hours per meeting for up to 30 ppl; remote and in-person options should be considered	October 15, 2026; January 15, 2027; April 15, 2027; July 15, 2026
MELA Plan and Data Track Systems Established - Quarterly Reporting of Data	2 MELA staff oversee MELA plan creation and data tracking system 2 staff at 50% time over 2 years.	October 1, 2026; January 1, 2027; April 1, 2027; July 1, 2026;
Host 2 Annual Reflection and	2 events will be held; the	August 2027; August 2028

Connection Events and Share Updated CAP (2 days)	events should be 2 days for 60 people in the Krishna-Godavari Delta	
Consolidated recommendations from supply chain actors within India to inform market model during development and after socialization of the draft	2 high-level staff at 2 months' time for development and socialization of the draft	October 31, 2026; May 31, 2027
Develop and implement a capacity-strengthening plan for local partners, Steering Committee members, farmer groups, and implementing organizations, which includes a Transition Plan for ownership post-project period.	2 staff at 20% time for 2 years time plus \$6,000 in comms support costs.	August 31, 2028

III. 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.



[Annex A: Submission Form](#)

[Annex B: Budget Template](#)