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Terms of Reference (ToR)

Implementing Partners for Agri-AI Expansion in Thailand

Edufarmers International Foundation – Google.org-supported Project

I. Background

In many parts of Southeast Asia, especially in rural and remote areas, smallholder farmers face persistent barriers in accessing timely, reliable, and localized agricultural advice. Traditional government-led extension services are often under-resourced, unevenly distributed, and unable to keep pace with evolving climate challenges, market dynamics, and input technologies. The result is a significant gap between available agronomic knowledge and the farmers who need it most.

At the same time, mobile phone penetration and digital connectivity have expanded rapidly, creating new opportunities to deliver agricultural extension services at scale. Over the past decade, various ICT-for-agriculture (ICT4Ag) initiatives around the world, such as SMS-based alerts to interactive mobile apps, have demonstrated the potential of digital platforms to improve farming practices, enhance productivity, and strengthen resilience. However, many such tools have lacked contextual specificity, failed to integrate real-time data, or struggled with user adoption.

Supported by Google.org, Edufarmers International Foundation seeks to bridge this gap through its AI-powered agronomy solution, a digital advisory tool designed to provide personalized, data-driven farming recommendations directly to smallholder farmers and extension workers. Drawing from the lessons learned from previous technology-based agriculture information services, Agri AI Solution provides a dynamic interaction with farmers and utilizes a widely used messaging platform, namely WhatsApp in Indonesia, instead of a specifically designed smartphone application. The Agri AI Solution uses in-field agronomic data (e.g., crop stage, pest presence, soil condition) to generate customized guidance on planting schedules, nutrient application, pest management, and more. Importantly, it is designed by combining AI with human-centered design principles to ensure accessibility, usability, and trust.

After demonstrating strong results in Indonesia, Edufarmers is now scaling this solution to Thailand and Vietnam, with a focus on the paddy rice (mandatory), maize, coffee, or other significant crops. This regional expansion will adapt Agri AI Solution to Line (Thailand) and Zalo (Vietnam). The project will rely on partnerships with local NGOs, social enterprises, and agricultural institutions to ensure the tool is grounded in local realities and adopted by end-users. Implementing partners will play a critical role in collecting contextual data, adapting the solution to specific agro-ecological zones, piloting with farmers, and leading dissemination efforts. **This TOR applies specifically for the project in Thailand**.

II. Objective

For this TOR, Edufarmers seeks to engage implementing partners in Thailand. The partners will support the localisation of Agri AI Solution, piloting the solution to farmers, delivering in-depth training on Good Agricultural Practices to accompany Agri AI, and disseminating the Agri AI solution to a larger number of farmers. The partnership will be structured through a milestone-based grant agreement.

The AI Agronomist Expansion Project in Thailand aims to acquire at least 100,000 rice and maize smallholder farmer-users of AI Agri Solution in Thailand.

Outputs & Outcomes (for one crop)

Outputs

- **50,000** farmer-users of Agri AI Solution
- **7,500 out of these 50,000** farmers gained training on Agri AI usage and in-depth training on Good Agricultural Practices over at least four sessions
- **250,000** unique queries made to Agri AI Solution

If an interested organization wishes to submit a proposal for two crops, the target number of outputs for the two crops is doubled from the number above.

Outcomes from wider dissemination (50,000 farmers):

- **70%** of farmers demonstrate an understanding of how AI can support their farming
- **50%** of farmers introduced to AI can recall information on specific topics

Outcomes from in-depth training (7,500 farmers):

- **70% of trained farmers** demonstrate an increase in knowledge scores (e.g., pre/post-training assessments on specific topics like pest identification or nutrient management)
- **20% of trained farmers** adopting improved farming practices (e.g., optimized fertilizer application, better pest and disease control)
- **15% of trained farmers** increase their productivity (yield and income) by 20%

Interested organizations propose a breakdown of quarterly targets in the overall targets.

The overall preparation and implementation of activities of the project are conducted from February 2026 to December 2027 (23 months).

III. Tasks and Responsibilities of Partner

The implementing partner is expected to carry out the following responsibilities, under close coordination with Edufarmers' project team:

1. Targeted data collection and validation activities

- Field-specific pest & disease data**:** Collect in situ images and descriptions of common pests, diseases, and nutrient deficiencies affecting primary crops in target regions (of most used varieties).

- Documentation of local practices**:** Conduct farmer surveys and focus groups to understand prevailing farming methods, cropping calendars, and unique local solutions. Ensure accuracy, metadata tagging, and consistent data quality.
- Collect secondary data: collaborate with universities, research institutes, and government offices to obtain access to relevant secondary data (for example, weather data, soil health data)
- Data protection: Ensuring that all data collected from farmers and communities, including images, GPS coordinates, and personal information, are gathered only after obtaining informed consent and stored securely in accordance with national data protection regulations (Thailand: Personal Data Protection Act B.E. 2562 (2019). The ownership of all data, including agronomic, field, and feedback data, shall remain with Edufarmers International Foundation. Implementing partners may only use anonymized data for learning and reporting purposes with written permission from Edufarmers.
- Validate Agri AI content: Working with an Agronomist assigned by Edufarmers to validate the messages provided by Agri AI Solution to farmers to ensure that Agri AI Solution provides valid and reliable information to farmers.
- Linguistic and cultural refinement**:** Work with Edufarmers to ensure the AI's language and communication style resonate culturally, including local dialects and farming-specific terminology.

2. AI piloting, farmer feedback, and in-depth Good Agricultural Practice training
    - Develop a module to introduce Agri AI Solution to farmers in local language in collaboration with Edufarmers
    - Facilitate the use of the Agri-AI among select farmers during a pilot phase, through training to farmers.
    - Conduct structured feedback sessions to assess accuracy, usability, adoption barriers, and comprehension.
    - Document and share insights from field staff and farmers who use Agri AI to support iterative improvements to Agri AI.
    - Develop a training module to train farmers on good agricultural practices (in-depth training on agricultural practices) as the accompaniment to Agri AI usage.
    - Deliver in-depth training on good agricultural practices as the accompaniment to Agri AI usage (7,500 farmers), with a total of 14 hours per farmer.
    - Conduct any other activities with farmers to ensure that farmers benefit from the use of Agri AI Solution and in-depth training (for example: demo plot).

3. Offline dissemination of Agri AI Solution
    - **Objective:** Design and execute offline interventions to drive user acquisition, deepen trust, and ensure retention among farmers who may be less digitally native.
    - The Partner is encouraged to propose a mix of activities best suited to the local context. Illustrative examples include:
        - Conduct Training of Trainers (ToT) and other onsite activities to introduce Agri AI Solution beyond pilot farmers.

- Coordinate with local governments and agricultural extension offices for wider dissemination of AI Agronomist to other provinces.
- Mobilize community groups, cooperatives, and agricultural service providers, to ensure adoption of Agri AI Solution beyond pilot farmers as well as coordinating with offtakers (private sector) to increase adoption and user retention of Agri AI Solution.
- Conduct a launch event of Agri AI Solution that invites relevant stakeholders in the country to boost wider dissemination of Agri AI Solution.
- Advocate a sustainable use of Agri AI Solution among farmers and extension service officers.

4. Digital marketing of Agri AI Solution (online dissemination)

- **Objective:** Implement a scalable digital user acquisition strategy to reach farmers outside the physical pilot areas and drive cost-effective growth across the country.
- The Partner should identify the most effective digital channels for the target demographic. Illustrative examples include:
    - Develop engaging, short or long-form video content or "How-To" tutorials in local dialects to demonstrate the use of Agri AI Solution and agricultural practices for smallholder farmers.
    - Manage local social media channels (e.g., Facebook, Tiktok) and run paid ad campaigns to drive user acquisition, within the agreed budget
    - Perform digital communication campaigns to introduce Agri AI Solution to farmers in other provinces (which are not targeted in pilot phase) and increase adoption of Agri AI Solution from these farmers. Contribute to developing a localized communication and visibility plan, including the use of appropriate local channels (e.g., community radio, social media, farmer networks) to promote Agri-AI awareness and engagement.
    - Collaborating with "Agri-Influencers" (Key Opinion Leaders) or implementing referral mechanisms (e.g., "Share with 5 friends ") to encourage organic growth.

5. Monitoring and Evaluation

- Regularly conduct monitoring and evaluation to track progress against clearly defined outputs and outcomes, ensuring accountability and continuous learnings.
- Conduct baseline and endline surveys for each planting cycle to assess changes in farmer knowledge, attitudes, practices the adoption, and outcomes (yield and income). Analyze the results and report key findings to demonstrate project impact and inform adaptive programming.
- Prepare regular reports to demonstrate project impact, inform adaptive programming, and share lessons learned with key stakeholders. Edufarmers will provide technical guidance and quality assurance to ensure data integrity, comparability, and alignment across all implementing partners.

6. Compliance to Open-Source agreement

In compliance with the donor's requirements, all creative works, training modules, digital marketing materials, and other outputs developed under this grant must be licensed under Open Source licenses

(CC-BY 4.0 for content, Apache 2.0 for code) and made publicly accessible. The Implementing Partner acknowledges that no proprietary or closed-source deliverables will be accepted.

Input provided by Edufarmers

Input provided by Edufarmers in this project are:

- The Technology: Development of Agri AI Solution and server hosting costs.
- Personnel: Agronomist for agronomic data validation.
- Training Modules: Technical inputs on "Agri AI use" training module and GAP training module
- Branding Assets: Templates for banners, T-shirts, and presentation decks.
- Note: Edufarmers will NOT provide hardware (laptops, tablets, smartphones) for partner staff or farmers. These must be budgeted by the Partner.

IV. Deliverables and Timeline

The deliverables and the timeline for the project is as follow:

Deliverable*	**Description**	**Timeline**
1. Data Collection Report & Agronomic Scoping Report	Field images, data logs, metadata, and cleaning summary; summary of validated Good Agricultural Practices in respective commodities and local conditions	31 March 2026
2. AI Piloting Report	Farmer engagement, feedback analysis, lessons learned	31 June 2026
3. Quarterly Report	Number of AI users, training records, attendance, ToT summaries, outreach logs, pre-post result of trainings, adoption of GAP, and data collection progress.	Quarterly updates throughout the project
4. Final Report	Implementation, final achievements, lessons learned	1 December 2027

Given the project implementation timeline, the selected implementing partner is expected to have the full project team in place and ready to operate by the **second week of February 2026**. This includes recruitment, onboarding, and internal coordination to ensure that all project staff are available to commence activities without delay.

*All reports should be submitted in English.

Right to Audit and Financial Accountability

Edufarmers reserves the right to audit all financial and activity records related to this grant at any time during the project and for up to two years after project completion. Implementing partners shall maintain separate project accounts and submit certified financial statements annually.

V. Duration and Budget

The duration and budget of the project are:

- Duration: 23 months (February 2026 – December 2027)
- Grant Size: USD300,000 to USD350,000 per implementing partner covering the full project duration for one crop (USD600,000-700,000 for two crops).
- Disbursement: Milestone-based, linked to the timely delivery and acceptance of agreed outputs and deliverables.

VI. Legal and Regulatory Compliance

Implementing partners are responsible for ensuring full compliance with all applicable national and local laws and regulations in Thailand or Vietnam, including but not limited to registration, labor, tax, and data protection laws. All costs associated with government registration, permits, or taxes shall be borne by the implementing partner.

Implementing partners must notify and, if applicable, obtain necessary approvals from relevant authorities prior to receiving international grant funds. In **Thailand**, this includes notification to provincial authorities or the Ministry of Interior for foreign-funded projects.

VII. Eligibility and Experience

Prospective partners must meet the following minimum requirements:

- Registered NGO, nonprofit, or social enterprise with valid operating license in Thailand
- At least 5 years of experience in agriculture-focused field implementation
- Proven experience in rice and/or maize chains
- Capacity in farmer training, data collection, and collaboration with local institutions
- Proven experience working with off-taker or private sector in agriculture
- Experience working with provincial/local government agencies
- Experience in ICT-based agricultural services to farmers is highly desirable
- Project Manager must be fluent in English and local language (Thai), both spoken and written
- Robust financial management and reporting systems
- Ethical Conduct and Compliance, implementing partners must:
    - Commit to anti-corruption and anti-bribery standards in line with Google.org's Code of Conduct and local regulations.
    - Ensure that all staff and contractors adhere to ethical principles in dealing with farmers, government officers, and other stakeholders.
    - Refrain from any activity that could compromise project integrity or violate local law.

VIII. Proposal Submission Requirements

Interested organizations are invited to submit a technical proposal that is clear and sufficiently detailed to allow Edufarmers to assess the applicant's capacity to deliver the assignment. The proposal should also demonstrate a sound understanding of the project objectives, proposed implementation approach, and expected outcomes.

Interested organizations are required to clearly indicate, at the beginning of their technical proposal, whether they intend to apply for implementation in one or two crops in Thailand. The target number of outputs, description of target provinces, project management team, and relevant experience in the later sections must be provided accordingly, depending on whether interested organizations aim to apply for one crop or two crops.

This information will be used to assess the feasibility and coherence of the proposed implementation approach and does not imply any preference for single-country or dual-country proposals.

The proposal consists of the following components:

1. Technical Proposal (max. 10 pages, in PDF)

a. Target crop(s) and geographic focus
   a.1. target province(s) for pilot phase and target provinces for wider dissemination
   a.2. Justification of selection of target provinces (both for pilot phase and wider dissemination phase)

b. Project Strategy and Operational Plan
   b.1. Interpretation of the objectives and tasks in this TOR
   b.2. Description of the strategy to achieving the objectives
   b.3. Description of key actors and collaboration strategy
   b.4. Operational plan

c. Implementation Plan
   c.1. Description of methods and activities to achieve the objectives (should include, but not limited to the tasks in this TOR)
   c.2. Timeline (timetable or Gantt chart) showing activity sequencing over project duration
   c.3. Implementation team: staffing and roles (and confirmation that the full team will be mobilized and fully operational in the 2nd week of February 2026)
   c.4. How to coordinate with Edufarmers throughout project cycle

   The structure of the implementation team is proposed by applicants. However, the proposed implementation team should include a Project Manager and a Data Officer.

d. Monitoring, Evaluation, and Learning
   d.1. Monitoring and results measurement (including baseline and endline surveys for each planting cycle)
   d.2. Reporting and accountability

d.3. Knowledge management: capture and dissemination of lessons learned and good practices

e. Risk management (risk and mitigation register matrix)

f. Organizational capacity
   f.1. Summary of relevant experience in agricultural development, farmer engagement/training, digital or AI-enabled advisory services, and collaboration with private sector in agriculture.
   f.2. Structure and governance, including project backstopping mechanisms.
   f.3. Evidence of ability to manage subgrants (a list of three largest projects/title, amount of grants, names of donors, a brief description of the projects)
   f.4. System for financial accountability
   f.5. System for data protection and safeguarding of project participants
   f.6. List of three referees (name of organizations, name of contact persons, phone number, and email addresses)

2. Financial Proposal (in excel or spreadsheets)
- A 23-month budget in USD, with breakdown by activity and cost categories
- Costing should be inclusive of taxes
- Indicate personnel, training, data tools, transport, and other costs

3. Supporting Documents (As Annexes, in PDF)
- Legal documents: Registration certificate, tax ID, organizational bank account
- CVs of proposed project manager and field team

Project Manager must be the individual named in the proposal. Replacement of this role within the first 6 months requires Edufarmers' written approval.

All documents must be submitted in English.

Compliance, Safeguarding Requirements, and Declaration of Conlfict of Interest

Each applicant must demonstrate compliance capacity and submit confirmation of the following:

- Valid organizational registration certificate and tax ID.
- Policies on **anti-corruption**, **data protection**, **child protection**, and **gender equality**.
- Internal financial control and audit systems.
- Procedures for **informed consent** when collecting personal or agronomic data from farmers.
- Commitment to compliance for Open Source (making outputs and end results of the project publicly available)

Edufarmers reserves the right to verify and audit compliance with these standards at any stage of the project.

Additionally, the proposal should state explicitly about “Conflict of Interest Declaration”, namely disclosing any formal relationships with agro-input companies (fertilizer, seeds, pesticides) and confirm that the Agri AI training, in-depth GAP training, and other outputs will remain brand-neutral.

IX. Selection Criteria

The selection criteria for the tender are as follow:

Criteria	**Weight**
Technical quality and methodology	30%
Organizational capacity and relevant experience	30%
Local institutional partnerships and access to government (proven networking capacity with government)	15%
Budget realism and value for money	25%

Legal, Intellectual Property, and Dispute Resolution

Intellectual Property (IP) Rights

All intellectual property, software, and digital content developed or used in the project shall remain the property of Edufarmers International Foundation. Implementing partners retain acknowledgment for their local data contributions and participation.

Force Majeure

Neither party shall be held liable for failure to perform obligations under this agreement due to causes beyond its reasonable control, including but not limited to natural disasters, pandemics, or government actions.

Language

This TOR and all associated documents shall be in English. If translations of the documents are made available and there are any discrepancies between the original English version and its translations, the English version shall prevail.

X. Submission Instruction

Deadline Submission: 20 January 2026.

Proposals must be submitted via email in three separate files: technical proposal in PDF, financial proposal in Microsoft Excel, and supporting documents in PDF. The financial proposal should be protected by a password. Edufarmers will only require applicants to provide the password once it decides that the technical proposal meets the technical requirements (upon review on the technical proposal).

The subject line:

‘[Organization Name] – Proposal for Agri-AI Solution Implementing Partner – Thailand’

Proposal must be submitted to endro.kristanto@edufarmers.org and cc to: ririn.utami@edufarmers.org

Entities interested in applying for more than one crop may submit a combined proposal, clearly outlining how each crop component will be managed within the overall project framework.

Any questions or requests for clarification regarding this tender shall be submitted in writing to [your email address] by 19 January 2026.