

GOVERNMENT OF ODISHA

DEPARTMENT OF AGRICULTURE AND FARMERS' EMPOWERMENT

DIRECTORATE OF AGRICULTURE & FOOD PRODUCTION, ODISHA

NOTIFICATION

Letter No- DAFP-SPII-MISC-0063-2022 41015

Date: 25.11.2024

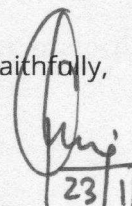
The Government of Odisha has been consistently working towards welfare of farmers in the state. Building upon the work of digitising and streamlining service delivery to farmers over the past years, Department of Agriculture and Farmers' Empowerment (DAFE) has undertaken an ambitious project to unify all digital infrastructure and build a one-stop solution for farmers – Krushak Odisha Unified Portal (KO-UP).

KO-UP will act as an interface for different government systems and ecosystem partners to communicate with each other and provide seamless services to the farmers. These services include selling various kinds of inputs (seeds, fertilisers, pesticides, machinery, etc.), giving farm credit, extension / advisory services, logistical services (like cold storage, soil health testing, freight, etc.) and establishing an agricultural marketplace.

In this regard, the Government of Odisha is inviting ecosystem partners to get on board on the KO-UP web & mobile platform to offer their services to 86 lakh+ farmers across the state. Information & detailed guidelines about this process can be found in Annexure 1. The MoU template for this partnership can be found in Annexure 2.

In case of any queries or to express their interest, partners can reach out to us on [fup@odishaone.gov.in](mailto:fup@odishaone.gov.in) and fill out this short form at [bit.ly/KOUP-partnerships](http://bit.ly/KOUP-partnerships). We look forward to a huge number of responses to make this initiative a great success.

Yours faithfully,

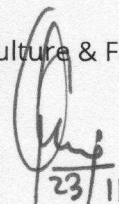


Director of Agriculture & Food  
Production, Odisha

Memo No 41016

/Date 25.11.2024

Copy submitted to the Principal Secretary, Department of Agriculture & Farmers' Empowerment, Odisha for favour of information.



Director of Agriculture &  
Food Production, Odisha

## Annexure 1

### Krushak Odisha Unified Portal | Ecosystem Partnerships

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#### A. About

Krushak Odisha Unified Portal is a one-stop solution to streamline access to agricultural services and support to the farmer, through a user-friendly digital platform (mobile application & web portal).

#### Farmer-centric Services

The unified portal is designed to offer various services to farmers, falling under one of the four buckets mentioned below:

##### 1. Input Management:

Provision of quality inputs such as seeds, fertilisers, pesticides, machinery, etc.

##### 2. Farm Credit:

Provision of various short & long term loan products such as crop loans, cattle loans, machinery loans, infrastructure loans, etc. at best price.

##### 3. Extension:

Provision of accurate & timely advisory related to types of inputs to use, best cultivation methods, irrigation, weather based advisory, plant protection, harvesting, etc.

##### 4. Agricultural Marketplace:

Facilitation of linkage between farmers & market players for procurement of agricultural produce / products.

## 5. Agri Logistics:

Supporting farmers in accessing value added services like soil testing, harvesting, cold storages, godowns, freight, quality checks, etc.

In its first phase, the unified portal offers a variety of extension services. Farmers can access benefits, eligibility of various government schemes, info on pest / disease management, weather based crop advisory, input management, cultivation practices, etc. In addition to that, they can also view their soil health card, and get customised fertiliser recommendations for different crops that are grown.

## B. Onboarding Ecosystem Partners

In order to enrich the bouquet of services offered & foster a transparent marketplace, Government of Odisha invites ecosystem partners to get on-boarded onto the unified portal. This will enable farmers to access a foray of high quality services, across the aforementioned agri-value chain buckets, and make their agricultural practices more effective, resilient & profitable.

Key features of this partnership between the government & ecosystem partners are:

- Brand awareness: Presence on government's marketing materials of the unified portal, popularised on multiple channels
- Access to scale: Visibility & reachability among desired cohorts of farmers / FPOs across the state - market of 1 Cr+ farmers
- Built-in trust: Government backed market access fosters credibility, strengthened by successful service delivery, positive user feedback and ratings
- Service customisation: Access to farmer data\* for customer profiling (basis land size, crop, assets, demographics, etc.) & consumer behaviour mapping (based on usage trends, type of queries asked on the advisory chatbot, etc.) to offer services tailored to farmer's needs
- Seamless market entry: Streamlined onboarding process to serve Odisha's entire market of 1 Cr+ farmers

\*All data is shared in compliance with the data sharing framework, notified by the

Government of Odisha attached below.

Partners are requested to write to us on [fup@odishaone.gov.in](mailto:fup@odishaone.gov.in), for expressing your interest and getting further details on the onboarding process.

#### C. Onboarding Process

#### D. Department Panel

The panel evaluating proposals from ecosystem partners will be appointed by the Director of Agriculture & Food Production, Government of Odisha. The indicative constitution of the committee is as follows:

#	Member	Role
1	Director of Agriculture & Food Production	Ex-officio chairperson
2	Use-case relevant experts	Expert Member
3	FUP scheme officer	Member
4	OCAC representative	Member
5	KONNECT representative	Member
6	ESDS representative	Member
7	Ecosystem partner representative	External

#### E. Indicative Parameters

Partners are encouraged to share the following information, while submitting their proposal to get onboarded on the Krushak Odisha Unified Portal, based on the bucket of services they plan to offer:

Parameter	Inputs	Credit	Market	Logistics
Common (Mandatory)	Key value prop offered, annual turnover, capabilities (tech system, inventory mgmt system, transactions portal, service fulfilment), past govt work, top 3 awards / recognitions, user testimonials			
Product Offering (Mandatory)	<ul style="list-style-type: none"> <li>Type of input (seed, fertiliser, plant protection, machines)</li> </ul> Seed - crop, variety Fertiliser - variety PP - disease, chemical, toxicity Mech - use case <ul style="list-style-type: none"> <li>Relevant licences</li> </ul>	<ul style="list-style-type: none"> <li>Type of credit offered (short, long term)</li> <li>Average ticket size</li> <li>Rate of interest</li> <li>Term</li> </ul>	<ul style="list-style-type: none"> <li>Crop</li> <li>Variety</li> <li>Major partners / use cases</li> </ul>	<ul style="list-style-type: none"> <li>Type of service (soil testing, QC, harvesting, storage, freight)</li> <li>Cost of service</li> <li>Relevant licences</li> </ul>
Product Details (Optional)	<ul style="list-style-type: none"> <li>3 yr sale trends</li> </ul>	<ul style="list-style-type: none"> <li>Repayment terms</li> <li>Default terms</li> <li>Verification process</li> <li>Renewal policy</li> </ul>	<ul style="list-style-type: none"> <li>Trend of volumes procured in last 3 yrs</li> </ul>	<ul style="list-style-type: none"> <li>Terms of service</li> </ul>
Consumer	<ul style="list-style-type: none"> <li>Target cohort</li> </ul>	<ul style="list-style-type: none"> <li>Collateral</li> </ul>	NA	NA

(Optional)	details	requirements		
Others (Optional)	NA	<ul style="list-style-type: none"> <li>• Type of firm (bank, NBFC, MFI)</li> <li>• Assets under credit</li> <li>• Packaged with other fin / non-fin product</li> </ul>	<ul style="list-style-type: none"> <li>• Value added services offered (QC, freight, storage, inputs, etc.)</li> <li>• Business model</li> <li>• Compliance / conflict disclosure</li> </ul>	NA



## Annexure 2

# MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is signed between

**Directorate of Agriculture & Food Production (DA&FP), on behalf of Department of Agriculture & Farmers' Empowerment (DAFE), Government of Odisha**, having its registered office at Krushi Bhawan, Keshari Nagar, Bhubaneswar, Odisha 751001 hereinafter referred to as the **"FIRST PARTY"** (which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its successors in business or office and assigns of the ONE PART.

AND

**XYZ** is an (Firm description in 2 Lines), having its registered office at (Registered full address) hereinafter through its authorities/representative/officers hereinafter referred to as **"XYZ"** / **"SECOND PARTY"** (which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its successors in business or office and assigns) of the **OTHER PART**, both are jointly called 'Parties'.

On

**Dated** \_\_\_\_\_

*WHEREAS, this MoU is valid for a period of x years from the date of signing.*

The same shall have no financial implications whether direct or indirect.

### **[About DAFE and DA&FP(O):]**

AND WHEREAS, The Directorate of Agriculture & Food Production is one of the three directorates under the Department of Agriculture & Farmers' Empowerment under the Government of the state of Odisha. The mandate of the Department is development in the agriculture sector through the transfer of improved technologies, timely supply of agricultural inputs to the farmers, capacity building of the extension personnel and farmers, increasing agricultural production & productivity and overall development of the economic status of the farmers.

### **[About XYZ:]**

**AND WHEREAS, (Description of the firm in one paragraph)**

### **[Purpose & Scope of Work of MoU]:**

AND WHEREAS, the purpose of this MoU is to onboard **"XYZ"** on the Farmer Unified Portal (FUP) and application to provide their value chain services for the

benefit of the farmers of the state.

**[Background]**

AND WHEREAS, in alignment with the SAMRUDHI- Agriculture Policy of 2020, the Department of Agriculture and Farmers' Empowerment is developing the Farmers' Unified Portal and application. At its core, this aims to streamline access to agricultural services and support through a user-friendly digital platform. By harnessing the latest advancements in technology, this system seeks to unify all farmer-facing schemes, services, and advisories issued by both the government and private companies in a personalized manner for farmers. Access to real-time personalized services from the government and private ecosystem is envisaged to drive productivity and income gains at the farmer level.

**[Role of DA&FP (O)]:**

AND WHEREAS, the Directorate of Agriculture & Food Production on behalf of DAFE will act as a facilitator by maintaining and Monitoring the Farmer Unified Portal and Application to provide quick and efficient delivery of services by the onboarded ecosystem partner to the farmers.

**[Role of XYZ]:**

**AND WHEREAS, (Description of the services being offered as part of this MoU)**

**[Intellectual Property Rights (IPR)]:**

AND WHEREAS, any data provided to XYZ specifically under this MoU remains the property of the Government of Odisha and XYZ must ensure that such data is not shared with anybody outside the organization. For disclosure of any such data, express permission from DA&FP (O), Government of Odisha shall be required.

Every report or document generated by XYZ under this MoU and data proposed to be provided by XYZ under any publicly accessible online journals or forums for publication or circulation for academic and research purposes with consent from DA&FP (O), Government of Odisha.

Copyright over all reports, research work and case studies produced by XYZ under this MoU, including any publicly accessible online database or dashboards, will be held jointly between DA&FP (O), Government of Odisha and XYZ.

**Data Privacy and Security:**

Collection, storage and sharing of all data as part of this MoU must be in strict adherence to the applicable national laws, state laws,

## **Communication Channels:**

The two parties of this MoU will communicate with each other regularly to promote collaboration and information sharing via any medium i.e. physical or online as may be decided between the representatives of the two parties from time to time.

Any correspondence, notice, request required or needed for both parties shall be written by the appropriate authority to the specified address mentioned in the agreement. Further, a party may change its address for notice by acknowledgement of another party in writing. Both the parties shall be nominating an authorized person on behalf of their competent authority for communication of any type of correspondence as and when required.

## **NOW THESE PRESENTS WITNESS AND IT IS HEREBY AGREED AND DECLARED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:**

That, the MoU shall enter into force on the date of its later signing by authorized representatives of both the Parties.

That, the MoU shall remain in force for **x years** from the date of signing the MoU. Thereafter, the MoU may be renewable with the mutual written consent of all the Parties, for such periods as the both Parties may deem fit.

PROVIDED THAT, each Party hereby represents and warrants that:

-It is duly organized and validly existing under applicable laws.

-It has full power and authority to execute and deliver this MoU.

-Its signatories are duly authorized to execute this MoU for and on behalf of the

relevant Parties.

It has all the requisite legal and organizational power to carry out and perform its

obligations under the terms of this MoU.

**[Termination]:** That,, the MoU can be terminated by the FIRST PARTY at any time by giving three months prior notice to the SECOND PARTY. If the MoU is terminated, the Parties agree that the individual work assignments already in an advanced stage of progress shall be completed as far as possible.

**[Binding nature]:** That,, this MoU shall be construed as a Statement of Purpose to promote a genuine and mutually beneficial collaboration between the Parties. All articles will be binding in nature.

**[Good Faith]** That,the parties undertake to act in good faith with respect to each other rights under this contract and to adopt all the reasonable measures to

ensure the realization of the objective of this contract.

**[Remedy for breach]:** That,, except for loss and damage caused through gross negligence or intent or any breach of Data/Article, neither of the Parties shall have any liability to each other under this MoU.

**[Modifications]:** That, no modification, amendment, supplement to or waiver of this MoU or any of its provisions shall be binding upon the Parties hereto unless made in writing and duly signed by the authorized representative of the Party against whom enforcement thereof is sought. Any failure or delay of any Party to this MoU to enforce at any time any of the provisions of this MoU or to exercise any option which is herein provided, or to require at any time performance of any of the provisions hereof, shall in no way be construed to be a waiver of such provisions of the MoU.

**[Force Majeure]:** That, no Party shall be liable for any delay or default in performing any of its obligations and if such delay is due to bandh, strikes, riots, natural calamities, any other act of the God or unforeseen circumstances beyond the reasonable control of a Party ("Force Majeure Event") only for the duration of such Force Majeure Event and provided that the affected Party gives a written notice of any Force Majeure Event and resulting delay to the other Party within 30 days of its occurrence. The obligations under the MoU shall resume as soon as practicable after the Force Majeure Event has come to an end or ceased to exist.

**[Severability]:** That, if any provision, paragraph, sentence, or word of this MoU is declared void by a Court of competent Jurisdiction; then the provision, paragraph, sentence, or word shall be severed from the MoU, and the remainder of the MoU will remain in effect.

**[Governing Law]:** That, this MoU shall be governed by and construed in accordance with the laws of India without regard to any conflict of law provisions subject to Article 7(11) (Dispute Resolution). The provisions of all notified laws either by state or central government with respect to data sharing and protection shall be abided by both the parties of this MoU. Courts in Bhubaneswar shall have exclusive jurisdiction over this MoU.

**[No Partnership or Agency]:** That, nothing in this MoU (or any of arrangements contemplated by it) shall be deemed to constitute a partnership between the Parties, nor, except as may be expressly set out in it, constitute any Party as the agent of another Party for any purpose, or entitle any Party to commit or bind another Party in any manner.

**[Third party beneficiaries]:** That, nothing in this MoU shall create or be deemed to have created any third-party beneficiary rights in any Person or organization not a party to this MoU.

**[Dispute Resolution]:**

- That, in the event of any dispute between the Parties arising under this MoU or difference arising or concerning the subject matter or any covenant or clause or thing herein contained other than the dispute or difference as to the existence, validity or enforceability of the MoU or any provisions hereof, the same shall be referred to the representative of XYZ and the Principal Secretary DA & FE, Government of Odisha, shall use their best efforts to resolve such dispute amicably

That, in case of a breach by the second party of any of the terms and conditions of this MoU, the first party shall not make an order under the provisions of clauses hereof unless the second party has been given an opportunity of being heard in the matter

- That, any dispute between the Parties as to matters arising under this MoU which cannot be settled amicably within 30 days after receipt by one Party of the other Party's written request for amicable settlement may be submitted by either Party to arbitration by the provisions set out below:

i. The arbitration proceedings shall be conducted in accordance with the

Arbitration and Conciliation Act, 1966 or any amendment or re-enactment

thereof and the rules made there under. Each dispute submitted by a Party shall

be heard by a sole arbitrator appointed jointly by all the Parties.

ii. Arbitration proceedings shall be held in Bhubaneswar. The language of any arbitration proceedings shall be English.

**SEAL OF PARTIES**

In witness whereof the parties hereto have signed this MoA on the day, month and year mentioned hereinbefore.

Date of Signing of the MoA: \_\_\_\_\_

For and on behalf of DA&FP(O), BBSR

For and on behalf XYZ

Signature\_\_\_\_\_

Signature \_\_\_\_\_

Name\_\_\_\_\_

Name \_\_\_\_\_

Designation\_\_\_\_\_

Designation \_\_\_\_\_

Seal\_\_\_\_\_

Seal \_\_\_\_\_

Witnesses: (Name & Address)

Witnesses: (Name & Address)