



# **RFP for Consultancy Services-WWF Pakistan**

## **Subject:**

**"Enhancing Farming Decision Support: Integrating Satellite Monitoring and Advisories for Climate-Smart Agriculture"**

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## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: 9 Months  
Type of Consultant: Firm Only

WWF-Pakistan's Food & Markets Programme (F&M) was established in 2004 with the aim of building the capacities of around 200 farmers on sustainable practices in the cotton landscape. The programme has grown significantly since then and is now one of the largest programmes within WWF-Pakistan. The Food & Markets Programme intends to mitigate the environmental impacts of input-intensive (water, agrochemicals, synthetic fertilizers) & pest-sensitive crops through farmers' capacity building on economically efficient ecological farming solutions and technologies, stakeholders' engagement and supply chain development.

WWF-Pakistan's Climate-smart Crop Production System (CSPS) project, a part of the Food & Markets Programme (F&M), promotes both mitigation and adaptation strategies to manage climate change impacts on the agricultural sector. The project focuses on climate-smart crop production, climate-smart soil health improvement and Agricultural water stewardship, and is an effort to upscale, holistic and integrated approach across cotton farming communities within the core cotton growing landscape of Pakistan i.e., Central Indus Eco region. This project has the potential to reduce climate change impacts due to its environmental, economic and social benefits in the form of enhanced crop productivity, GHG emission reduction and improved food security.

The provision of crop advisory services is vital for sustainable agriculture and the farming community. As climate-smart agriculture continues to evolve, it is crucial to make crop advisory services easily accessible and digitalized by integrating weather forecasts. This integration will facilitate the implementation of precision agriculture techniques, ultimately contributing to the reduction of natural resource consumption and greenhouse gas emissions. WWF-Pakistan aims to acquire crop advisory services, including satellite monitoring of crops in the areas under the Climate Smart production system project.

## 2) GENERAL CONDITIONS

- 1) The WWF-PAKISTAN reserves the right to reject or accept any proposal. The WWF-PAKISTAN reserves the right to proceed with the implementation of any Service, in whole or in part, as described in the Proposal.
- 2) The WWF-PAKISTAN reserves the right to engage in discussions with any BIDDER to clarify responses or discuss certain issues with regards to the proposal or services requested. The WWF-PAKISTAN has no obligation to notify the other BIDDERS of the discussions, clarifications, or other information provided by a BIDDER. Any additional information required for preparation of the BID shall be distributed to all participants at the same time.
- 3) The WWF-PAKISTAN reserves the right to award the proposal based on experience, qualification, completion date, service cost and other criteria, and not necessarily the lowest cost.
- 4) Based on the RFP BID the WWF-PAKISTAN is entitled to change/replace or omit any clause/part of the preliminary defined scope of services of the proposal. The WWF-PAKISTAN shall conduct negotiations with WWF to achieve the full compliance to the requirements.
- 5) The WWF-PAKISTAN reserves the right in the event the successful CONSULTANT fails to comply with the terms and conditions as listed, to cancel this contract and award it to another CONSULTANT without penalty or action against the WWF-PAKISTAN. The RFP does not constitute an agreement or order.
- 6) The RFP is not a binding agreement between the parties, submission of a proposal or response by a proponent is voluntary.
- 7) By submitting a bid, the BIDDER is deemed to have acknowledged all of the undertakings, specifications, terms and conditions, **WWF Fraud and Corruption Prevention and Investigation Policy (Annex 2)** contained in the RFP, and to be bound by them if the BID is accepted. All expenses incurred by the Bidder in connection with the preparation of its

proposal are to be borne by the RFP participant, and the WWF-PAKISTAN shall not incur any obligation whatsoever toward the Bidder regardless of whether such bid is accepted or rejected.

### 3) PURPOSE

The mandate of the task is to;

- a) Embed satellite monitoring of crop health through remote sensing: Implement and integrate satellite monitoring techniques using remote sensing technology to assess and monitor the health of crops. This involves utilizing data collected by satellites to analyze various indicators of crop health, such as vegetation indices like NDVI and NDMI, to gain insights into the condition and performance of crops.
- b) Generate farmer advisories based on analysis: Analyze the satellite data and crop health information to generate advisories specifically tailored for farmers. These advisories will provide actionable insights and recommendations to farmers, enabling them to make informed decisions regarding their agricultural practices. The advisories will be based on the analysis of crop health indicators, climate scenarios, and other relevant data, aiming to promote the adoption of climate-smart practices.

#### Scope of Work:

Following is the scope of work and specific tasks under this consultancy:

- Map cotton crop in a pilot region using supervised classification of satellite imagery, with a target accuracy of 90%. The results will be displayed on a GIS partner portal, which will act as a remote farm management tool for all farms participating in the pilot.
- The consultant will use satellite imagery to perform crop identification, crop health monitoring, and yield estimation for cotton crops in Pakistan. Vegetation indices like NDVI and NDMI will be used for monitoring crop health and water levels.
- The consultant will work with WWF-Pakistan's CSPS Project farmers to develop and validate the localized algorithms for yield estimation and absolute monitoring during the cotton season. The absolute monitoring results will be available on the GIS Partner Portal.
- The consultant(s) will develop a mechanism for at least 500 farmers of Climate-smart projects to provide advisory with respect to real-time data acquired from the field.
- The consultant(s) will provide SMS, VMS, IVR, Call Center, Mobile App, and Web services to share advisory for 500 farmers on actionable steps that they should take to improve the quality and yield of the cotton crop.
- The consultant(s) will provide the services to cotton farmers over the entire cotton season from sowing to post-harvest.
- The consultant(s) will offer expert advisory services to cotton farmers, focusing on key areas such as irrigation practices, optimized nutrient management, and integrated pest and disease management.
- The consultant(s) will provide early warning in case of disasters related to weather, disease, insects, pest outbreaks etc.
- The consultants will be responsible for developing and implementing GIS mapping and satellite monitoring systems for farms, utilizing advanced techniques such as Normalized Difference Vegetation Index (NDVI) and Normalized Difference Moisture Index (NDMI) leading to enable the monitoring of crop health and water levels in a precise and accurate manner
- The consultants will design and execute a comprehensive plan for conducting field visits in the project areas with the aim of building the capacity of CSPS project's field staff in effectively utilizing the Mobile app. During these field visits, the consultants will provide hands-on training and guidance to the field staff, ensuring they are proficient in using the Mobile app to its full potential.
- The consultant(s) will share all relevant raw data, including, the backend admin portal, data of all parameters recorded during the cropping season in excel sheets, GIS mapping raw file developed during this consultancy.

## 4) DELIVERABLES

Following is list of specific tasks:

• SMS: Weather Advisory	Weekly (upto 2 SMS)
• SMS: Crop Advisory	Weekly per crop
• SMS: Early Warnings/Disaster Alerts	As When Required
• VMS: Crop Advisory	Weekly
• VMS: Early Warnings/Disaster Alerts	As when required
• IVR Advisory	24/7
• Call Center	Business Day/ Hours
• Satellite Monitoring of Crop health	Once every 5 days
• Mobile Application	24/7

## 5) PROJECT/ ASSIGNMENT TIMELINE

- The consultancy will be undertaken over a period of 9 months. Work will commence immediately after contract signing.

**Responsibilities of WWF-Pakistan's Food& markets team:**

- Provide support for organizing visits/meetings at the field level.
- WWF-Pakistan will bear boarding, lodging, and traveling expenses. Remuneration will be provided to the consultant(s) as per agreement.
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- WWF-Pakistan will accommodate the consultant(s) for travel from project offices to the Project area/field and vice versa.
- No additional or accidental cost will be borne by WWF-Pakistan.

**Note:**

Timelines may be amended based on actual agreement dates and Mutual Consent of Both Parties)

## 6) REQUIREMENTS

The Consultant/Consultancy Firm should possess the following qualifications and expertise:

Minimum requirements

- Firm Working in the relevant area, having a digital platform to fulfill above mentioned requirements, and having work experience working with farmers in Pakistan
- Adhere to WWF's values, which are: Courage, Integrity, Respect and Collaboration

## 7) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. Interested consultants should submit the Proposal and can send their Queries through Email by attention to the Following:

**To:** Faiza khan ([fakhan@wwf.org.pk](mailto:fakhan@wwf.org.pk))

**Cc:** Muzzammil Ahmed ([mahmed@wwf.org.pk](mailto:mahmed@wwf.org.pk))  
Maham Zahara ([mzahara@wwf.org.pk](mailto:mzahara@wwf.org.pk))

2. The RFP submission deadline mentioned on WWF-Website.
3. Any information and responses to enquiries will be made in writing and distributed by email to all proponents. Enquiries after the foregoing deadline will not receive a response.

## 8) FORMAT OF THE PROPOSAL

The BID submitted by the participant must be structured as per the below provided instructions:

- 1) **Application Form available at WWF-Website** - General information about the Bidder, covering qualification and experience, CV.
- 2) **Experience:**
  - a) **Description of the complete projects:** the list and general information about the complete projects, description of the role in the project, other accomplishments of the Consultant.
- 3) **Proposal outlining scope consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions;
- 4) **Provide template of already complete similar type of reports-** the WWF-PAKISTAN may request additionally;
- 5) **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- 6) **Financial Proposal-** the prices shall be provided in Pak Rs, the total price shall include all costs related to service provision including applicable taxes.

**Note:**

Templates of all Information is provided on Application form available at WWF-Website. Any Additional Information related to the RFP can be attached along with application Form.

## 9) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the total price shall include all costs related to service provision including all Direct and Indirect taxes, Travel, Boarding & Lodging shall be based on actual receipt up to max Ceiling (If Any).

**The Payment Term:** shall be defined by the contract to be concluded between WWF -Pakistan and the consultant.

## 10) EVALUATION PROCESS

Applicant's proposal shall be evaluated based on Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per following criteria against a maximum score of 100 points.

**A) Technical Proposal (70%)**

- Detailed workplan
- Expression of interest (EOI)
- Company's Profile
- Detailed methodology

**B) Financial Proposal (30%)**

- Detailed financial proposal which should be inclusive of all applicable taxes and out of pocket expenses. The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead
- Company's registration certificate
- NTN detail(s)
- Any legal or technical certification required for the task
- Audited Accounts Report (if available) of last FY

Note: Late/ incomplete submissions will not be accepted. Only three (03) top-ranked firms will be included in the comparative process

## 11) DOCUMENTATION AND CONFIDENTIALITY

All documents completed based on requirements of the present RFP shall be the property of the WWF-Pakistan, and shall not without the consent of the WWF-Pakistan be used, reproduced or made available to third parties beyond what is necessary in respect of the fulfilment of the Project. All documents issued and information given to the BIDDER shall be treated as confidential.