



RFP for Consultancy Services-WWF Pakistan

Subject:

“Developing a Documentary on Sustainable Sugarcane Production in Jhang, Punjab, Pakistan, to Showcase the Sugarcane Value Chain”

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	From Signing of Contract

Background of Project & Assignment:

Sugarcane is a high-value cash crop in Pakistan and is important for the production of sugar and sugar-related products. Small-scale farmers in Pakistan account for around 64 percent of sugarcane cultivation and they are most vulnerable to impacts of climate change. Smallholder farmers have to face multiple challenges including the high cost of inputs, water scarcity, non-availability of high-yielding varieties, diseases, pests, weeds infestation, and marketing issues. As a result of this, Pakistan has low productivity as compared to the world average as well as low sugar recovery as compared to major cane-growing countries. Sustainable Sugarcane Production project is building the capacities of smallholder sugarcane farmers on sustainable practices enabling them to effectively respond to the climate crisis through hands-on learning. The project will enhance adaptive capacity of smallholders who have been hit hard by climate change through locally feasible solutions, in line with BONSUCRO Production Standards, to become more sustainable and equip them to effectively adapt to the climate crisis. The proposed interventions will help mitigate the negative impacts of sugarcane crop such as unsustainable use of irrigation water, excessive use of agrochemicals, and degradation of soil health.

Additionally, capacity building interventions will ensure improved working environment for farmers. Achievement of proposed action will be shared at a wide scale through digital platform and stakeholders' engagement/workshop. It will create a way for wide-scale dissemination of sustainable practices developed and tested under this proposed project in the future

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

Objective of the Consultancy:

For widescale accessibility and dissemination of sustainable sugarcane production practices and project outreach, videography and photography of WWF-Pakistan's Sustainable Sugarcane Production Project interventions in key thematic areas such as farmer capacity building, climate change mitigation/adaptation, soil health improvement, nutrient management, water stewardship, crop cultivation, crop protection, crop residue management, decent work, and sugarcane value chain, etc. is required. This activity will aid in the development of project documentary demonstrating how project interventions are accelerating sustainable sugarcane production and consumption, resulting in improved socioeconomic and environmental sustainability

Scope of Consultancy:

Document PSSP project interventions/activities across project area (Jhang) through visual medium to share success and impact of project in the sugarcane value chain.

1. Videography and photography of project interventions/activities including farmer capacity building, climate change mitigation/adaptation, soil health improvement, nutrient management, water stewardship, crop cultivation, crop protection, crop residue management, decent work including farm and mill workers, along with other relevant footage regarding sugarcane value chain, landscape/geography, farming practices, etc
2. Short interviews with farmers, local stakeholders, technical staff of WWFPakistan and any other suggested by the project team.
3. Document how WWF-Pakistan's PSSP project contributes to the socio-economic and environmental sustainability of Pakistan's sugarcane sector
4. Editing based on project team feedback.

Specific Tasks:

1. Before undertaking the task, the selected production house/consultant will have a meeting with the technical staff of F&MP, WWF-Pakistan based in Khanewal and Jhang to discuss about the project's objective and scope as needed to make the video documentary.
2. The consultant will prepare a work plan to complete the assignment and share with F&MP team.
3. The Consultant will prepare a script and storyboard around the theme and share with WWF-Pakistan. The storyboard will aid in understanding the kind of deliverables required for each intervention of the Sustainable Sugar-cane Production Project
4. After the finalization of the script, the consultant will develop a production plan in relation to intended work plan
5. The collecting of visual data on the implementation and impact of interventions and activities requires numerous field trips over the course of three to four weeks
6. Voiceovers in Urdu and English language for each Video(s) shall be arranged/developed/produced by consultant
7. Subtitles in English and branding in accordance with WWF communications guidelines are required for project documentary
8. To produce the most accurate and best video output, the production house/ consultant will use cutting-edge technology (noise cancellation microphones, recording equipment, etc.).
9. The production house will ensure editing, sound mixing, correction etc. as required under the supervision of the Sustainable Sugarcane Production project team
10. The production house will manage all necessary tools and equipment required for videography and photography, at their own end
11. WWF-Pakistan reserves all the rights of video material, animation, background scenes, soundtracks, audio-visual material, and other media etc

4) Deliverables

- A detailed storyboard
- A detailed script (both English and Urdu)
- Two Hi-res 4-5minute long videos (one in English and one in Urdu VO)
- A teaser video (30 second to 1 minute)
- Submission of 50 high resolution photos of interventions, farmer, landscape etc.
- Submission of raw and unedited footage captured during the shoot
- First, cut of project video

- Editing based on project team review of first cut
- Documentary will be developed according to network standards of WWF.
- Consultant will submit the final edited version in DVD/USB/HD to F&MP team after approval from Technical and Communications Department of WWF-Pakistan.

5) REQUIREMENTS

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

Minimum requirements

- Members of the team should have a Bachelor's degree (Journalism, Digital Video Production, Film, Communications, or Multimedia Arts, or related), or relevant years of equivalent experience.
- Proven abilities planning and coordinating production shoots including outdoors/set and lighting design, camera angles, mic placement, etc
- Portfolio must demonstrate creativity, resourcefulness and attention to detail with proven written and visual storytelling skills
- Candidate must have all relevant up-to-date equipment for videography
- Well organized and capable of working under deadline pressures
- Extensive understanding of video capture techniques.
- Comfortable with traveling, meet new people and learn about their stories
- Experience making documentaries and videos in the agricultural sector, and the production/media house or consultant will provide examples of past video/documentary (Video links or DVDs of at least two examples)

Target Groups:

This video will be a training guide for sugarcane-value chain actors specifically sugarcane growers, extension workers, researchers, millers and workers at various supply chain transaction points of the sugar value chain.

6) 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)

Cc: Muzzammil Ahmed (mahmed@wwf.org.pk)
Maham Zahara (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.

7) 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.

8) 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 consultant will submit the cost of the assignment in a lump sum, including all applicable taxes according to the Government of Pakistan and the Government of KP

The Payment Term and Estimated Budget shall be defined by the contract to be concluded between WWF -Pakistan and the consultant as per following Details:

Description	Total Cost
" Develop Project Video" Team, Talent and Facilities required are as under: 1-Producer 1-Director 1-Editing Setup 1-Video Editor Communication	430,000/-
Total without 16% tax as applied by PRA	430,000/-
AMOUNT IN WORDS: FOUR HUNDRED THIRTY THOUSAND ONLY	
After adding 16% tax as applied by PRA	430,000 (cost) + 68,800 (Tax) = 498,800
Total with 16% tax as applied by PRA	498,800/-
AMOUNT IN WORDS: FOUR HUNDRED NINETY EIGHT THOUSAND, EIGHT HUNDRED ONLY	

9) 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

10) 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.