



Consultancy Ref No: 35/ENGRO/23-24

# **RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN**

**SUBJECT: DEVELOPMENT AND DESIGNING OF EDUCATION  
TOOLKITS ABOUT INDUS RIVER DOLPHIN AND RIVERINE  
BIODIVERSITY**

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## 1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	1 – 30 October 2023
Type:	Individual/Firm

### Background of Project & Assignment:

The Indus River dolphin (*Platanista minor*) is a flagship species, which is listed as Endangered (EN) in the IUCN Red List of Threatened Species. The Indus River dolphin is only found in the Indus River system, with the only viable population located within the geographical boundaries of Pakistan, with only a few dolphins having been reported in the Beas River in India, a tributary of the Indus. Indus river dolphin conservation is challenging because of the enormous pressures on its habitat and in future, as water infrastructure plans develop and the challenges of climate change exacerbate, the viability of the species needs to be ensured through collective actions. The Indus River Dolphin Conservation Adoption Project supported by the Engro-Foundation aims to enhance the efforts to protect the Indus River dolphin and its innate habitat and halt the threats by using advanced tools and approaches. The project focuses on its core habitat between the Taunsa and Sukkur barrages.

## 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 and WWF's Environment Social & Safeguard for consultant agreement** 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 primary objective of this consultancy is to develop and design two sets of environmental education toolkits with a specific focus on the conservation of the Indus dolphin and riverine biodiversity. These toolkits are intended for local communities and children living along the Indus River in Sindh and Punjab. The assignment involves creating and curating educational content for two sets of toolkits—one for primary grade students (grades 1-5)

and the other for secondary grade students (grades 6-10). The content will be engaging and informative, encompassing topics related to the Indus dolphin, riverine ecosystems, and the importance of biodiversity conservation. It will be presented in the form of interactive materials, games, activities, stories, etc., which will be printed as part of the toolkits. The goal is to effectively communicate the significance of preserving these precious natural resources, involving students in the role of junior citizen data scientists for the Indus dolphin. To ensure inclusivity, the consultancy will provide translations of the educational materials into local languages, enhancing the comprehension of the target audience. Additionally, the focus is on designing visually appealing and printable content for the toolkits. Visuals and interactive elements will be used to engage and inspire students in actively monitoring and recording data on key biodiversity, thus promoting the conservation of the riverine environment.

**a. Specific Tasks:**

**The outputs of the consultancy will include the following**

- Two sets of tool kits would be made, one for children in grades one through five, with a second set of tool kits available for senior students in grades six through ten.
- Develop two sets of education toolkits for local communities and children living along the Indus River focusing on the conservation of the Indus dolphin and riverine biodiversity.
- Develop and design engaging and informative content covering the Indus dolphin, riverine ecosystems, and biodiversity conservation.
- Include interactive materials, games, stories and activities to make learning enjoyable.
- Translations of educational materials into local languages for inclusivity.
- Develop and design visually appealing and printable content for the toolkits that can encourage students to be junior citizen data scientists, actively monitoring key biodiversity and threats.

#### 4) Deliverables

The toolkits distributed among the students should include the following

- Content and designing of two sets of toolkits in English, Urdu and Sindhi ;
  - An educational toolkit designed for students in grades 1 to 5, with engaging and informative content focusing on the conservation of the Indus dolphin and riverine biodiversity.
  - An educational toolkit tailored for students in grades 6 to 10, presenting comprehensive topics related to the Indus dolphin, riverine ecosystems, and the significance of biodiversity conservation.
- Development of interactive materials, including games and activities, that enhance students' understanding of the importance of preserving the Indus dolphin, riverine biodiversity, and Indus River.
- Translations of the educational content into Urdu to ensure inclusivity and better comprehension among the target audience. WWF will support in Sindhi translation

#### 5) REQUIREMENTS

- At least a Bachelor's/Master's degree in Visual Arts or Graphic Designing or any other relevant Degree
- Proficient written English
- Proven experience in developing and designing environmental education content
- Well-reputed firm/individual capable of undertaking the desired assignment as described in the Scope of work
- previous experience in the development and designing of tool kits or these types of material

#### 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](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.

## 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 and all related Information.
- 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:** shall be defined by the contract to be concluded between WWF -Pakistan and the consultant.

## 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.

## 11) BUDGET

Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are **Pak Rs 400,000/-**