



Ref # 201/F&M/CENTRAL/24-25

RFP for Consultancy Services-WWF Pakistan

Subject:

Baseline Assessment of Agri Value Chains – Punjab & Baluchistan

Application Submission:

HIRING OF CONSULTANT



WWF-Pakistan is looking for qualified and experienced consultants for the purpose of the project titled "**BASELINE ASSESSMENT OF AGRICULTURE VALUE CHAINS – PUNJAB & BALUCHISTAN**". Interested consultants who meet the eligibility criteria are encouraged to review the detailed Terms of Reference (TORs) available on the WWF-Pakistan website:

<https://wwf.org.pk/consultancy/>

To address any queries, please contact us at mahmed@wwf.org.pk.

The deadline for submission is **5th September 2024** at **17:00** hours.

Sealed Technical and Financial Proposal shall be submitted by mentioning Title on Envelope on below Address

**Manager Procurement & Consultancies
WWF-Pakistan Head Office, Inside Ali Institute
Ferozpur Road Lahore**

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1) INTRODUCTION & BACKGROUND

WWF-Pakistan is the largest conservation organization in Pakistan. It has been working since 1970 with communities, government, civil society, international organizations, industries, and corporate entities, for the conservation of the environment and to improve the management of the country's natural resources. As a part of the global WWF-Network, which has an active presence in 100 countries, WWF-Pakistan has its head office in Lahore and more than 30 offices nationwide including all provincial capitals, as well as considerable outreach in targeted field sites, protected areas, and key ecological sites. The organization has over 300 employees, among which the professional staff includes biologists, foresters, freshwater experts, agriculturalists, sociologists, agricultural economists, environmental experts, and GIS experts.

WWF-Pakistan under its Food & Markets Programme has been working since 2004 with farmers, focused on the socio-economic and environmental resilience of smallholders by promoting sustainable production practices. The programme aims to mitigate the damaging environmental impacts of farming practices, without compromising on productivity and profits. Economic prosperity, through the intensification and diversification of the farming system, needs to go hand in hand with the sustainable use of soil, water, and other natural resources. With this scope, the programme has adopted a holistic approach to tackle the socioeconomic and environmental challenges associated with agricultural commodities by building the capacities of farmers on economically efficient farming solutions and technologies. The programme seeks support through collaborating with relevant stakeholders that include government departments, ministries at federal and provincial levels, research, academic institutions, farmers, civil society organizations, and business entities to create an impact at scale.

Background

Under Regenerative Production Landscape Collaborative (RPLC-Pakistan), WWF-Pakistan brings together businesses, governments, farmers, communities, and civil society to bring about a systematic change toward a landscape approach to halt and reverse the losses from landscape degradation and build partnerships to drive restoration at scale. It works towards shifting business models by;

- i. establishing a convening platform to bring together key stakeholders for a common goal;
- ii. mobilizing public-private sector finance for sustainable production and sourcing;
- iii. piloting initiatives on regenerative agriculture production practices, including the conservation of natural resources

Landscape collaborative RPLC-Pakistan is funded by the Laudes Foundation and WWF-Pakistan is convening this landscape initiative with key stakeholders and partners, including government, businesses, farmers, communities, and civil society organizations to bring about a system-level shift to catalyze and scale models where Production Protection Inclusion (PPI) approach is applied as below:

- Farmers grow agricultural commodities by adopting regenerative farming principles that conserve rather than deplete natural resources, wise use of irrigation water, improving soil health and reduce emissions from farming operations
- Smallholders including landscape communities thrive, through improved economic stability, enhance livelihood options, and active participation in the decision-making process
- Businesses are sourcing responsibly while contributing to the sustainability of the landscape through landscape investments

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 OF CONSULTANCY

Objectives;

The overall objective of this assignment is to carry out a Value Chain Analysis and Market Assessment of agricultural commodities e.g., cotton, wheat, maize, potato, sugarcane, and horticultural crops (taking consideration of other potential crops as well) grown in Bahawalpur, Multan, Sahiwal and Jhang districts of Punjab province and Barkhan, Khuzdar and Lasbela districts of Balochistan province. It will provide information about future planning for value chain development and bottlenecks to address.

Likewise, the assignment will also include mapping of natural resources, e.g., forests, water bodies/natural streams, local biodiversity, associated threats, and conservation efforts If any.

The specific objectives are;

1) Market Assessment and Value Chain Analysis focusing on;

- Mapping of prioritized agricultural commodities including a focus on cultivation area, yield, production & protection practices, implementation of sustainable production practices if engaged with any sustainable initiative, existing market practices, etc.
- Collect information on local, national, or international brands/retail sourcing raw materials of agricultural commodities. If yes, what is the nature of their engagement with primary producers/farmers.
- Identify major market actors (consumers, sellers, traders, middlemen, etc.) of local, national, and international brands and identify if there are overlaps of areas or farmers groups targeted by these market actors for potential bundle service delivery.

- Identify farmer organizations/producer groups active in the mentioned areas. Run a light assessment of the identified producer groups by collecting data on the type of organization, nature of work, level of formalization, number of farmers engaged, financial health, and service delivery mechanism if they provide any service to farmers/community.
- Assessment of size of markets, volume of sales, and market integration/segmentation of prioritized agricultural commodities (mentioned in the objective section).
- Identify the weakest linkages and bottlenecks in the supply chains and of opportunities to make these more productive and fruitful.
- Map relevant stakeholders, e.g., government departments, businesses, service providers, etc., and their roles in activating and enhancing investments for crops to ensure an enabling environment and Improved ecosystem services.
- Local market structure and key risks/barriers to create an enabling environment such as policies, market access, etc.
- Existing procurement mechanism, market requirements (quality, national/international standards/certification, conditions of delivery), and pricing mechanism of crops in question.
- Collect information on existing service delivery actors active in prioritized agricultural value chains and how these links can be improved.
- Role of women and youth in prioritized value chains and identifying possible opportunities and new ways to empower their role.
- Map local businesses (processors, manufacturers) relevant for producers to connect with and how these can be engaged with retail/brands.
- Analysis of the supporting functions that are required to make the value chain work, including both existing and missing support functions (e.g., infrastructure, information, access to market, etc.)

2) Sustainable initiatives being Implemented in assignment areas;

- Identify sustainable initiatives/projects relevant to agriculture, conservation of natural resources, biodiversity, plantation, livelihood improvement, and gender empowerment being implemented by government, NGOs, or businesses in prioritized areas.
- Map the scope, scale, and nature of identified sustainable initiatives/projects and how these are engaging and benefiting farmers/primary producers.
- Assess the impact of these interventions/projects, if any, on the supply chain of prioritized agriculture communities.
- Identify possible synergies that can be built with these initiatives/projects related to the sustainability of prioritized agriculture value chains and a broader vision of landscape resilience, nature conservation, and regenerative agriculture.

3) Spatial mapping of assignment areas;

- Prepare hi-res maps of cropping patterns keeping in mind the diversity of districts and crops and show changes in cropping patterns if happened during a period of the last 5 years.
- Describe the reasons behind the shift in cropping pattern, what were the major drivers, speed, and extent of this conversion.
- Develop maps of natural resources available in prioritized assignment areas including water bodies, rivers/hill torrents, forests, natural vegetation, etc., and their connection with agricultural systems.
- Describe challenges or threats to natural resources and how these threats can be addressed.
- Prepare landscape level story maps of prioritized areas. It can be a short video showing different landmarks on the map including cropping patterns, natural resources, community settlements, etc. with captions/short descriptions of how these are interlinked and impact each other.

4) Policy review;

- Review existing national and provincial policies to assess at what level policy frameworks are supporting the value chain of agricultural commodities and principles of regenerative agriculture.
- Identify gaps in existing policies that should be addressed for the sustainability of prioritized agricultural commodities.
- Devise key recommendations to rectify identified gaps/challenges in existing policies.

4) TASKS AND DELIVERABLES

- i. Plan of action containing the framework of the proposed assignment, methods of analysis, and data acquisition (including additional studies and surveys), a work plan, and a timeline.
- ii. Draft report to incorporate and reflect feedback from WWF-Pakistan
- iii. Final report
- iv. Hi-res maps
- v. Story mapping videos

Others;

- The consultants/consultancy firm will share all relevant data both primary and secondary acquired for this assignment with WWF-Pakistan.
- No additional or accidental cost will be borne by WWF-Pakistan.
- WWF-Pakistan reserves all the rights of authorship related to content publishing, use of consultancy data, reports, documents, etc.
- WWF-Pakistan reserves the right to vary, amend, remove or add terms of reference if and when required.
- The consultants /consultancy firm will present the findings of the assignment with members of RPLC-Pakistan's National Council and Compacts (Punjab & Baluchistan Compact). The review and feedback will be incorporated accordingly in the final report.
- The consultants/consultancy firm will keep close contact with the RPLC team while making visits of desired areas and will share field plan well in time.

Deliverables of assignment		Deadline
Plan of action	The final detailed plan for collecting data and information, and analysing data/information based on consultation and alignment with WWF-Pakistan	31 August 2024
Draft report	Draft report to incorporate and reflect feedback from WWF-Pakistan	31 October 2024
Hi-res maps, story mapping videos	Hi-resolution map of prioritized districts and short story mapping videos	31 October 2024
Final report	The final report, both in word and PowerPoint presentation format	15 December 2024

5) PROJECT/ ASSIGNMENT TIMELINE

The assignment must be completed in the period from 31st August to 15th December 2024.

6) REQUIREMENTS

The consultants or consultancy firm will be assessed against the following criteria.

- 1) The consultants or consultancy firm should have individual/s possessing significant knowledge and experience in aspects of value chain analysis, agricultural economics, agribusiness development, and agri-commodity procurement and spatial mapping/GIS experts.
- 2) A minimum of 5 years of experience in managing multi-disciplinary studies in Pakistan or other Asian countries.
- 3) Local presence and capability to collect primary data efficiently from the ground in the desired area.
- 4) Capacity and ability to conduct participative engagement with diverse stakeholders
- 5) Proficiency both in Urdu, English, and good knowledge/understanding of local languages

Proposal requirements

The consultants or consultancy firm to hand in a proposal of a maximum 10 pages (excluding company biographies, CVs, sample work and references). The proposal must be handed in a MS Word or PowerPoint version next to a PDF submission to facilitate any copy-and-pasting of content that WWF-Pakistan may need during evaluation.

Content:

- a. A succinct, well-documented approach addressing the requirements set out by this ToR. The proposal structure matches the selection criteria as closely as possible
- b. Maximum of three client references and a sample of previous work relevant to the deliverables in this ToR
- c. An overview of the project team, including the CVs of the project team members

1. Study areas;

- Bahawalpur, Multan, Sahiwal and Jhang districts of Punjab province
- Barkhan, Khuzdar, and Lasbela districts of Balochistan province.

2. Term of payment;

- 30 % payment on signing of consultancy agreement and submission of plan of action
- 30 % payment on submission of draft report & study maps
- 40% payment on submission of final report

7) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. Interested consultants should submit the technical and financial Proposal to

Sealed Technical and Financial Proposal shall be submitted by mentioning Title on Envelope on below Address

**Manager Procurement & Consultancies
WWF-Pakistan Head Office, Inside Ali Institute
Ferozpur Road Lahore**

For Any Queries, please contact below Email Ids:

To: Faiza khan (fkhan@wwf.org.pk)
Cc: Muzzammil Ahmed (mahmed@wwf.org.pk)

2. The proposal submission deadline is 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, experience and CV.
- 2) **Experience:**
 - a) **Description of the completed trainings:** the list and general information about the completed similar trainings, description of the role in the project, other accomplishments of the Consultant.
- 3) **Proposal outlining scope of consultancy service-** Description of scope and training methodology, stages, deliverables, exclusions, conditions.
- 4) **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- 5) **Financial Proposal-** the prices shall be provided in Pak Rs, the total price must be inclusive of all types of applicable taxes and out of pocket expenses

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 must be inclusive of all types of applicable taxes and out of pocket expenses.

The prices must include all the Travel, Boarding & Lodging and other expenses.

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%
- b) Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

Qualifications (maximum 30 points)

- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

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.

12) BUDGET

The Total Budget for this activity inclusive of all taxes and Out of Pocket expenses is **PKR 5 Million**