



Consultancy Ref No: 202/F&M/SOUTH/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

**Developing a Documentary on Apricot Value Chain in
Hunza Region of Gilgit Baltistan-Pakistan**

Application Submission:

Interested consultants should submit the Proposal on **Application Form Available Online** or can access through following Link:

<https://forms.gle/X2q2FL8bRdsYiCZo7>

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and
Services Duration of assignment: 15 days
Type: Individual/Firm

Background of Project & Assignment:

Apricot is a high value cash crop in Gilgit Baltistan. Gilgit-Baltistan has a very favorable climate for producing fruits, particularly apricots. For centuries, the farmers of the region have been practicing horticulture as part of their livelihoods management strategy. Horticulture contributes about 83 percent of the entire income generated from agriculture. Similarly, within the horticulture, fruits contribute 60 percent. In Gilgit-Baltistan, the most growing fruit is apricot but due to low shelf life and lack of facilities from farm to market for proper value addition, the small-scale farmers face multiple challenges. Apricot value chain (AVC) is a project of WWF-Pakistan under the umbrella of its Food and Markets Programme. The project aims to reduce food losses in apricot value chain. It also aims to improve the livelihoods of small landholding farmers in five project villages through value addition to the apricot products through innovative solar drying, packing, storage, etc. Initially, the farmers are provided with the innovative solutions in the form of solar dryer for the drying of apricot and also with the hermetic and packaging bags to improve the quality and storage of the dry product. Secondly, the selected farmers are provided with the trainings to enhance their technical skills during the pre/post-harvest management, and storage of the apricot. Lastly, the project aims to provide packaging solution and to create a sustainable market linkage with the farmers in order to enhance the income of the farmers associated with apricot farming.

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

a. Objective of the Consultancy:

Videography and photography of Apricot Value Chain project will cover the key thematic areas such as harvesting of apricot, washing, grading, drying process in solar dryer, provision of packaging solutions and building market linkages.

This activity will help to create a project documentary demonstrating how project interventions are accelerating sustainable apricot production, packaging, consumption, and marketing, resulting in improved socioeconomic and environmental sustainability, increased livelihood, and a positive impact on well-being by decreasing losses.

b. Specific Tasks:

- The selected producer /consultant will meet with technical staff from F&M and Communications teams, WWF-Pakistan to discuss project objectives and scope for the video documentary.
- The consultant will create a work plan to accomplish the task and share it with the F&MP team.
- 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 Apricot Value Chain Project.
- After finalizing the written material, the consultant will develop a production plan based on the planned work plan.
- Collecting visual data on interventions and their impact involves field trips to the project sites.
- The consultant will arrange, design, and produce subtitles in both Urdu and English for each video.
- The project documentary requires English/Urdu subtitles and branding according to WWF communications criteria.
- The production house/consultant will use advanced technology, such as noise cancellation microphones and recording equipment, to ensure accurate and high-quality video output.
- The production house will take care of editing, sound mixing, and correction as needed under the direction of the project team.
- The production house will manage all necessary tools and equipment required for videography and photography, at their own end, including permissions to shoot, use of drone, etc.
- 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 versions of Hi-res/4k 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, farmers activities, landscape, food processing, select biodiversity, etc.
- Submission of all the raw and unedited footage captured during the shoot. This footage should be captioned to add location and describe activity.
- Rough cuts of project video for review.
- 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

- 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 out- doors/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. (tele and wide angle lens, DJI Phantom 4 Pro, quality boom and collar mics, 3point lights etc.)
- Well organized and capable of working under deadline pressures.

- Extensive understanding of video capture techniques.
- Have the passion to travel to Gilgit-Baltistan and working in tough terrain with unpredictable weather patterns.
- Experience making documentaries and videos in the agricultural sector, and the production/media house or consultant will provide examples of past vid- eo/documentary (Video links or DVDs of at least two examples)

6) Application Submission

1. **Application Submission:**

Interested consultants should submit the Proposal on **Application Form Available Online** or can access through following Link:

<https://forms.gle/X2g2FL8bRdsYiCZo7>

2. If Any **Queries** may send through Email by attention to the Following:

To: Faiza khan (fakhan@wwf.org.pk)

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

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 PKR 800,000/-