



Consultancy Ref No: 22/WRAP/North/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

**CITRUS FARMING TRAINING IN VILLAGE SRADHNA, TEHSIL
KHANPUR DISTRICT HARIPUR**

Application Submission:

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

<https://forms.gle/oWpisWcYnZk4F5N28>

CONTENT

1) Introduction & Background	2
2) General Conditions	2
3) Purpose of Consultancy	2
4) Deliverables.....	3
5) Project/Assignment Timelines	3
6) Requirements	3
7) Correspondence and Submission of Proposal	4
8) Format of Proposal.....	4
9) Financial Proposal.....	4
10) Evaluation Process	5
11) Documentation and Confidentiality	5

1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	14/10/2024 – 15/12/2024
Type:	Firm

Background of Project & Assignment:

WWF-Pakistan with the financial support of FCDO, implementing a project titled, “Scaling up nature-based solutions for improving integrated water resources management and enhanced water security in Pakistan”. The project aims to pilot Nature-based Solutions (NBS) at selected locations in Gilgit-Baltistan and Khyber Pakhtunkhwa in partnership with relevant stakeholders. Water management for improving the health of natural ecosystems, better water resource management and livelihood improvement will be outcomes of the project interventions.

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:

- The objective of the consultancy is to provide comprehensive training on citrus farming and post-harvest product development for participants.
- To equip farmers with advanced citrus cultivation techniques, including optimal growing conditions, soil fertility management, orchard layout, watering schedules, and disease management.
- The training will also focus on post-harvest practices such as harvesting, handling, storage, and packaging to ensure the quality and longevity of citrus products.

- To train the farmers about the marketing strategies and value-added product development to enhance market access and economic potential.
- To promote sustainable and organic farming practices, improve local citrus production, and to create economic opportunities for the local farmers.

b. Scope of the Consultancy:

- Conduct a thorough assessment of the current challenges faced by citrus farmers in the targeted area, with a focus on both male and female participants. This includes identifying issues related to cultivation, diseases, post-harvest practices, and market access.
- Provide in-depth training on best practices in citrus cultivation, covering soil fertility management, orchard layout, watering schedules, and pest and disease management, including addressing prevalent issues such as citrus canker. Special attention should be given to the unique growing conditions of Khanpur, known for its citrus orchards.
- Deliver practical training sessions on post-harvest handling, storage, and packaging to ensure the preservation of quality and longevity of citrus products. This also includes value addition through processing techniques for making products like jams, marmalades, and juices.
- Educate farmers on marketing strategies, including accessing new markets, developing value-added products, and building supply chain relationships to improve their economic returns. Include training on product quality improvement and shelf-life extension to help farmers overcome the current market challenges.
- Promote the adoption of sustainable and organic citrus farming practices to reduce the environmental footprint and enhance the long-term productivity of the orchards. Encourage farmers to adopt eco-friendly methods for disease control and fertilization.
- Organize hands-on workshops and field demonstrations in citrus orchards to allow farmers to practice the skills they have learned, including pruning, fertilization, disease identification, and harvesting techniques.
- Develop a framework for monitoring the progress of participants post-training, including measurable indicators of improvement in citrus production, product development, and market access. Prepare a final report documenting the training's impact and the feedback from participants.

4) Deliverables

- A detailed training curriculum, materials and presentations.
- Hands-on training sessions with documented outcomes and results.
- Business/ Marketing plans for participants who require them.
- Pre- and post-assessment tools to measure participants' learning.
- A final report summarizing the training outcomes, feedback, and recommendations for future interventions.

5) REQUIREMENTS

a. Qualification

- Proven knowledge and expertise in citrus orchard management, including cultivation techniques, pest control, and post-harvest processing.
- Strong understanding of sustainable and organic farming practices.
- A Master's degree in Agriculture preferably Horticulture, or a related field.
- Previous experience working in community-based agricultural training programs, particularly in citrus cultivation or similar crops, is preferred.
- Excellent communication and presentation skills, with the ability to conduct hands-on training and engage with diverse participants.
- Experience in developing and implementing training programs tailored to the needs of farmers and rural communities.
- Proven English language proficiency, quality report writing, analytical and presentation skills.

b. Experience

- Minimum of 6 years of practical experience in citrus farming and orchard management.
- Experience in working with international donors especially FCDO would be an advantage.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. Application Submission:

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

<https://forms.gle/oWpisWcYnZk4F5N28>

2. 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)

3. The RFP submission deadline mentioned on WWF-Website.
4. 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: 147,000/- PKR