



Consultancy Ref No: 30/WRAP/Central/24-25

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

## **SUBJECT:**

**Socio Economic Assessment, Trainings and Community Engagement Plan for Soon Valley, District Khushab in Punjab**

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### **Application Submission:**

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

<https://forms.gle/pssWWcKZtzqbgK5J7>

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## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: 02 months from signing of agreement  
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 Punjab, 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 main objective of the socio-economic assessment survey is to understand and document the prevailing conditions of communities and to assess their social status in Soon Valley, district Khushab.
- Developing and implementing a comprehensive community engagement strategy that aligns

with the project goals and objectives.

- Conducting stakeholder analysis to identify key community leaders, community groups, civil society organizations, landowners, farmer and other relevant stakeholders, who can play a crucial role in supporting the survey process.

**b. Scope of the Consultancy:**

- The Consultant will undertake a brief desk review focused on the socio-cultural, institutional and political context. Existing studies, surveys, and other secondary literature as well as project reports and materials should be reviewed.
- Identify the socio-economic condition of the people of different strata and minority group including tribes and also identify people's aspiration, attitude, opinion towards development of the area.
- Conduct village wise in-depth analysis to identify the specific vulnerable groups. This analysis should consider factors such as age, disability, ethnicity, transgenders, socio-economic status, and other relevant characteristics.
- Based on the prioritized stakeholder identified in the socio-economic assessment survey, the firm will develop a comprehensive strategy for the Soon Valley region that outlines the objectives, target groups, communication channels, and activities at Village and Mouza level for effective community engagement.
- Develop a comprehensive training sessions plan for community representatives, farmer community members, youth and local volunteers to enhance their understanding as per project outcomes.
- Collaborate with local leaders, community-based organizations, and government agencies to enhance community engagement.
- Developing a community engagement communication plan to effectively convey the objectives and benefits of the project outcomes to the community members.
- Document key findings, recommendations, and outcomes of the community engagement sessions including gender and vulnerable groups. Prepare reports summarizing the input received and ensure that the voices of women and vulnerable groups are accurately represented in project documentation.
- Monitor and evaluate the effectiveness of community engagement activities, collect feedback from participants, and make recommendations for improvement.

#### 4) DELIVERABLES

- An inception report
- Research methodology report outlining the approach, tools, and data collection plan, including extensive field data collection strategies.
- Finalized survey questionnaires/data collection tools and discussion guides, translated into Urdu and local languages as needed, for use during consultative sessions and fieldwork.
- All data collected, including key findings from surveys, focus group discussions, extensive field data collection, and interviews with experts.
- Excel sheets and original versions of data collection forms.
- Make a presentation on the findings during a validation workshop to a reference group of members.
- A comprehensive final report containing recommendations, conclusion and detailed socio-economic analysis with visual representation.
- All data, tools, and information generated will be the exclusive property of WWF, with the consultant prohibited from using or sharing it beyond the assignment's scope. This work serves WWF's conservation efforts and remains confidential, with strict copyright and

confidentiality agreements in place.

## 5) REQUIREMENTS

### a. Qualification

- At least a Master's degree in sociology, social sciences, environmental science, gender studies, or a related field with a solid understanding of climate projections and vulnerability assessments, a minimum of 5-10 years of experience in conducting socioeconomic assessments and gender-specific research.
- Expertise in designing and implementing research methodologies, particularly in the context of socio-economic analysis and community engagement.
- Proven English language proficiency, quality report writing, analytical and presentation skills.
- Experience with addressing gender and social inclusion issues in the project development and implementation plans
- Experience in doing vulnerability assessments for conservation and nature-based solutions would be an advantage.
- Strong data collection and analysis skills, with experience in both quantitative and qualitative research methods.
- Excellent communication and report-writing skills.
- Proven experience in working collaboratively with multidisciplinary teams and engaging with local communities.

### b. Experience

- Minimum 5 -10 years of experience developing climate change adaptation strategies and plans.
- 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 Application Form Available Online or can access through following Link:

### 2. <https://forms.gle/pssWWcKZtzbqgK5J7>

### 3. 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))

4. The RFP submission deadline mentioned on WWF-Website.

5. 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 Punjab.

**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: 830,000/- PKR