



Ref No: 100/F&M/South/24-25

RFP for Consultancy Services-WWF Pakistan

Subject:

Hiring Consultancy for Photography and Video Production to Visually Showcase Water-Saving Techniques and Regenerative Agriculture practices in Bahawalpur

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

<https://forms.gle/HD8x6J1EoQUyByXx6>

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: 15th May 2025 – 15th November 2025

WWF-Pakistan's Food & Agriculture Programme (F&A) was initiated in 2004 with the primary objective of enhancing the capabilities of approximately 200 farmers in adopting sustainable practices within the cotton landscape. Over the years, the program has experienced substantial growth and has evolved into one of the most extensive initiatives within WWF-Pakistan. The overarching goal of the Food & Agriculture Programme is to address and alleviate the environmental impacts associated with input-intensive crops, particularly in terms of water usage, agrochemicals, and synthetic fertilizers, as well as the sensitivity of crops to pests. This is achieved through a multifaceted approach, including empowering farmers with knowledge of economically efficient ecological farming solutions and cutting-edge technologies. The program also focuses on engaging various stakeholders and fostering the development of sustainable supply chains in the agriculture sector.

With a substantial increase in demand for organic cotton fiber products, both from global retail markets and farmers opting for organic cultivation, there is a growing trend toward sustainable agricultural practices. Certain naturally fertile and uncontaminated regions in Pakistan hold immense potential for large-scale organic cultivation.

WWF-Pakistan's Organic Cotton Projects, operating within the framework of the F & A Programme, actively advocate for the adoption of standard organic practices in cotton farming. This includes the prohibition of synthetic fertilizers, synthetic pesticides, and GMO seeds. Currently, the organization collaborates with nearly 12,000 farmers across Balochistan, Punjab, and Sindh provinces, covering over 100,000 acres, to promote organic cotton cultivation.

The Regenerative Agriculture Project is currently being implemented in the Bahawalpur region, engaging 200 farmers across 2000 acres of farmland. The project focuses on regenerative crop production, livestock management, landscape restoration, reducing environmental impact, and promoting social fairness. It aims to equip local farmers with sustainable agricultural practices that improve soil health, enhance biodiversity, and boost overall farm productivity.

To effectively document and communicate these field-level efforts, this consultancy seeks to hire a professional photography and videography firm. The selected firm will be responsible for producing high-quality visual content that captures the implementation of key regenerative practices—such as seed sowing, intercropping, cover cropping, crop protection measures, soil health enhancement, use of renewable energy, and livestock management—while also highlighting the stories and experiences of participating farmers and women beneficiaries.

This content will be used for stakeholder engagement, awareness campaigns, donor reporting, and promoting the scalability and sustainability of regenerative agriculture across similar contexts.

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 Consultant 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.

¹ Registered Industries are referred to as those industries that are registered with the Association of Trade & Industry of their respective industrial area/zone or with other sector specific association(s)

² Unregistered Industries are referred to as those industries which are not registered with the respective sector specific Association or association of Trade & Industry of their respective industrial area/zone

3) PURPOSE OF CONSULTANCY

The purpose of this consultancy is to visually document and showcase the implementation and impact of the Regenerative Agriculture Project in Bahawalpur through high-quality photography and videography. The consultancy will capture key regenerative agricultural practices—such as intercropping, cover cropping, seed sowing, soil health management, crop protection, renewable energy use, and livestock management—being employed by farmers in the field.

Additionally, the consultancy will highlight human-interest stories, including those of farmers and women beneficiaries engaged in income-generating activities supported by the project. The visual content produced will serve to raise awareness, support reporting and communication efforts, engage stakeholders and donors, and promote the replication and scaling of regenerative agriculture practices.

4) DELIVERABLES

1. High-Resolution Photographs

Capture approximately 10 high-resolution, well-composed photographs for each key regenerative agriculture activity, covering the full journey from sowing to ginning of regenerative cotton.

Activities to be documented include:

- Seed sowing, Weeding, Thinning. Gap filling. Fertilizer and pesticide application, Soil health improvement practices, Intercropping and cover cropping, Livestock management, Demonstration plots and field layout, Farmer training sessions, Cotton picking, Post-harvest handling, Cotton supply chain and ginning, Use of renewable energy

Each photo must be captioned and ensure proper branding is visible.

2. Main Documentary Video

Produce one (1) high-quality 3–4 minute documentary video capturing the regenerative agriculture journey—from field preparation to cotton ginning. The video should include key visuals of farming practices, farmer interviews, training activities, and project interventions.

- Version 1: English voiceover with Urdu subtitles
- Version 2: Urdu voiceover with English subtitles

3. Farmer and Women Story Videos

- one (1) short story videos (2–3 minutes each) focusing on selected farmer(s) who have adopted regenerative practices, showcasing the change in their farming and livelihood.
- One (1) short story video (2–3 minutes) highlighting the experience and empowerment journey of one or two women beneficiaries involved in income-generating activities supported by the project.
All videos should have both English and Urdu subtitle options.

4. Teaser Videos

Produce three (3) 30–45 second teaser video on Bio pesticide preparation, Children Education program and Conservational site and water saving Techniques.

- Version 1: English voiceover with Urdu subtitles
- Version 2: Urdu voiceover with English subtitles

5) PROJECT/ ASSIGNMENT TIMELINE

Month	Practice/Activity to capture	Deliverables
May	<ul style="list-style-type: none"> Land Preparation Seed Distribution Seed Sowing Gap Filling Thinning Training Sessions Cotton field/Cotton plant/Landscape Pics 	<ul style="list-style-type: none"> 10 HQ Pics of each Practice
June	<ul style="list-style-type: none"> Demonstration Plots (Bio Inputs) Demonstration plots (Intercropping) Training Session Preparation of Bio Pesticides/bio fertilizer (fertilizer), PPE Use etc. Cotton field/Cotton plant/Landscape Pics 	<ul style="list-style-type: none"> 10 HQ Pics of each Practice Video Teaser on Bio pesticide
Aug	<ul style="list-style-type: none"> Livestock Training sessions Children's Education Sessions Women Empowerment Sessions Harvesting and Clean Picking Cotton field/Cotton plant/Landscape Pics 	<ul style="list-style-type: none"> Success story video on Women empowerment 10 HQ Pics of each Practice
September	<ul style="list-style-type: none"> Supply Chain Management (Transport, Ginning, etc.) Cotton field/Cotton plant/Landscape Pics 	<ul style="list-style-type: none"> 10 HQ Pics of each Practice
October	<ul style="list-style-type: none"> Conservation site Conservational activities Tree Plantaion Cotton field/Cotton plant/Landscape Pics 	<ul style="list-style-type: none"> 10 HQ Pics of each Practice Success story of a farmer Video of Whole project cycle (3-4 minutes) Video teaser of whole project cycle (1 minute) Video teaser of conservational activities

6) REQUIREMENTS

The interested consultant(s) should meet the following criteria:

Minimum requirements

Experience:

Minimum two years or more experience in producing development work related documentaries for organizations, International NGOs, development sector or donor agencies with the aim of reaching out to both local and international audiences.

Skills/ language:

- Professional experience of filming, graphic designing, animation and editing and familiarity with different video formats, conversions and sharing skills.
- Professional experience with software such as Premiere, Avid, Flash, AfterEffects, Photoshop etc. for editing.
- Good skills of video lighting, color grading, rendering and sound design.
- Good local knowledge of regions in Pakistan and proficiency in English, Urdu, and Punjabi.

- Strong technical capacity (state of art filming equipment) to ensure smooth and high-quality production of the documentary

7) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. **Application Submission:** Application Submission: Interested consultants should submit the Proposal on the Application Form Available Online or can access through the following Link:
<https://forms.gle/HD8x6J1EoQUyByXx6>

1. If Any **Queries** may be sent 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.

2. 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

- 1) **Application Form available at WWF-Website** - General information about the Bidder, covering ,qualification, experience and CV.
- 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 of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- 4) **Provide list of already developed portals**
- 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 must be exclusive of all types of 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.

9) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the prices shall be provided in Pak Rs, the total price must be exclusive of all types of applicable taxes.

The prices will 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 expenses **Budget is PKR 0.75 MILLION including all taxes. All other costs including accommodation, food, and field travel during this consultancy period will be borne by the consultant**