



RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT: ToRs for “Training on Value chain development for the selected commodities through skill development, market access, and linkages, and exploring financing through public-private partnerships for sustainability”.

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

<https://forms.office.com/e/sxNStCNxPM>

RFP – Consultancy Services

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	15-8-2025 to 30-12-2025
Type:	Individual or 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

WWF-Pakistan under the WRAP project handover the Solar Drying units (SDUs) to the communities of the project sites. One of the major issues communities are facing is fruit losses, especially the apricot. Due to the lack of proper facilities and less capacity development training, the maximum of the fruit is facing losses. The SDUs will be helpful to the communities in preparing the quality product i.e., dry apricots. These losses can be overcome by conveying proper training to the communities, which will result in decreased losses and play a vital role in the livelihood development of the focused communities.

Now the communities are drying the available fruits in the provided SDUs in the finest manner. As the dwellers of the remote areas and not exposed to the market demands, they could not properly cash the product. This results in economic losses and the farmers cannot get the reward as per their investment. In this regard, WWF-Pakistan aims to introduce the selected progressive farmers to the market demands, through skill development, market access, and linkages, and exploring financing through public-private partnerships for sustainability. So that they can sell their products in the market and get a good return for their efforts. This activity will provide a platform to the farmer to oversee the vast market options to boost their income in near future.

- 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 regard 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 the 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. The objective of the Consultancy:

The primary objectives of the consultancy are viz:

1. Provide capacity-building support to local farmers to develop and improve value chains for selected agricultural commodities.
2. Equip farmers with the skills necessary for sustainable farming, production, processing, and marketing.
3. Enhance market access by creating linkages between local farmers and key market players (buyers, traders, processors, and cooperatives).
4. Explore financing options and models, including public-private partnerships, to ensure the long-term sustainability of the developed value chains.

b. Specific Tasks:

The trainer will be responsible for the following points during and after the training:

1. Development of Training Materials and Curriculum

- Production best practices for the selected commodities
- Post-harvest handling, storage, and processing
- Marketing and sales strategies, including pricing and packaging
- Understanding and improving market linkages

2. Training Delivery

- Design and facilitate training workshops for farmers, focusing on practical skills and hands-on learning.
- Conduct demonstrations, and participatory learning sessions to ensure effective skills transfer.
- Provide ongoing support and coaching for farmers to reinforce learning and ensure the application of skills related to the value chain.

3. Market Access and Linkages

- Facilitate the creation of linkages between farmers and potential market buyers, including local traders, processors, exporters, and cooperatives.
- Provide advice on improving market access, quality standards, and supply chain management to increase competitiveness.
- Assess the current financing landscape for farmers and identify potential financial products (e.g., loans, grants, impact investments) suitable for value chain development.

4) Deliverables

The consultant is expected to deliver the following:

- Training curriculum and materials tailored to the needs of local farmers.
- A report on the training activities, including participant feedback and impact analysis.
- A market access and linkage strategy, including potential buyers and stakeholders.
- A report on financing options, including a framework for public-private partnerships and recommendations for further action.
- Final report summarizing the consultancy's work, outcomes, and recommendations.

5) REQUIREMENTS

a. Eligibility

- Proven experience in designing and delivering training programs, particularly in value chain development.
- In-depth knowledge of production, processing, marketing, and sales, as well as exploring financing options through public-private partnerships.
- Strong communication and facilitation skills.
- Ability to develop comprehensive training materials
- Know how of the local languages for delivering the training.
- Identifies and aligns with the core values of the WWF organization: courage, Collaboration, Respect, and Integrity.
- Adhere to WWF's brand characteristics: Knowledgeable, Optimistic, Determined, and Engaging.
- A degree in Agricultural Economics, Rural Development, Agribusiness, or any other related field.

c. Experience

- At least 05 to 08 years of experience in agricultural value chain development, with specific expertise in working with smallholder farmers.
- Proven track record of designing and delivering capacity-building programs in agriculture, including training on market access, value chain development, and financing.
- Experience in facilitating public-private partnerships and working with financial institutions to secure funding for agriculture projects.

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:
<https://forms.office.com/e/sxNStCNxPM>
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 is mentioned on WWF-Website.
4. Any information and responses to inquiries 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, and 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 **Pakistani Rupees / PKR**; the total price shall include all costs related to service provision including applicable taxes.

Note:

Templates of all Information is provided on the application form available at WWF-Website. Any Additional Information related to the RFP can be attached along with the 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

The applicant's proposal shall be evaluated based on the Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per the following criteria against a maximum score of 100 points.

A) Technical Proposal (70%)

- Detailed work plan
- Expression of interest (EOI)
- Company 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 fulfillment 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 250,000/ only.**