



Ref No: 163/OCP-25-26

# RFP for Consultancy Services-WWF Pakistan

## Subject:

Development of individual farm maps and cluster maps (ICS) for Organic and regenerative Cotton Projects Balochistan, Sindh and Punjab

### 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.office.com/e/sxNStCNxPM>

RFP – Consultancy Services

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## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: 15<sup>th</sup> Aug 2025 – 30<sup>th</sup> Oct 2025

WWF-Pakistan's Food & Agriculture Programme (F&M) 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/ Regen Cotton Projects, operating within the framework of the F & A Programme, actively advocate for the adoption of standard organic and regenerative practices in cotton farming. This includes the prohibition of synthetic fertilizers, synthetic pesticides, and GMO seeds. Currently, the organization collaborates with nearly 10,189 farmers across Balochistan, Punjab, and Sindh provinces, covering over 87,447 acres, to promote organic/ regen cotton cultivation.

## 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 (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.

<sup>1</sup> 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)

<sup>2</sup> 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 consultancy aims to create Cluster and individual farm maps, which are essential for fulfilling the organic cotton standards' requirements and obtaining certification.

#### Consultancy Outputs:

- Development of individual farm maps and cluster maps (ICS) for Organic Cotton Projects Balochistan, Sindh and Punjab

### 4) DELIVERABLES

#### Specific Tasks:

Following is the list of specific tasks under this consultancy:

##### GIS Lab:

- Conduct field surveys for data collection (ICS & FFS boundaries, spatial interventions, and geographic locations as and when required)
- Delineation of Internal Control Systems (ICS) & Individual Farm map boundaries
- Spatial data development of houses, barren lands, buffer zones, tube wells, pasture areas, etc.
- Conduct consultancy meetings with project stakeholders
- Conduct capacity building of project staff in the use of mobile GPS and Google maps
- Provide support in other GIS-related and data-collection activities to OCP field staff □ **Sharing of KML files of all projects with teams**

##### WWF-Pakistan:

- Coordinate with project staff for field visits to set appointments and identify content.
- Support in conducting baseline assessment surveys for the delineation of selected ICS and associated individual farm boundaries.

#### Deliverables:

The details of Cluster and Individual Farm maps are as follows:

##### Development of ICS/Cluster maps

- ICS-AFM-01 (AFM Project) • ICS-AFM-02 (AFM Project)
- ICS-AFM-03 (AFM Project)
- ICS-NAL-01 (Soorty Project) • ICS-NAL-02 (Soorty Project) • ICS-NAL-03 (Soorty Project)
- ICS-NAL-04 (Soorty Project)
- BOC-01 (Sapphire BWP)

- ICS-GA-01 (GA Project)
  - ICS-GA-02 (GA Project)
  - ICS-SAP-01 (Sapphire Wadh)
  - ICS-FG-01 (Premium OCP)
  - ICS-FG-02 (Premium OCP)
  - MCI-01 (Milliner Cotton Initiative)
  - SRCP (WWF Sapphire 01)
    - MCI-02 (Milliner Cotton Initiative)
- Individual Farms Maps
- ICS-AFM-01 (AFM Project)
  - ICS-AFM-02 (AFM Project)
  - ICS-AFM-03 (AFM Project)
  - ICS-NAL-01 (Soorty Project) 384
  - ICS-NAL-02 (Soorty Project) 337
  - ICS-NAL-03 (Soorty Project) 269
  - ICS-NAL-03 (Soorty Project) 350
    - BOC-01 (Sapphire BWP) 41
  - SRCP (WWF Sapphire 01) 189
    - ICS-GA-01 (GA Project) 490
    - ICS-GA-02 (GA Project) 359
    - ICS-SAP-01 (Sapphire Wadh) 308
    - ICS-FG-01 (Premium OCP) 501
    - ICS-FG-02 (Premium OCP) 616
    - MCI-01 (Milliner Cotton Initiative) 500
    - MCI-02 (Milliner Cotton Initiative) 500

## 5) PROJECT/ ASSIGNMENT TIMELINE

- 1- Sapphire regenerative cotton project,
- 2- Sapphire organic cotton Project Bahawalpur
- 3- Organic cotton project Artistic Fabric Mills
- 4- Eco Sindh Project Pacca Chang Sindh
- 5- Milliner Cotton Initiative (MCI) RYK,
- 6- Artistic Milliners organic project Barkhan
- 7- Artistic Milliners organic project Phase II Kohlu
- 8- Soorty Organic cotton initiative Phase II Khuzdar
- 9- AQA Ginner OC Project Barkhan
- 10- S.M organic cotton Lasbela
- 11- BCI Organci cotton project Lasbela

/ 15<sup>th</sup> Aug 2025 – 30<sup>th</sup> Oct 2025

## 6) REQUIREMENTS

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

### Minimum requirements

Strong expertise in working in the field of GIS/RS, Forest, and Agriculture

- More than three years of experience in implementing GIS / RS in Natural Resource management.
- Technical/professional expertise in geographical data management and utilization.
- Proficiency with advanced GIS software.

- Knowledge about data processing, evaluation, and organizing the collection, storage, usage of geographic data, and visualization.
- Ability to solve GIS-specific problems and convey GIS information to non-GIS people.

## 7) 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. If Any **Queries** may be sent 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))

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.

## 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 1.15 MILLION.**