



Consultancy Ref No:191/F&M/25-26

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Training Workshop on skill development (herbal soap making), digital marketing, and branding

Application Submission:

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

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

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: Three days
Type: Both

Background of Project & Assignment:

WWF-Pakistan's Food & Markets Programme is implementing a Livelihood Improvement & Gender Empowerment project aimed at empowering rural communities, particularly in the core cotton-growing regions of Pakistan. The primary objective of the project is to enhance the capacity of farming communities and female workers in order to diversify their sources of income. The project also aims to establish mechanisms that support women-led micro-enterprises, enabling them to become an economic force and improve the socio-economic and environmental resilience of cotton farming families.

A significant aspect of the project is the improvement of livelihoods and the empowerment of women through skill-building initiatives. These initiatives are carried out through capacity-building sessions for farmer and worker women, focusing on various strategies. Over the years, these sessions have provided frequent training to enhance living standards, promote basic health and hygiene practices, and raise awareness about the multiple vulnerabilities faced in farm-based activities. These efforts have yielded several benefits for the participants. These training sessions are a regular part of the work plans of the project field staff. To update and strengthen their knowledge of social-enterprise development, sustainable financial management, and micro finances. We intend to train our field staff. This will enable them to deliver efficient methods to empower the community, supporting rural entrepreneurship and the development of micro-enterprises.

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:**
- b. Training of WWF Pakistan's Food & Agriculture Programme - Livelihood Improvement & Gender Empowerment team on product development skills and its branding.
- c. Enhance the skills of WWF Pakistan's Food & Agriculture Programme - LI&GE team on digital marketing and its scope.

- d. **Specific Tasks:**
- e. Development of herbal soap.
- f. How to do branding, packaging, etc.
- g. Basics of product understanding.
- h. Understanding of target audience.
- i. Develop strategies for digital marketing (setting goals, objectives, the right platform, tracking performance)
- j. Importance of digital marketing in today's business landscape.
- k. Development of market linkages, registration of beneficiaries as a business with the government institution.

4) Deliverables

- Training outline
- Procurement plan for products
- Training material
- Practical tools for soap making
- Certificate title: "Training on Soap Making, Digital Marketing, Branding"
- Group Photo

5) REQUIREMENTS

- The firm/trainer should have a track record of delivering effective and engaging training sessions on product development, branding, and digital marketing. Previous experience working with similar organizations or institutions would be advantageous.
- Familiarity with the local social enterprise landscape and challenges specific to Pakistan or the relevant region is essential. The trainer/firm should understand the unique digital marketing constraints, regulatory environment, and cultural factors impacting social enterprises in the area.
- The firm/trainer should be equipped to provide participants with practical tools, templates, and resources that can be readily applied to their social enterprises. This includes digital marketing and branding templates tailored to the needs of social entrepreneurs.
- The firm/trainer should be proficient in local languages to ensure effective communication and participant engagement.
- The firm/trainer should demonstrate sensitivity to gender, inclusion, and other current social issues, ensuring a respectful and equitable learning environment.
- The firm/trainer must adhere to **WWF's core values**, which guide all our partnerships and activities: Courage, Integrity, Collaboration, and Respect.

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:

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

2. If Any **Queries** may send through Email by attention to the Following:

To: Faiza khan (fakhan@wwf.org.pk)

Cc: Assadullah (assadullah@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.

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 _220,000/- PKR inclusive of all taxes