



Consultancy Ref No: 193/IRDC/25-26

# RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**Subject: Consultancy for the Design, Development, of Educational Exhibits and Display Materials**

**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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CONTENT

1) Introduction & Background..... 2

2) General Conditions ..... 2

3) Purpose of Consultancy ..... 2

4) Deliverables..... 3

5) Project/Assignment Timelines ..... 3

6) Requirements..... 3

7) Correspondence and Submission of Proposal..... 4

8) Format of Proposal..... 4

9) Financial Proposal ..... 4

10) Evaluation Process ..... 5

11) Documentation and Confidentiality..... 5

## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: November 15, 2025- December 31, 2025  
Type: Company/Individuals

### Background of Project & Assignment:

The Indus River dolphin *Platanista minor* is a flagship species, which is listed as Endangered (EN) in the IUCN Red List of Threatened Species. The Indus River dolphin is only found in the Indus River system, with the only viable population located within the geographical boundaries of Pakistan, with only a few dolphins having been reported in the Beas River in India, a tributary of the Indus. Indus river dolphin conservation is challenging because of the enormous pressures on its habitat and in future, as water infrastructure plans develop and the challenges of climate change exacerbate, the viability of the species needs to be ensured through collective actions. The Indus River Dolphin Conservation Adoption Project supported by the Engro-Foundation aims to enhance the efforts to protect the Indus River dolphin and its innate habitat and halt the threats by using advanced tools and approaches. The project focuses on its core habitat between the Taunsa and Sukkur barrages.

## 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. The objective of the Consultancy:

Taunsa Centre has been established to support aquatic and riverine biodiversity conservation along the Indus River for nearly two decades. Another key objective of this facility is to enhance awareness of local communities and citizens about the importance of wildlife and important natural resources, particularly the Indus River Dolphin. The Centre aims to serve as a catalyst for the protection of these vital resources.

The primary objective of this consultancy is to raise awareness among youth and local communities about the unique and invaluable biodiversity of the Indus River. It focuses on highlighting the significance of the Indus River Dolphin and other riverine ecosystems, along with the challenges they face. The assignment involves assessing and enhancing the existing educational materials and displays at the Taunsa Conservation and Information Centre, addressing degradation issues, and promoting the inclusion, enrichment, and modernization of the Centre. This includes the development of new displays and interactive elements centered on the Indus River and its biodiversity. The overall goal is to create an engaging and informative environment that fosters greater understanding and appreciation of the diverse ecosystems of the Indus River.

#### **b. Specific Tasks:**

- Enrichment, and modernization of the Taunsa Conservation and Information Centre through the development of new displays and interactive items, with a focus on the Indus River and other key biodiversity aspects.
- Develop and install awareness signage, activity books, interactive educational boards and any other items that highlight the significance of the Indus River Dolphin and other riverine ecosystems.

#### 4) Deliverables

- Developed signage/education material focusing on key aspects of the biodiversity along the Indus River, enhancing visitor understanding.
- Creation and installation of interactive activity books, promoting a hands-on and engaging learning experience.
- Specifically designed and fabricated displays highlighting the significance of the Indus River Dolphin, including engaging and informative content.

#### 5) REQUIREMENTS

##### **a. Qualification**

- At least a master's degree in relevant fields
- Well-reputed firm/individual capable of undertaking the desired assignment as described in the Scope of work and at least 5–10 years of experience in the work the development sector with a proven track record of developing and implementing similar tasks
- Proficiency in utilizing technology for interactive displays and games, as well as the ability to assess and recommend technological improvements for the Information Centre.
- Specific knowledge or experience related to the Indus River ecosystem and its biodiversity, especially the Indus River Dolphin, with a focus on translating this knowledge into effective design elements.
- Excellent communication and visualization skills to convey complex concepts through impactful design elements, creating an immersive learning experience.

#### 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>

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

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

Cc: **Assadullah** ([assadullah@wwf.org.pk](mailto:assadullah@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 allproponents. 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 is **PKR 500,000/- PKR.**

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