



Consultancy Ref No: 198/WRAP/25-26

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**SUBJECT: Training of local communities on Value Chains
Development for Selected NTFPs, Market Access, and Linkages**

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>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	12/15/2025 – 01/31/2025
Type:	Firm/Individual

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.

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:

- To provide specialized training to stakeholders of Kohistan, including local communities, entrepreneurs, and NTFP producers, on enhancing market linkages for NTFP-based products.
- To guide participants in product development processes, including value addition, quality improvement, and innovation tailored to market demands, such as packaging and attraction of the product.
- To equip trainees with effective marketing strategies, such as branding, digital promotion and online marketing, and supply chain integration, to increase the commercial viability and sustainability of NTFP enterprises.

4) Deliverables

- A comprehensive training curriculum and modules focused on market linkage, product development, and marketing for NTFP, including case studies and practical exercises.
- Delivery of at least 2 training sessions in-person for a minimum of 50 participants, with pre- and post-training assessments to measure knowledge gain.
- A detailed report on training outcomes, including recommendations for scaling NTFP businesses, market analysis, and potential partnerships.
- Development of marketing toolkits, such as templates for business plans, product prototypes, and promotional materials.
- Follow-up support plan, including one-month mentoring for selected trainees on implementing market linkage strategies.
- Must present WWF thematic areas and “our values” in the presentation.

5) REQUIREMENTS

a. Qualification

- Minimum of a master’s degree in Agribusiness, Forestry, Rural Development, Marketing, or a related field from a recognized institution.

b. Eligibility

- The consultant must be a registered individual or firm with legal status to provide consultancy services in the relevant country/region.
- Availability to commence work within 2 weeks of contract award and complete deliverables within the specified timeline

c. Experience

- At least 4 years of professional experience in NTFP sector development, with a proven track record in market linkage initiatives for rural or forest-based products.
- Experience working with diverse stakeholders, including indigenous communities, NGOs, and government bodies, on NTFP value chains.
- Successful case examples of facilitating market access, such as linking producers to buyers or developing export-oriented NTFP products.
- Preference will be given to those who have know how of local language

6) 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.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: Assad Ullah (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

Applicants' 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: 400,000/- PKR