



Consultancy Ref No: 199/Smart/25-26

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Develop a gender-integrated livelihood plan focused on the marketing and sustainable harvesting of medicinal plants by women in Snow leopard landscapes.

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:	Two months and ten days (15 Dec 2025 – 25 Feb 2026)
Type:	Individual/Firm

SMART (Spatial Monitoring and Reporting Tool) is a globally recognized software including training resources and standardized patrolling protocols to support conservation efforts to monitor wildlife, detect potential risks like poaching, Illegal Wildlife Trade and enhance the efficiency of patrolling activities. WWF-Pakistan, with the support of WWF-Italy and in collaboration with the Wildlife Departments of Gilgit-Baltistan and Khyber Pakhtunkhwa successfully piloted SMART in two priority Snow leopard habitats: Khunjerab National Park in GB and Chitral Gol National Park in KP. This pilot initiative provided Wildlife Department staff in these areas with essential training and access to equipment enhancing their patrolling and data collection systems. Both the KP and GB Wildlife Departments are now independently collecting data using SMART. Further, GB Wildlife and Parks Department has formally adopted SMART as part of its official data collection system. The current phase leverages the already established expertise and capacities in SMART usage and aims to scale up its application to Central Karakoram National Park (CKNP) another critical Snow leopard habitat. This expansion supports efforts to assess the impact of SMART as a standardized data collection and reporting tool. Under the same project we intend to conduct a survey on harvesting, marketing of medicinal plants and its impacts on gender. The following consultancy aims to prepare a gender integrated livelihood plan that promotes sustainable harvesting and marketing of medicinal plants in snow leopard habitats. It will also identify opportunities and challenges for women involved in this work.

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. Objectives of the Consultancy:

Develop a gender-integrated livelihood plan focused on the marketing and sustainable harvesting of medicinal plants by women in Snow leopard landscapes.

b. Specific Tasks:

The consultant will be responsible for delivering the following tasks:

1. Conduct a comprehensive assessment of medicinal plant value chains and women's involvement.
2. Facilitate gender-responsive consultations with community members and key stakeholders.
3. Develop a gender-integrated livelihood model promoting sustainable harvesting and market access.
4. Design targeted capacity-building modules and a roadmap for women-led enterprise development.
5. Prepare a final report, including validated recommendations and implementation steps.

4) Deliverables

1. An inception report detailing the proposed methodology, work plan and tools for conducting gender sensitive field assessments and stakeholder consultations.
2. Final gender-integrated livelihood plan, including strategies for sustainable harvesting, women-led enterprise development, market access and recommendations.

5) REQUIREMENTS

1. Master's or higher degree in a relevant field such as Gender Studies, Environmental Science, Natural Resource Management, Rural Development or related discipline.
2. The consultant must have a minimum of five years of professional experience in designing or implementing gender-integrated livelihood or conservation projects, preferably in mountain or biodiversity-sensitive regions.
3. Proven experience in sustainable use and value chain development of non-timber forest products or Medicinal plants is essential.
4. The candidate should demonstrate strong skills in participatory research, gender analysis and stakeholder engagement, especially with rural women's groups.
5. Excellent analytical, writing and reporting skills are required. Familiarity with snow leopard landscapes, indigenous knowledge systems and local languages will be considered a strong asset.

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: 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 **350,000 PKR/**.