



Consultancy Ref No: 227/BCI/26-27

# RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

## SUBJECT:

“Collection of Project Success in the form of Testimonial short videos from Punjab and Sindh.”

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**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: 15 Days  
Type: Individual/ Firm

### **Background of Project & Assignment:**

World-Wide Fund for Nature-Pakistan (WWF-Pakistan), the global conservation organization, has a mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable; and
- Reducing pollution and wasteful consumption

Under its global mission, WWF-Pakistan works with central and local government agencies, the private sector, civil society organizations (CSOs), and the local communities to implement its various conservation programmes in the six thematic areas, including energy and climate, forest, freshwater, wildlife, food and market, and ocean. WWF Pakistan has substantial experience in working with international donors.

WWF Pakistan, founded in 1970, is Pakistan's most significant independent nature conservation NGO, with over 20 offices nationwide. WWF Pakistan has a mission to preserve the country's incredible biodiversity and natural resources through the practices above. Since its inception, WWF Pakistan has implemented over 200 projects and programmes. WWF Pakistan works closely with local and national partners, government, private partners, research, and communities.

### **Brief Project Description:**

Conventional cotton farming has long been linked to critical environmental issues, such as the excessive use of water, the application of chemical pesticides and fertilizers, and the degradation of soil, all of which contribute to an imbalance in ecosystems, ultimately leading to environmental degradation and the loss of biodiversity. WWF-Pakistan has taken the initiative with the financial support of Better Cotton/GIF to implement the Better Cotton project across 07 districts in the provinces of Punjab and Sindh. The project focuses on enhancing the capacity of farmers to adopt the Better Cotton Standard System (BCSS). The primary goal is to extend comprehensive training to cotton farmers, emphasizing the adoption of efficient Cotton farming techniques. This includes the implementation of integrated pest management practices, the efficient utilization of water resources, the enhancement of soil health, the promotion of biodiversity, and the mitigation of social issues such as Fundamental Principles and Rights at Work (FPRW), encompassing concerns related to child labor, occupational health, and women's empowerment.

## 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:**

The main objective of the consultancy is to effectively curate and present success stories, best practices and lessons learned from Better Cotton Punjab and Sindh projects in a visually appealing and informative digital format. The focus is on creating a compelling narrative that showcases the impact and benefits of these projects, thereby promoting the adoption of Better Cotton Practices.

**b. Specific Tasks:**

- Conduct field visits to the project districts in Punjab and Sindh to identify success stories, best practices and lessons learned.
- Conduct interviews with the cotton farming communities in project districts
- Create engaging and informative digital content, including videos, infographics and highlighting the key achievements and benefits of Better Cotton Projects.
- Organize and streamline collected data and information for easy access and reference.
- Develop success stories in digital and presentable form for wider audience.

### 4) Deliverables

Following deliverables are required as per given timelines

Sr. #	Deliverables	Timelines
1	Inception meeting with project team	Starting from March 15, 2026- March 30, 2026
2	Submit work plan of the assignment	
3	A digital presentation or portfolio showcasing success stories and short videos etc.	
4	Interactive infographics illustrating the impact and benefits of Better Cotton Projects.	
5	Develop at least (16) short videos and social media post 12 for Punjab and 4 for Sindh	

### 5) REQUIREMENTS

The Consultant/Consultancy Firm should possess the following qualifications as expertise:

**Requirements:**

- Ability to conduct field visits and communicate with the rural communities.
- Proficiency in graphic design and multimedia content creation to develop visually appealing and informative digital content.
- Familiarity with digital presentation tools and software for creating engaging and interactive presentations.
- Ability to work within a specified timeline and deliver high-quality, polished, and professional deliverables.
- Experience of developing success stories for WWF- Pakistan would be an added advantage.

## 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. 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))

1. 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 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 Punjab and Sindh

**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 **PKR 1.4 million** inclusive of all taxes and out of pocket expenses