



Consultancy Ref No: 248/OCP/26-27

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**SUBJECT: Videography & Photography of Field Practices
and Success Stories in Balochistan**

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/sxNSStCNxPM>

RFP – Consultancy Service

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: 01/06/2026 – 15/11/2026
Type: Firm / Individual

Background of Project & Assignment:

World Wide Fund for Nature-Pakistan's (WWF-Pakistan) is implementing initiatives to promote Organic Cotton Cultivation in Balochistan, a province where agriculture remains a key livelihood source for a large rural population but is increasingly challenged by soil degradation, water scarcity, and heavy dependence on chemical fertilizers and pesticides. Through this initiative, WWF-Pakistan aimed to transition farming systems toward certified organic and climate resilient cotton production, which has been globally recognized for reducing synthetic fertilizers and pesticide use, improving long term soil fertility, enhancing biodiversity, and lowering production costs for small holder farmers.

The program follows a complete farm to market life cycle approach, beginning with certified organic seed selection, soil health assessment, and land preparation, followed by climate smart sowing practices, organic pest management, manual weeding, farmer field schools (FFS), and continuous advisory support, leading up to harvesting, post harvesting handling, ginning, audits, certification, and traceable market linkages.

This end to end transformation not only strengthened farmer livelihoods through improved input efficiency and premium organic market access but also contributes to environmental restoration and reduced ecological footprint in cotton producing landscapes.

WWF-Pakistan seeks to comprehensively document this full production and transformation cycle through high quality Video storytelling and photography, capturing real time field practices, farmer experiences, training interventions, and measurable environmental outcomes, to support donor reporting, evidence based advocacy, stakeholder engagement, and public awareness on sustainable agriculture and responsible textile supply chains at both national and international levels.

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, specifications, terms and conditions outlined in this RFP, including **WWF - Pakistan's Fraud and Corruption Prevention and Investigation Policy and its Environment Social & Safeguards for consultant agreements**. The Bidder agrees to be bound by these provisions if his 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.

a. Objective of the Consultancy:

The objective of the consultancy is to create compelling visual stories through videography and photography that bring to

3) PURPOSE

life the journey of organic cotton cultivation in Balochistan. The content will capture real success stories of farmers, their evolving practices, and positive environmental and socio economic changes emerging from the field.

b. Scope of Work / Specific Tasks

The consultant will submit a detailed storyboard (visual plan) prior to commencing on-ground documentation of the following different stages of the Organic Cotton lifecycle;

1. Pre-Cultivation Stage

- Land preparation
- Seed selection (non-GMO, organic seed sourcing)

2. Crop Management

- Sowing practices, irrigation methods, soil health improving, manual weeding and hoeing, use of botanical pesticides, pest management (natural control methods), Farm advisory visits and farmer training sessions, and maintaining of buffer zone

3. Monitoring & Certification

- Monitoring and internal assessment
- Bt strip testing and record keeping at field level
- Audit and inspection practices by CB

4. Harvesting & Post harvesting

- Cotton picking (manual practices)
- Storage of organic cotton
- Transportation (farm to gin)

5. Community & Biodiversity

- Farmer testimonials (Interviews)
- Improved livelihoods
- Local biodiversity (field level)

4) DELIVERABLES

a. Photography

- **400** edited high-resolution photos
- Coverage of all stages of organic cotton lifecycle
- Portraits, candid shots, and landscape
- Web-optimized images
- All raw (unedited) files

b. Videography

- 1 comprehensive programme short video (3-4 minutes covering entire organic cotton lifecycle with perspectives /interviews of WWF staff and relevant government representatives alongside community members)
- **8 - 12** short social media videos (**30-60** seconds on quick impact, and farmer voices)
- **4 - 6** videos (**1-2** minutes on field level practices)
- All raw video footage

c. File Specifications

- i. Photos: JPEG (high-resolution, print-ready) + RAW
- ii. Videos: MP4 (2K minimum)

5) ELIGIBILITY REQUIREMENTS

1. Minimum bachelor's degree in Media Studies, Mass Communication, Journalism, Film & Television, Digital Media,

Fine Arts, Social Sciences, or any other relevant field with minimum 2-3 years relevant experience.

2. Demonstrated experience in videography and photography, with proven ability to produce high quality short videos.
3. Prior working experience in Balochistan with strong understanding of local context and field conditions.
4. Sound technical expertise in filming, editing, lighting, and post production, with access to professional grade equipment.
5. Experience working with NGOs, INGOs/ or development sector projects, particularly in communication or documentation assignments.

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. If Any **Queries** may be sent through email by attention to the Following:

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

Cc: AssadUllah (assadullah@wwf.org.pk)

- The RFP submission deadline is mentioned on WWF-Website.
- 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, portfolio 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 are 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

Financial Proposal				
Description	Units	Quantity	Rate	Total Amount
1. Remuneration:	Man Days [MD] /			
• Field	Man Months			
• Office	[MM]			

2. Air Travel	N/A	N/A	N/A	0
3. Road Travel	Road travel cost for trainer and trainees will be re imbursed on actual basis.			
4. Boarding/Lodging	Boarding and lodging cost for trainer and trainees will be paid on actual basis.			
5. Others (Please specify) Training Material, Printing, Photocopies, Colour printing, practical demonstration equipments e.g candler				
Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses				

9) EVALUATION PROCESS

The Payment Term: shall be defined by the contract to be concluded between WWF -Pakistan and the consultant.

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 for 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

Legends:	Maximum Points
Qualifications/CVs of team is mandatory	30
Experience relevant to the assignment	30
Adequacy of the proposed methodology and work plan	20

Skills & Competencies for the assignment	10
Prior experience with WWF-Pakistan	10

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 fulfillment of the Project. All documents issued and information given to the Bidder shall be treated as confidential.

11) BUDGET

The total budget, inclusive of all applicable taxes in accordance with the laws of Pakistan, is **PKR 1,450,000/-**