



Consultancy Ref No: 249/GSK/26-27

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT: Terms of Reference (ToRs) for Consultancy Services for Establishment of a Women-Led Mangrove Nursery Enterprise, Mangrove Value Chain Development, and Development of Plantation Guidelines for Sindh

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:	02 Months 1 st June 2026 to 30 th July 2026
Type:	Firms

Background of Project & Assignment:

WWF Pakistan, founded in 1970, is the most significant independent nature conservation NGO in Pakistan, with over 20 offices nationwide and an average annual budget of 5.06 million euros, mainly financed by private and public funding. WWF Pakistan has a mission to preserve the country's incredible biodiversity and natural resources through the aforementioned practices. Since its inception, WWF Pakistan has implemented over 200 projects and programmes. WWF Pakistan collaborates closely with local and national partners, the government, private sector partners, researchers, and communities.

Under the Freshwater Program, as part of livelihood enhancement initiatives, WWF-Pakistan intends to establish a women-led mangrove nursery enterprise in the Kakapir coastal area of Sindh. The initiative aims to strengthen women's economic empowerment by developing sustainable mangrove sapling production systems and enterprise-based nursery management for plantation programs in coastal areas. The assignment will also support development of plantation guidelines for mangrove, riverine, riparian, and urban plantation systems applicable to the ecological zones of Sindh.

Assignment Description:

The consultancy will support the establishment, operationalization, capacity building, and market linkage development of women-led mangrove nurseries in the Kakapir coastal area. The selected consultant/firm will provide technical expertise for nursery infrastructure development, mangrove propagation, enterprise and business development, plantation supply systems, and long-term sustainability planning. The consultancy will also include the development of a comprehensive plantation guideline/manual for mangrove, riverine, riparian, and urban plantation systems applicable to the ecological zones of Sindh.

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) GENERAL CONDITIONS

- 1) 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.
- 2) 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.
- 3) 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.
- 4) 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.
- 5) The RFP is not a binding agreement between the parties, submission of a proposal or response by a proponent is voluntary.
- 6) 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

Objective of the Consultancy:

The objective of this consultancy is to establish fully functional women-led mangrove nursery enterprises in Kakapir, Sindh, through technical support, infrastructure development, capacity building for women groups, nursery management systems, enterprise development, and market/value chain linkages to ensure sustainable production and supply of mangrove saplings for plantation initiatives. The consultancy will also support the development of a comprehensive plantation guideline/manual for mangrove, riverine, riparian, and urban plantation systems applicable to the ecological zones of Sindh.

Scope of Work:

The selected firm will be responsible for the following tasks:

Task 1: Women-Led Mangrove Nursery Establishment, Capacity Building, and Enterprise Development

- Assess and finalize suitable nursery sites in the Kakapir coastal area.
- Develop nursery layout plans including seedling beds, storage, fencing, shade arrangements, and saline-environment-compatible infrastructure.
- Supervise the establishment of nursery infrastructure and ensure a survival system suitable for coastal conditions.
- Support procurement of nursery materials, including polybags, mangrove propagules/seeds, soil mixture, water storage drums/tanks, hand tools, and shade netting.
- Establish a women-led mangrove nursery on 500 sq. yards with the capacity to produce approximately 20,000 mangrove saplings through the development of appropriate nursery infrastructure and shade shed facilities suitable for coastal conditions.
- Establish nursery operational protocols for seed collection, propagation, transplantation, watering, and maintenance.
- Develop propagation protocols for suitable mangrove species including *Avicennia marina* and *Rhizophora mucronata*.
- Train women groups on seed collection and handling, germination techniques, pot filling and transplantation, nursery maintenance, pest and disease management, and water and salinity management.
- Develop standard operating procedures (SOPs), training manuals, and pictorial guides in the local language.
- Conduct practical hands-on training sessions for women's nursery groups.
- Build women's capacities in enterprise management, financial literacy, record keeping, business planning, and customer engagement.
- Support the formation or strengthening of women nursery management committees and facilitate leadership and entrepreneurship development among women participants.
- Monitor nursery performance and sapling survival rates and establish quality control mechanisms for healthy sapling production.
- Identify potential buyers and plantation partners for mangrove saplings and facilitate linkages with government forestry departments, NGOs, CSR plantation initiatives, and coastal restoration projects.
- Support packaging strategies, pricing mechanisms, and business sustainability planning for nursery enterprises.
- Develop monitoring indicators, including the number of saplings produced, survival rates, women's participation levels, and income generation.
- Conduct regular field monitoring visits and maintain complete documentation aligned with WWF reporting requirements.
- Submit progress reports and a final consultancy report including lessons learned, enterprise sustainability

assessment, livelihood impacts, and recommendations for scaling up.

- Ensure compliance with environmental, social, and occupational health and safety standards during implementation.

Task 2: Development of Plantation Guidelines for Sindh

- Develop a comprehensive plantation guideline/manual for mangrove and urban plantation systems applicable to the ecological zones of Sindh.
- Identify suitable native plant and tree species for different ecological and climatic zones, including coastal/mangrove areas, riverine belts, and urban environments with city/site-specific recommendations.
- Provide technical guidance on species selection, nursery raising, plantation techniques, spacing, irrigation requirements, soil suitability, seasonal plantation calendars, and maintenance protocols, considering climate resilience, biodiversity enhancement, and water availability.
- Include plantation models and management approaches for ecosystem restoration, urban greening, biodiversity conservation, and community-based plantation initiatives.
- Develop simplified illustrations, plantation layouts, and operational guidance for use by government departments, NGOs, communities, and private sector stakeholders.
- Incorporate recommendations for plantation survival monitoring, maintenance schedules, and long-term sustainability measures.
- Submit draft and final plantation guideline documents with high-quality maps, photographs, technical illustrations, and publication-ready design for field implementation.

4) Deliverables

- Site assessment and mangrove nursery establishment report
- Fully established and operational women-led mangrove nursery enterprise(s) with capacity to produce approximately 20,000 mangrove saplings
- Training sessions conducted with documented attendance records, training materials, and capacity-building reports
- SOPs/manuals in the local language covering mangrove propagation, nursery operations, and enterprise management
- Mangrove propagation and nursery management protocols
- Value-chain, market linkage, and business sustainability strategy for nursery enterprises
- Plantation guideline/manual for mangrove, and urban plantation systems applicable to Sindh
- Monitoring and progress reports aligned with WWF reporting requirements
- Final completion report including livelihood impacts, environmental outcomes, lessons learned, and recommendations for scaling and long-term sustainability.

5) REQUIREMENTS

- Degree in Forestry, Environmental Sciences, Marine Sciences, Coastal Ecology, Agriculture, Rural Development, or related disciplines.
- Minimum 3–5 years of experience in mangrove restoration, nursery development, or coastal ecosystem management.
- Demonstrated experience working with coastal communities and women groups.
- Proven expertise in community-based enterprise development.
- Strong training and facilitation skills.
- Knowledge of coastal ecology and mangrove plantation techniques in Sindh coastal regions.
- Strong reporting and documentation capabilities.
- Familiarity with WWF environmental and social safeguard frameworks will 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)

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.

Financial Proposal				
Description	Units	Quantity	Rate	Total Amount
1. Remuneration: • Field • Office	Man Days [MD] / Man Months [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 candling				
Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses				

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

Legends:		Maximum Points
Q	Qualifications/CVs of team is mandatory	30
E	Experience relevant to the assignment	30
A	Adequacy of the proposed methodology and work plan	20
S	Skills & Competencies for the assignment	10
P	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 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, shall be provided following this template

S.No	Item	Cost
1	Site Preparation	
2	Nursery Bed Preparation	
3	Polybags and Nursery Materials	
4	Shade Net and Structure	
5	Water Storage Setup	
6	Mangrove Seeds/Propagules	
7	Soil and Compost Material	
8	Hand Tools and Equipment	
9	Protective Fencing	
10	Women Training Sessions	
11	Training Materials and Manuals	
12	Monitoring and Consultancy Visits	
13	Transportation	
14	Branding and Packaging Support	
15	Market Linkage Activities	
16	Development of Plantation Guideline/Manual	
17	Reporting and Documentation	