



Ref No: 263/RAISE/26-27

RFP for Consultancy Services-WWF Pakistan

Subject:

Development of individual farm maps and cluster maps (ICS) for Regenerative Agriculture for Ecosystem Stewardship and Sustainability in Cotton Landscape of Pakistan (RAISE-Pakistan) project (2026-2027)

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: **1st August 2026 – 15th June 2027**

WWF-Pakistan's Food & Agriculture Programme (F&A) was initiated in 2004 with the primary objective of enhancing the capabilities of approximately 200 farmers in adopting sustainable practices within the cotton landscape. Over the years, the program has experienced substantial growth and has evolved into one of the most extensive initiatives within WWF-Pakistan. The overarching goal of the Food & Agriculture Programme is to address and alleviate the environmental impacts associated with input-intensive crops, particularly in terms of water usage, agrochemicals, and synthetic fertilizers, as well as the sensitivity of crops to pests. This is achieved through a multifaceted approach, including empowering farmers with knowledge of economically efficient ecological farming solutions and cutting-edge technologies. The program also focuses on engaging various stakeholders and fostering the development of sustainable supply chains in the agriculture sector.

With a substantial increase in demand for regenerative cotton fiber products, both from global retail markets and farmers opting for regenerative cultivation, there is a growing trend toward sustainable agricultural practices.

Regenerative agriculture is a transformative approach that restores ecological systems, conserves vital natural resources such as soil, water, and biodiversity, and strengthens resilience against climate change. The RAISE-Pakistan project aims to promote regenerative agricultural practices among 3,000 farmers across 12,146 hectares within Pakistan's cotton-growing landscapes. While the primary focus is on regenerative cotton production, the project also seeks to extend these practices to a wider range of crops, benefiting farming communities at a broader, landscape level.

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 (Annex 2) contained in the RFP, 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.

¹ Registered Industries are referred to as those industries that are registered with the Association of Trade & Industry of

their respective industrial area/zone or with other sector specific association(s)

² Unregistered Industries are referred to as those industries which are not registered with the respective sector specific Association or association of Trade & Industry of their respective industrial area/zone

3) PURPOSE OF CONSULTANCY

The consultancy aims to create Cluster and individual farm maps, which are essential for fulfilling the regenagri standards' requirements and obtaining certification.

Consultancy Outputs:

- Development of individual farm maps and cluster maps (ICS) for RAISE Pakistan project

4) DELIVERABLES

Specific Tasks:

The following tasks will be carried out under this consultancy, specifically under the GIS Lab component:

1. Conduct field surveys for data collection, including Internal Control System (ICS) and Farmer Field School (FFS) boundaries, spatial interventions, and geographic locations, as needed.
2. Delineate ICS and individual farm boundaries, including the spatial mapping of relevant features such as households, barren lands, buffer zones, tube wells, pasture areas, etc.
3. Engage in consultation meetings with project stakeholders to ensure alignment and clarity on GIS-related activities.
4. Build the capacity of project staff in the use of mobile GPS devices and Google Maps for field data collection.
5. Provide technical support to RAISE Pakistan project staff in all GIS-related and data collection activities.
6. Share KML/Shape files of all delineated ICS and individual farm boundaries with the project team.

WWF-Pakistan will support the organization of field visits to project sites, facilitate data collection, and assist in conducting baseline assessment surveys for the delineation of selected ICS and associated farm boundaries.

Deliverables:

The details of Cluster and Individual Farm maps are as follows:

- **Development of ICS/Cluster maps**
- **Individual Farms Maps**

5) PROJECT/ ASSIGNMENT TIMELINE

1- RAISE-Pakistan (Multan/ lodhran and Bahawalpur)

1st August 2026 – 15th June 2027

6) REQUIREMENTS

The interested consultant(s) should meet the following criteria:

Requirements

The interested consultant(s) should meet the following criteria:

Minimum requirements

- * Master's degree in GIS, Remote Sensing, Space Sciences & Geography or a relevant field.

- * Strong expertise in GIS and Remote Sensing
- * Experience in spatial data analysis, mapping, and database development
- * Proficiency in GIS software (ArcGIS, QGIS, or similar)
- * Experience in land use classification and remote sensing analysis
- * Knowledge of spatial data management and visualization
- * Experience in natural resource management, agriculture projects, forestry, or agroforestry projects (preferred)

7) 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 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 mentioned on WWF-Website.

7. 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.

8) FORMAT OF THE PROPOSAL

- a. **Application Form available at WWF-Website** - General information about the Bidder, covering ,qualification, experience and CV.
- b. **Experience:**
 - i. **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.
- c. **Proposal outlining scope of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- d. **Provide list of already developed portals**
- e. **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- f. **Financial Proposal-** the prices shall be provided in Pak Rs, the total price must be exclusive of all types of 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.

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 costs for consultants will be reimbursed on actual basis.			
4. Boarding/Lodging	Boarding and lodging costs for consultants will be paid on actual basis.			
5. Others (Please specify) Training Material, Printing, Photocopies, Colour printing, practical demonstration equipments e.g candlering	Please separate remuneration and out-of-pocket expenses.			
Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses				

9) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the prices shall be provided in Pak Rs, the total price must be inclusive of all types of applicable taxes.

The prices will include all the Travel, Boarding & Lodging and other expenses

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

10) 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.

- i. Technical Proposal 70%
- ii. Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

Qualifications (maximum 30 points)

1. Experience relevant to the assignment (maximum 30 points)
2. Adequacy of the proposed methodology and work plan (maximum 20 points)
3. Skills & Competencies for the assignment (maximum 10 points)
4. Prior experience with WWF-Pakistan (maximum 10 points)

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

11) 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.

12) BUDGET