Terms of Reference

Translation of technical training material (English to Urdu) for WWF-Pakistan’s Sustainable Agriculture & Food Programme

1. Background:

WWF-Pakistan’s Sustainable Agriculture and Food Programme is working in the cotton landscape of the country, providing economically efficient ecological farming solutions and technologies to mitigate the environmental impacts of input-intensive agricultural commodities through; farmers’ capacity building, stakeholders’ engagement and supply chain development. SAFP is looking for a consultant to translate an 84-pager technical report titled ‘Enabling Gender Equity on the Cotton Farm’, from English to Urdu, in order to ensure wider dissemination of the training material contained in the document.

2. Objective

Translation of a technical training material/report from English to Urdu for easy understanding and widespread dissemination of content among project team and communities.

3. Consultancy outputs

The consultant is required to develop text in line with the following:

- Accurate English to Urdu translation of an 84-pager technical training material
- Ensure translation can be understood by the general Urdu audience by using layman terms where applicable
- Include short sentences, clear language, etc.
- Use consistent voice and style
- Use correct formatting and spacing

4. Duration & division of work:

- The consultancy will be undertaken for two months. Work will commence immediately after contract signing.
- This consultancy is home-based but would involve participation in meetings with the SAFP technical team
- The consultancy fee will be paid a lump sum amount at the end of the consultancy
- Final selection will be made after presenting sample work based on the data given in Annexure 1

5. Qualifications:

- Excellent Urdu writing skills
- Previous experience in translating technical reports/documents from English to Urdu, preferably for non-profit organizations
- Academic qualification and experience in journalism, writing or Urdu academia preferable
- Previous experience working with WWF-Pakistan preferable

6. Deliverables:

- Translated text-only copy of technical training material/report
- The final document should be composed in “Jameel Noori Nastaleeq” font
- The final document should be both in inpage and pdf format
Annexure: 1

WWF-Pakistan’s Sustainable Agriculture & food Programme (SAFP) has been involved in building the capacities of farming communities for Innovation and dissemination of economically efficient ecological farming solutions and technologies since 2004. WWF-Pakistan under SAFP intends to continue to mitigate the environment impacts of input intensive (water, agrochemicals) & pest-sensitive crops through farmers’ capacity building, stakeholder’s engagement and supply chain development. Besides productive engagements & collaborations with premier research and academic institutions, farmer & industrial entities, civil society organization, relevant ministries at federal and provincial level, WWF-Pakistan & Department of agriculture in Punjab & Sindh are formal project partners in implementing various agriculture projects.

WWF-Pakistan has been working on projects involving sugarcane producers and millers to make sugar production more sustainable by fostering innovation and adoption of Better Management Practices (BMPs) that lead to measurable improvements at the local field level in sugarcane cultivation areas, which include some key biodiversity rich places. SAFP has been actively engaged with Sugarcane farmers (2006-2015) due to higher commodity footprint of sugarcane production characterized by excessive use of water, synthetic pesticides and fertilizers. Over the years, the scope of work changed from just instigation Better Management Practices (BMPs) for improved social and economic conditions for sugarcane farmers and farm workers towards widespread dissemination of BMPs through outreach activities as a business model through strengthening of local sugarcane producers organizations. WWF-Pakistan worked with around 10000 smallholders growing sugarcane over 50,000 acres for building their capacity towards testing and implementing BONSUCRO production principles in order to reduce the environmental, economic and social impacts of sugar production.

In recent past WWF-Pakistan has successfully completed EU funded SWITCH Asia project for improving resource efficiency, Energy conservation and productivity in the cotton ginning sector targeting 500 ginning SMEs in Pakistan.

Currently, SAFP is directly working with more than 200,000 smallholders in 07 districts in the Punjab, 05 districts in Sindh and 03 districts in Baluchistan, building their capacities for site specific crop management decisions over an area of around 0.5 million hectares, resulted in reduction of 27% in fertilizers use, 36% in pesticide and 24% in irrigation water and at the same time increasing their gross margin by 21%. Moreover in terms of GHG emissions, the results indicate approx 21% reduction in carbon emissions by project farmers as compared to control farmers/baseline along with 12% increase in crop yield and 18% decrease in cost of production, Soil management practices lead to 0.2% increase in soil Organic Matter. Moreover more than 200,000 plants have been added to agriculture system as mitigation strategy for climate change. The decent work including discrimination, gender and child labor are integral part of the capacity building program.