

## REQUEST FOR PROPOSALS

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# ADVOCACY STRATEGY FOR COMMERCIALISATION OF BIOFORTIFIED ZINC WHEAT IN PAKISTAN

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Issued by  
The Global Alliance for Improved Nutrition (GAIN)  
and  
HarvestPlus

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## **I. PROJECT BACKGROUND AND SCOPE OF WORK**

### **1. ABOUT GAIN AND HARVESTPLUS**

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals while providing global leadership on evidence and technology. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centres in collaboration with hundreds of partner organizations. The HarvestPlus programme is headquartered at the International Food Policy Research Institute (IFPRI) in Washington, DC and collaborates with multiple CGIAR centres and partner organizations around the world.

GAIN and HarvestPlus share an ambition to expand coverage of biofortified nutrient dense foods to at least 190 million consumers by 2022, realizing a higher reach of up to three times this (600 million) from the initial investment by 2028. The current focus will be on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialisation at scale by the partnership. We define commercialisation – the priority delivery approach – as the process of introducing a product into commerce or making it available in the market, rather than producing solely for family consumption.

### **2. BACKGROUND**

As part of this work, GAIN and HarvestPlus are jointly issuing this Request for Proposals (RFP). GAIN will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to develop an advocacy strategy for the commercialisation of zinc wheat in Pakistan under the GAIN-HarvestPlus partnership to commercialise biofortified foods.

#### **2.1. BIOFORTIFICATION IN PAKISTAN**

Pakistan has a population of more than 207 million people, of which approximately 60 million do not consume adequate intakes of zinc. Wheat is a staple food in Pakistan with average daily wheat flour consumption in Pakistan among the highest in the world—at 124 kg per capita per year. It is one of the main agricultural crops

in Pakistan, with 80% of farmers growing it on an area of around nine million hectares. As a result, biofortified<sup>1</sup> varieties of wheat are potential food vehicles for increasing zinc intakes that could significantly reduce the prevalence of zinc deficiency in the Pakistan population.

Currently, there are two main varieties of zinc wheat in production in Pakistan. Zincol-2016, the most widely available variety, has been shown to compete on both yield and disease basis as evidence by the steadily growing farmer adoption rate, but does not have a price advantage over analogue varieties. Additionally, a newer variety, Akbar-2019, has been available more recently and seed availability is increasing. At the same time, there are a number of constraints to the commercialisation of zinc wheat in Pakistan: 1) the government sets the minimum price of wheat; 2) challenges in developing and disseminating any new variety of biofortified zinc that can compete agronomically with existing wheat varieties; and 3) consumers may have little willingness to pay for more nutritious products.

GAIN and HarvestPlus are collaborating to support the commercialisation of biofortified zinc wheat in the province of Punjab, where major wheat flour cultivation and production hubs are found. The commercial milling sector is seen as a key element for developing a market for biofortified wheat; therefore, the aim is to identify and work with millers in selected areas who are ready and willing to switch use from analogue variety to biofortified zinc wheat varieties and have the capacity to increase the supply of biofortified zinc wheat in the market. The programme focuses on five selected areas in the province of Punjab (i.e., Faisalabad, Multan, Khanewal, Bahawalpur, and Rahim Yar Khan).

Policymakers are the main decision makers regarding different nutrition and health programmes and policies in Pakistan. Considering this, GAIN and HarvestPlus are commissioning the development of an advocacy strategy, which will be used to inform activities that will be undertaken to influence policymakers and other key stakeholders to support the biofortified zinc wheat programme activities under the GAIN-HarvestPlus partnership to commercialise biofortified foods and biofortification in Pakistan more generally.

### 3. OBJECTIVES

The main objective is to develop an advocacy strategy for the commercialisation of zinc wheat that aims to influence policymakers and other key stakeholders to take actions to support and expand the biofortified zinc wheat programme activities in Punjab province.

The specific objectives are to:

1. Examine the need and context for advocacy related to the commercialisation of biofortified zinc wheat programme and biofortification more generally as a strategy to reduce zinc deficiency in Pakistan.
2. Identify the key opportunities and challenges in the field of biofortified zinc and its food products.
3. Identify the key public and private sector stakeholders and their roles in supporting and expanding biofortified zinc wheat.
4. Propose strategic actions that can be undertaken to persuade different stakeholders to attain private and public sector commitment to support and expand biofortified zinc wheat (e.g., enact new policies, legislation, and financial allocations).

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<sup>1</sup> Biofortification enhances the nutritional value of staple food crops by increasing the density of vitamins and minerals in a crop through conventional plant breeding, agronomic practices or biotechnology and is carried out in the agriculture sector.

5. Propose a theory of change to visually show the theory and assumptions underlying the action plan proposed and how it will influence stakeholders.
6. Develop advocacy materials and targeted messaging for the different stakeholder groups related to the action plan.

#### 4. SCOPE OF WORK AND DELIVERABLES

##### 4.1. SCOPE OF WORK

The successful applicant shall provide the following services:

- Conduct background research and planning to inform the advocacy strategy development (examining the existing situation, internal organisational experiences, external environment, relevant policy context; identifying stakeholders; designing a participative process, etc.)
- Draft advocacy strategy outline for review and approval by GAIN and HarvestPlus.
- Draft a detailed advocacy strategy, including introduction, context analysis, objectives, theory of change, key activities and outcomes, risk analysis, advocacy materials, and monitoring and evaluation framework.
- Revise and finalize advocacy strategy based on inputs from GAIN and HarvestPlus, as needed.

##### 4.2. DELIVERABLES AND TIMELINE

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is as outlined in the following table:

| <b>DELIVERABLE</b>   | <b>DEADLINE</b> |
|--|-----------------|
| Deadline to submit any questions   | 22-Mar-21       |
| Proposal submission  | 30-Mar-21       |
| Final response regarding selection of Service Provider   | 13-Apr-21       |
| Contracting process finalized  | 27-Apr-21       |
| Methodology and procedures finalized and presented to GAIN and HarvestPlus; approvals obtained | 04-May-21       |
| Draft advocacy strategy outline submitted  | 18-May-21       |
| Presentation of preliminary strategy to GAIN and HarvestPlus                                   | 28-May-21       |
| Draft advocacy strategy submitted  | 04-Jun-21       |
| Final advocacy strategy submitted  | 15-Jun-21       |

## II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### 1. CONTACT

Key programme and technical staff from GAIN and HarvestPlus are part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to [hrpakistan@gainhealth.org](mailto:hrpakistan@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved.

### 2. BUDGET

Applicants are required to provide GAIN and HarvestPlus with a detailed budget in Pakistan Rupees (PKR), including fees/travel/accommodation and any other direct costs to be incurred in the delivery of the Scope of Work. Include a brief narrative justification for line items included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN and HarvestPlus prior to starting the project.

### 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal outlining the research objectives and methods (maximum 10 pages);
- Financial proposal outlining budget accompanied by a budget narrative and duly completed Offer of Services (see Section IV).

### 4. SUBMISSION

Complete proposals should be submitted in electronic copy to: [hrpakistan@gainhealth.org](mailto:hrpakistan@gainhealth.org)

### 5. DEADLINE

Completed proposals should be submitted to [hrpakistan@gainhealth.org](mailto:hrpakistan@gainhealth.org) by **5:00 pm PKT on 15 March 2021**.

### 6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

### 7. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

## 8. ACCEPTANCE

GAIN and HarvestPlus will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

## 9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact GAIN at [hrpakistan@gainhealth.org](mailto:hrpakistan@gainhealth.org) prior to making their submission before the deadline specified in the timeline above.
- While GAIN and HarvestPlus have used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN and HarvestPlus. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## 10. RIGHTS OF REJECTION

GAIN and HarvestPlus reserve the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN and HarvestPlus will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

## 11. REFERENCES

GAIN and HarvestPlus reserve the right, before awarding the proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## 12. RELEASE OF INFORMATION

After awarding the proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

### **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

#### **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

#### **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

#### **3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserve the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

#### **4. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
- Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
- Providing detailed technical documentation of the proposed strategy.
- Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
- Proposal shall include a feasible work plan to ensure successful completion of deliverables.
- The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
- Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
- The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
- Roles and responsibilities of each team member shall be clearly defined. GAIN and HarvestPlus shall each have one main contact person clearly identified in the proposal.

- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

## **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN and HarvestPlus.

## **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.



#### IV. OFFER OF SERVICES

1. Offer submitted by:

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(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

- (a) [to be completed]
- (b) [to be completed]
- (c) [to be completed]
- (d) [to be completed]

3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

4. I (We) herewith submit the following:

- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
- (b) A duly completed offer of services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of [add month and year] in [add location].

\_\_\_\_\_ [add title]

Signature (applicant)

\_\_\_\_\_ [add title]

Signature (applicant)