



TENDER DOCUMENTS

CIVIL WORKS FOR THE ESTABLISHMENT OF PODCAST STUDIO-PHDEC

Project Title: Enhancing Pakistan's Horticulture Sector Through Expert-Led Podcasts

Issued by: Pakistan Horticulture Development & Export Company (PHDEC)
Ground Floor, State Life Building No.5, Jinnah Avenue, Blue Area,
Islamabad Tel: 051-9217979-84

Date: July 24, 2025

1. BACKGROUND

The Pakistan Horticulture Development & Export Company (PHDEC), registered under Section 42 of the Companies Act 2017, is committed to promoting, coordinating, and enhancing Pakistan's horticulture sector. PHDEC focuses on advancing the export of high-quality horticultural products to premium international markets through strategic initiatives, integrated value chain interventions, and stakeholder collaboration. To empower stakeholders across the horticulture value chain.

PHDEC is establishing a podcast studio at its Islamabad office to disseminate knowledge on Good Agricultural Practices (GAP), post-harvest handling, value-addition, production technology, and export procedures/requirements.

In this regard, the entrusted firms/service providers are requested to send their proposals for civil works as per the given details;



REQUEST FOR PROPOSAL

CIVIL WORK FOR ESTABLISHMENT OF PODCAST STUDIO AT PHDEC

INTRODUCTION

Pakistan Horticulture Development & Export Company (PHDEC) invites proposals from qualified contractors for civil work related to the establishment of a podcast studio. To complete civil works for the designated podcast studio, including sound proofing, flooring, and air conditioner installation

SCOPE OF WORK

The scope of work includes:

- (a). Design and Construction: Design and construct a functional podcast studio with necessary acoustic treatment including sound proofing, flooring etc.
- (b). Finishing Work: Complete finishing work, including painting, glass work where required etc.

PROPOSAL REQUIREMENTS

Interested vendors must:

- Be registered with relevant tax authorities of Pakistan and possess a valid NTN/STN.
- Have a minimum of 5 years of experience in delivering construction and civil works related projects for the public sector.
- Demonstrated experience of establishing podcast studios will be preferred.
- Provide at least two relevant references or case studies of past experience.



EVALUATION CRITERIA

Proposals will be evaluated based on;

- (a). Relevant experience and expertise in civil construction.
- (b). Clarity, feasibility, and comprehensiveness of the proposed approach.
- (c). Reasonableness and competitiveness of the proposed budget.
- (d). Quality Control: Proposed quality control measures.

The selection criteria followed will be “Quality & Cost Based Selection method”. Proposals will be evaluated as follows:

- Technical Experience: 50 marks
- Team Qualifications & Experience: 20 marks
- Cost Proposal: 30 marks

SUBMISSION GUIDELINES

Proposals should be submitted in PDF format by the specified deadline at eprocure.gov.pk and to Pakistan Horticulture Development & Export Company (PHDEC) at Ground Floor, State Life No.5, Phase-II, Jinnah Avenue, Blue Area, Islamabad.

SITE VISIT

A site visit to the designated studio space will be arranged by contacting Mr. Muhammad Khalid, Asst. Manager (GA & HR) Tel: 051-9217979/0301-4191735

TIMELINE

- (a). Proposal submission deadline: **August 16, 2025**
- (b). Evaluation period: **25th August, 2025**
- (c). Contract award: **20th September, 2025**

10. Bid Security

Bid Security will be as per PPRA RS. 15000/- in favour of “Pakistan Horticulture Development & Export Company”.



11. Bid Validity

Bids shall be valid for the period of 6 months.

12. INQUIRIES

For any inquiries or to arrange a site visit, please contact;

Name: Mr. Muhammad Khalid

Designation: Asst. Manager (GA & HR)

Email: muhammad.khalid@phdec.gov.pk

Office: 051-9217979-84

Cell: 03014191735



**REQUEST FOR PROPOSAL
(RFP)**

Pakistan Horticulture Development & Export Company (PHDEC) is establishing a state-of-the-art podcast studio at its Islamabad office to produce educational content on Good Agricultural Practices (GAP), post-harvest handling, value-addition, production technology, and export procedures. This initiative aims to enhance knowledge dissemination within Pakistan's horticulture sector. RFP are therefore, invited from the reputed firms registered with sales tax and income tax departments.

SCOPE OF WORK

PHDEC invites proposals from qualified firms for the following three separate packages:

Package 1: Equipment Provision

- Professional audio/video recording equipment
- Lighting systems and acoustic treatment
- Studio furniture and technical accessories

Package 2: Civil Works

- Studio construction and interior design
- Acoustic insulation and soundproofing
- Electrical and HVAC installations

Package 3: Digital Media Services

- Content production and post-production services
- Digital marketing and distribution strategy
- Ongoing technical support and maintenance

ELIGIBILITY CRITERIA:

Interested firms that meet the eligibility criteria may submit their applications along with the requisite documents/information, as specified in the RFP documents, on or before August 16, 2025, by 11:00 AM.

APPLICATION PROCESS

Proposals (Technical and Financial) must be submitted in both hard and soft copies by August 16, 2025, at the address provided below, no later than 11:00 AM **and also electronically through the e-PADS portal at eprocure.gov.pk**. Technical bids will be opened as per the specified date and time.

Tender	Time	Date
Equipment provision	2:00 PM	August 16, 2025
Civil works	2:30 PM	
Digital Media Services	3:00 PM	

Interested firms are required to submit their proposals both via courier and at eprocure.gov.pk. The procurement shall be carried out under the Single Stage-Two Envelope procedure (Technical & Financial) through open competitive bidding. Tender documents can be downloaded from www.phdec.gov.pk or requested via email at muhammad.khalid@phdec.gov.pk.

Muhammad Khalid
Asst. Manager (GA & HR)
Pakistan Horticulture Development & Export Company
Ground Floor, State Life Building No.5, Jinnah Avenue, Blue Area, Islamabad



Tel: 051-9217979