



TENDER DOCUMENTS

HIRING SERVICES OF A DIGITAL MEDIA FIRM FOR 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, firms/service providers are requested to send their proposals for “hiring of services of Digital Media firm” as per the given details;



REQUEST FOR PROPOSAL (RFP)

HIRING OF SERVICES OF MEDIA FIRM

INTRODUCTION

Pakistan Horticulture Development & Export Company (PHDEC) is seeking a qualified media firm to provide [specific services of pre and post production of pod cast episodes, content creation for the pod casts, social media management, event production etc.]. We invite interested firms to submit proposals outlining their approach, experience, and capabilities.

SCOPE OF WORK

The selected media firm will be responsible:

- To produce (end to end), edit, and publish high-quality, expert-led podcast episodes (one episode per month).
- To support PHDEC in building a consistent and engaging digital platform for horticulture knowledge sharing.
- Coordinate with PHDEC for episode planning and scheduling.
- Record and edit one podcast episode per month.
- Ensure professional-level audio and video production quality.
- Provide necessary graphics, subtitles, and post-production effects.
- Disseminate podcasts on PHDEC's social media platforms (Facebook, YouTube, website, instagram etc.).
- Enhance social media reach.
- Publish episodes on platforms such as YouTube.
- Manage backups and archives of all podcast content.
- Ensure timely delivery of final podcast episodes.



PROPOSAL REQUIREMENTS

Proposals should include:

1. Company profile and experience
2. Team qualifications and expertise
3. Approach and methodology
4. Portfolio and case studies
5. Pricing and budget breakdown

EVALUATION CRITERIA

Proposals will be evaluated based on:

1. Experience and expertise (30%)
2. Approach and methodology (30%)
3. Pricing and value (20%)
4. Portfolio and case studies (20%)

4. DELIVERABLES

- Monthly delivery of one high-quality podcast episode (audio and video).
- Backup of all raw and final content submitted to PHDEC.
- Monthly progress report including social media outreach statistics.

5. DURATION

The contract will be awarded for an initial period of 12 months, with the possibility of extension based on performance and future requirements.

SUBMISSION GUIDELINES

Proposals should be submitted in PDF format by the specified deadline to 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.



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 favor of “Pakistan Horticulture Development & Export Company”.

11. Bid Validity

Bids shall be valid for the period of 6 months.

12. Inquiries

For any inquiries, please contact;

Name: Mr. Muhammad Khalid
Designation: Asst. Manager (GA & HR)
Email: muhammad.khalid@phdec.gov.pk
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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
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