



## TENDER DOCUMENTS

### 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 provision of equipment as per the given details;

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## **REQUEST FOR PROPOSAL**

### **EQUIPMENT PROVISION FOR ESTABLISHMENT OF PODCAST STUDIO AT PHDEC**

#### **INTRODUCTION**

Pakistan Horticulture Development & Export Company (PHDEC) invites proposals from qualified vendors for the provision of equipment for the establishment of a podcast studio.

#### **SCOPE OF WORK**

The scope of work includes providing the following equipment:

- Professional condenser microphones (e.g., Shure SM7B, Rode NT1, or equivalent).
- Audio interface (e.g., Focusrite Scarlett 2i2 or equivalent).
- Podcast mixer (e.g., Rodecaster Pro or equivalent).
- Closed-back studio headphones.
- Boom arms and pop filters.
- Acoustic panels, curtains, and carpets for soundproofing.
- High-performance editing computer.
- Licensed audio and video editing software.
- Video cameras (e.g., Canon EOS R5 or equivalent), lighting, and tripods.
- Ensure complete setup and functionality of the studio, including civil works such as soundproofing, flooring, and air conditioning installation.

#### **PROPOSAL REQUIREMENTS**

Proposals should include:

1. Detailed list of equipment with specifications
2. Pricing and budget breakdown
3. Warranty and support information
4. Vendor experience and expertise in providing similar equipment



## EVALUATION CRITERIA

Proposals will be evaluated based on:

1. Equipment quality and specifications (40%)
2. Pricing and value (30%)
3. Vendor experience and expertise (20%)
4. Warranty and support (10%)

## SUBMISSION GUIDELINES

Proposals should be submitted in PDF format by the specified deadline to [eprocure.gov.pk](http://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: **25<sup>th</sup> August, 2025**
- (c). Contract award: **20<sup>th</sup> September, 2025**

## 10. Bid Security

Bid Security will be as per PPRA Rs. 60000/- in favor of “Pakistan Horticulture Development & Export Company”.

## 11. Bid Validity

Bids shall be valid for the period of 6 months.

## CONTACT INFORMATION

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

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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](http://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](http://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](http://www.phdec.gov.pk) or requested via email at [muhammad.khalid@phdec.gov.pk](mailto:muhammad.khalid@phdec.gov.pk).



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