



REQUEST FOR PROPOSAL (RFP)



The Pakistan Horticulture Development & Export Company (PHDEC) 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. 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.

SCOPE OF SERVICES:

Supply and install 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.

ELIGIBILITY CRITERIA:

- Be registered with relevant tax authorities of Pakistan and possess a valid NTN/STN.
- Have a minimum of 5 years of experience in audio/video production.
- Demonstrate at least 3 years of experience in managing podcast or studio projects.
- Provide at least two relevant references or case studies of past experience.
- Have technical staff capable of managing both equipment and content production

SUBMISSION REQUIREMENTS

- Company profile and relevant experience.
- Detailed technical proposal. (in a separate sealed envelope or attachment)
- List of proposed equipment with specifications.
- Financial proposal (in a separate sealed envelope or attachment).
- CVs of proposed team members

APPLICATION PROCESS

Proposals must be submitted in both hard and soft copies, (Technical and Financial) by **June 17, 2025** at below given address **before 11:00 AM** and also **apply at ePads at e-procurement PPRA**. Interested firms must submit their proposals through Courier and E-PADS via **eprocure.gov.pk**. Single stage 2-envelope (technical & financial) will be adopted through open competitive bidding. Interested vendors can be downloaded tender documents from www.phdec.gov.pk or can be requested via email at muhammad.khalid@phdec.gov.pk

Muhammad Khalid

Asst. Manager (GA & HR)

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Tel: 051-9217979



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