

## **REQUEST FOR PROPOSAL (RFP)**

### **Hiring of Consultant Development of Comprehensive Policy on Export Promotion and Value Addition in Marble & Granite Sector of Pakistan**

Pakistan Stone Development Company (PASDEC) invites sealed proposals from eligible consulting firms for the development of a Comprehensive Policy on Export Promotion and Value Addition in Marble & Granite Sector of Pakistan, in accordance with Public Procurement Rules, 2004.

Selection shall be made under Quality and Cost Based Selection (QCBS) method.

Interested firms may obtain the RFP document from PASDEC office or download from:

- [www.ppra.org.pk](http://www.ppra.org.pk)
- PASDEC website: [www.pasdec.org.pk](http://www.pasdec.org.pk)
- EPADS Portal

Proposals must be submitted on or before March 16, 2026 at 10:00am hours.

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2nd Floor, Islamabad Chamber of Commerce & Industry (ICCI) Building,  
Mauve Area, Sector G - 8/1, Islamabad.  
Ph # 051-9263465-7  
Website: [www.pasdec.org.pk](http://www.pasdec.org.pk)

## **INSTRUCTIONS TO BIDDERS (ITB)**

### **1. Procurement Method:**

Selection shall be made under QCBS (60% Technical, 40% Financial) in accordance with PPRA Rules, 2004.

### **2. Eligible Bidders:**

Bidders must:

- Be legally registered in Pakistan or abroad (where applicable);
- Be on Active Taxpayers List (ATL) of FBR (for Pakistani firms);
- Not be blacklisted by any Government/Semi-Government entity;
- Have at least 7–10 years of relevant experience.

### **3. Conflict of Interest:**

Bidders shall not have conflict of interest in accordance with PPRA Rules.

### **4. Clarifications:**

Bidders may request clarifications in writing up to 7 days prior to submission deadline.

### **5. Amendment of RFP:**

PASDEC may amend the RFP before submission deadline. Amendments shall be uploaded on PPRA/EPADS.

### **6. Submission of Proposals:**

Interested bidders shall submit separate sealed Technical and Financial Proposals in clearly marked envelopes, which shall be placed in a single outer envelope.

- Submission Deadline: March 16, 2026 (Date) at 10:00am (Time)
- Submission Address: Office of the undersigned (address to be inserted)

Late submissions shall not be entertained.

### **7 Opening of Proposals:**

Bids/Proposals shall be opened on the same day at 11:00am (Time) in the presence of bidders or their authorized representatives who choose to attend. Financial Proposals of technically qualified firms only shall be opened at a later date, to be communicated accordingly.

## 8. Validity of Proposal:

Proposals shall remain valid for a period of 90 days from the date of opening of Technical Proposals.

## 9. Qualification & Experience Criteria:

The consulting firm/consultant must:

- Have at least 7–10 years of experience in policy development, trade policy, industrial policy or export strategy formulation.
- Demonstrate experience in mineral, mining, stone, or allied sectors (preferably).
- Have successfully completed at least two similar assignments.
- Possess a multidisciplinary team including:
  - Trade Policy Expert
  - Mining/Stone Sector Specialist
  - Economist/Industrial Policy Specialist
  - Data Analyst
  - Legal/Regulatory Expert

## 10. Proposal Submission Requirements

Interested bidders shall submit:

### A. Technical Proposal

- Company profile
- Methodology and work plan
- Team composition and CVs
- Relevant experience and references (Provide list of clients)

### B. Financial Proposal

- Lump-sum consultancy fee inclusive of all applicable taxes

## 11. Evaluation Criteria

The selection shall be made under Quality and Cost Based Selection (QCBS) method:

### 11.1 Technical Evaluation (60 Marks)

Criteria	Marks
Firm Experience	10
Relevant Assignments	20

<b>Criteria</b>	<b>Marks</b>
Methodology & Work Plan	15
Key Experts Qualification	<u>15</u>
<b>Total</b>	<b><u>60</u></b>

Minimum qualifying technical score: 49/60 (60%)

### **11.2 Financial Evaluation (40 Marks)**

Lowest evaluated financial proposal shall receive 40 marks.

Other proposals shall receive proportionate marks using formula:

$$\text{Score} = (\text{Lowest Price} / \text{Quoted Price}) \times 40$$

$$\text{Final Score} = \text{Technical} + \text{Financial}$$

Only technically qualified bidders shall have their financial proposals opened.

### **12. Right to Accept or Reject:**

PASDEC reserves the right to accept or reject any or all bids in accordance with applicable Public Procurement Rules, without assigning any reason thereof.

## **TERMS OF REFERENCE (TORs)**

### **1. Background:**

Pakistan possesses significant marble and granite reserves; however, the sector faces challenges including low value addition, limited export diversification, outdated quarrying practices, and weak global branding.

PASDEC intends to develop a comprehensive, implementable national policy framework.

### **2. Objectives:**

The primary objectives of the consultancy are:

- To conduct a comprehensive diagnostic assessment of the marble and granite sector in Pakistan.
- To identify structural bottlenecks in export promotion and value addition.
- To benchmark international best practices from leading marble exporting countries.
- To develop a comprehensive, actionable, and time-bound policy framework for export promotion and value addition.
- To propose institutional, fiscal, regulatory, and trade facilitation reforms.
- To recommend an implementation roadmap with clear KPIs and monitoring mechanisms.

### **3. Scope of Work [Policy Formulation]:**

The Consultant shall prepare a comprehensive policy document which may include, but not limited to, the following:

- Global Overview of Marble & Granite Sector
- International Case Studies and Best Practices
- Overview of Pakistan's Marble & Granite Sector
- Pakistan M&G Sector Vs Global M&G Market
- Sector Potential and Strategic Importance
- Policy Vision, Objectives, and Principles
- Key Challenges Across the Value Chain
- Strategic pillars for export growth
- Policy Interventions Across the Value Chain
- Value addition incentives and support mechanisms
- Fiscal and non-fiscal incentives
- Technology upgradation and cluster development strategy
- Branding and international marketing strategy
- Skill development and certification framework
- Environmental Sustainability, Climate Resilience, and CSR
- Institutional coordination mechanism
- Institutional responsibilities
- Legal, regulatory, and institutional framework analysis

- Legal and regulatory reform recommendations
- Phased implementation plan (short, medium and long term)
- Implementation Framework and Governance Mechanism
- Monitoring, Evaluation, & Continuous Policy Review

#### **4. Deliverables:**

**The Consultant shall submit the following:**

1. Draft Policy Document (within 2 weeks of contract signing)
2. Final Comprehensive Policy Document (within 4 weeks of contract signing)
3. Detailed Presentations, as and when required, to PASDEC management, Ministry and other forums, till the final approval of policy

All reports shall be submitted in both hard and soft copies.

#### **5. Confidentiality & Intellectual Property:**

All data, reports, and documents prepared under this assignment shall remain the property of PASDEC. The Consultant shall maintain strict confidentiality of all information accessed during the assignment.