

**PIR MEHR ALI SHAH
ARID AGRICULTURE UNIVERSITY RAWALPINDI (PMAS-AAUR)**



Tender Inquiry No.2025-26/013-P

REQUEST FOR PROPOSAL (RFP)

for

**MARKETING ASSESSMENT STUDY & SURVEY FOR THE
COMMERCIALIZATION OF SMART AGRICULTURAL TECHNOLOGIES**

**Pilot Project for Data Driven Smart Decision Platform for Increased
Agriculture Productivity (DDSDP)**

PMAS-AAUR,
SHAMSABAD, MURREE ROAD, RAWALPINDI.

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Summary Description

Summary

Invitation for Bids

PART 1 – BIDDING PROCEDURES

Section I. Instructions to Bidders (ITB)

This Section provides information to help Bidders prepare their bids. Information is also provided on the submission, opening, and evaluation of bids and on the award of Contracts. **Section-I contains provisions that are to be used without modification.**

Section II. Bid Data Sheet (BDS)

This Section includes provisions that are specific to each procurement and that supplement Section I, Instructions to Bidders.

Section III. Evaluation and Qualification Criteria

This Section specifies the criteria to determine the lowest evaluated bid and the qualifications of the Bidder to perform the contract.

Section IV. Bidding Forms

This Section includes the forms for the Bid Submission, Price Schedules, and Bid Security to be submitted completed by the Bidder and submitted as part of his Bid.

Section V. Eligible Countries

This Section contains information regarding eligible countries.

PART 2 – SCHEDULE OF REQUIREMENTS

Section VI. Schedule of Requirements

This Section includes the List of Services, the Delivery and Completion Schedules and the Technical Requirements that describe the Related Services to be procured.

Project: Pilot Project for Data Driven Smart Decision Platform for Increased Agriculture Productivity (DDSDP)

Procuring Agency: PMAS-Arid Agriculture University Rawalpindi (PMAS-AAUR)

Country: PAKISTAN

Issued on: 2nd December, 2025



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Pilot Project for Data Driven Smart Decision Platform for Increased Agriculture Productivity (DDSDP)

INVITATION FOR E-BID - TENDER NOTICE

Pir Mehr Ali Shah Arid Agriculture University Rawalpindi (PMAS-AAUR) invites electronic bids under the Project titled **“Pilot Project for Data Driven Smart Decision Platform for Increased Agriculture Productivity (DDSDP)”** from well reputed & registered eligible information technology, business advisory consultancy firms/ companies/ organizations registered with Income Tax and Sales Tax Department and who are on Active Tax Payer on List of FBR for the following work:

Marketing Assessment Study & Survey for the Commercialization of Smart Agricultural Technologies

(Detailed Bidding Documents are available online on EPADS)

- (a) E-bidding documents as per regulations, containing detailed terms and conditions, specifications and requirements etc. are available for the registered bidders on EPADS at (www.eprocure.gov.pk).
- (b) The electronic bids, must be submitted by using EPADS by 26th September, 2025 before 1100 hours in the office of the Directorate of Procurement & Inventory Control (DPIC) of the University. Besides the electronic bid, one manual COPY of bids should also be submitted. Bids which are submitted only in Manual form shall not be accepted. Bids will be opened on the same day half hour after the bid closing time.
- (c) The interested bidders shall submit their bids according to PPRA rule 38 (2a) in single stage two envelop bidding procedure.
- (d) Bid security money equivalent to 2% of the estimated price is to be deposited in shape of bank draft/call deposit from any scheduled bank in favour of **Treasurer, Pir Mehr Ali Shah Arid Agriculture University, Rawalpindi**, in the office of the Directorate of Procurement & Inventory Control of the University before the bid closing time.
- (e) The rates must be quoted strictly in accordance with the scope of work specified in the Bidding Documents valid for 90 days.

- (f) A conditional tender will not be accepted.
- (g) **The firm/company/organization has to submit along with tender bid an affidavit that the company is an active tax payer and not involved in litigation or black listed.**
- (h) The University may reject all bids/proposals at any time prior to the acceptance of a bid or proposal as per PPRA Punjab rule 35, however upon bidder request the ground of rejection will be communicated to the concerned but no justification will be given as per PPRA rule 35 (2).

Chairman, Purchase Committee

PMAS-Arid Agriculture University,
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Table of Contents

PART 1 – Bidding Procedures.....	7
Section I. Instructions to Bidders	8
Section II. Bid Data Sheet (BDS)	26
Section III. Evaluation and Qualification Criteria	32
Section IV. Bidding Forms	38
Section V. Eligible Countries	48
PART 2 – Schedule of Requirements	49
Section VI. Schedule of Requirements	50

PART 1 – Bidding Procedures

Section I. Instructions to Bidders

Table of Contents

A. General	10
1. Scope of Bid	10
2. Eligible Bidders.....	11
3. Eligible Goods, Equipment and Related Services	12
B. Contents of Bidding Document.....	12
4. Sections of Bidding Document.....	12
5. Clarification of Bidding Documents	13
6. Amendment of Bidding Document	13
C. Preparation of Bids	13
7. Cost of Bidding	13
8. Language of Bid.....	13
9. Documents Comprising the Bid	14
10. Letter of Bid and Price Schedules	14
11. Alternative Bids.....	14
12. Bid Prices and Discounts.....	14
13. Currencies of Bid and Payment.....	15
14. Documents Establishing the Eligibility and Conformity of the Services & Products	15
15. Documents Establishing the Eligibility and Qualifications of the Bidder.....	15
16. Period of Validity of Bids.....	16
17. Bid Security	16
18. Format and Signing of Bid	17
D. Submission and Opening of Bids	17
19. Sealing and Marking of Bids.....	17
20. Deadline for Submission of Bids	18
21. Late Bids.....	18
22. Withdrawal, Substitution, and Modification of Bids	18
23. Bid Opening.....	19
E. Evaluation and Comparison of Bids.....	20
24. Confidentiality.....	20
25. Clarification of Bids	20
26. Deviations, Reservations, and Omissions	20
27. Determination of Responsiveness	21

28. Non-conformities, Errors and Omissions	21
29. Correction of Arithmetical Errors	22
30. Margin of Preference	22
31. Evaluation of Bids.....	22
32. Comparison of Bids	23
33. Qualification of the Bidder.....	23
34. Purchaser's Right to Accept Any Bid, and to Reject Any or All Bids	23
F. Award of Contract	24
35. Award Criteria	24
36. Purchaser's Right to Vary Quantities at Time of Award	24
37. Notification of Award.....	24
38. Signing of Contract.....	24
39. Performance Security/ Performance Guarantee.....	24
40. Payment Terms	25

Section I. Instructions to Bidders

A. General

<p>1. Scope of Bid</p>	<p>1.1 The Procuring Agency, as indicated in the Bid Data Sheet (BDS) invites Bids for the Works and Services as specified in the BDS and Section VI - Schedule of Requirements. The successful Bidders will be expected to provide services within the specified period and timeline(s) as stated in the BDS.</p> <p>1.2 Throughout these Bidding Documents:</p> <ul style="list-style-type: none"> (a) "Authority" means PMAS-Arid Agriculture University Rawalpindi. (b) "Bidder" means the Firm/Company/ Organization fulfilling the eligibility criteria and participating in the bidding for provision of work and/ or services as per provision of bid document/ contract. (c) "EPADS" means e-Pak Acquisition and Disposal System. The system is used for online public sector procurements process. (d) "Contractor/ Consultant" means the person/firm/company/ organization who's Tender has been accepted and awarded letter of intent followed by the Contract by the Procuring Agency. (e) "Procuring Agency" or "Purchaser" means PMAS-Arid Agriculture University Rawalpindi, for the purposes of the Contract. (f) "Contract" means the agreement entered into between the Procuring Agency and the Contractor, as recorded in the Contract Form signed by the parties, including all Schedules and Attachments thereto and all documents incorporated by reference therein. (g) "Force Majeure" means an event beyond the control of the Contractor and not involving the Contractor's fault or negligence and not foreseeable. Such events may include, but are not restricted to, wars, revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes. (h) "Origin" shall be considered to be the place where the Goods are produced or from where the Works or Services are provided. Goods are produced when, through manufacturing, processing or assembling of components, a
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	<p>commercially recognized product results that is substantially different in basic characteristics or in purpose or utility from its components. The origin of Goods, Equipment and Services is distinct from the nationality of the Contractor.</p> <p>(i) "Delivery Acceptance Certificate" means the certificate to be issued by the Client to the Contractor, in accordance with the Contract.</p> <p>(j) "Works" and/or "Services" means work and/ or services to be performed by the Contractor under the Contract.</p> <p>(k) "Supplier" or "Service Provider" the firm/ company/ organization whose Bid to perform the contract has been accepted by the Procuring Agency and is named as such in the Contract Agreement.</p> <p>(l) the term "in writing" means communicated in written form (e.g. by mail, email, etc.) with proof of receipt;</p> <p>(m) if the context so requires, "singular" means "plural" and vice versa; and</p> <p>(n) "day" means calendar day.</p>
2. Eligible Bidders	<p>2.1. A Bidder may be a firm or company or an organization that is a locally registered entity, working in the domain of Technology Commercialization/ Business Advisory Consulting.</p> <p>2.2. A Bidder shall not have a conflict of interest. Any Bidder found to have a conflict of interest shall be disqualified. A Bidder may be considered to have a conflict of interest for the purpose of this bidding process, if the Bidder:</p> <p>(a) directly or indirectly controls, is controlled by or is under common control with another Bidder; or</p> <p>(b) receives or has received any direct or indirect subsidy from another Bidder; or</p> <p>(c) has the same legal representative as another Bidder; or</p> <p>(d) participates in more than one bid in this bidding process. Participation by a bidder in more than one bid will result in the disqualification of all bids in which such bidder is involved; or</p> <p>(e) any of its affiliates has been hired (or is proposed to be hired) by the Procuring Agency for the contract implementation.</p>

	<p>2.3. A Bidder shall not be eligible to participate if under suspension from bidding by the Procuring Agency as a result of previous contract or blacklisted by organizations specified in the BDS.</p> <p>2.4. A bidder shall provide such evidence of eligibility satisfactory to the Procuring Agency, as the Procuring Agency shall reasonably request.</p>
3. Eligible Works and Related Services	<p>3.1 All the Works and Services to be delivered under the contract and financed by the Procuring Agency may have their origin in Pakistan.</p> <p>3.2 For purposes of this Clause, the term “works” and “services” includes as specified in the Schedule of Requirements.</p> <p>3.3 The term “origin” means the country where the works and services have been produced, performed, prepared, assembled, integrated, processed or supplied.</p>
B. Contents of Bidding Document	
4. Contents of the Bidding Document	<p>4.1. The Bidding Documents consist of Parts 1 and 2, which include all the Sections indicated below, and should be read in conjunction with any Addenda issued in accordance with ITB 6.</p> <p>PART 1 Bidding Procedures</p> <ul style="list-style-type: none"> • Section I. Instructions to Bidders (ITB) • Section II. Bidding Data Sheet (BDS) • Section III. Evaluation and Qualification Criteria • Section IV. Bidding Forms • Section V. Eligible Countries <p>PART 2 Schedule of Requirements</p> <ul style="list-style-type: none"> • Section VI. Schedule of Requirements <p>4.2. The Invitation for Bids/ Tender Notice issued by the Procuring Agency is not part of the Bidding Document.</p> <p>4.3. Unless obtained directly as specified in BDS, the Procuring Agency is not responsible for the completeness of the bidding document, responses to requests for clarification, the Minutes of the pre-Bid meeting (if any), or Addenda to the Bidding Document in accordance with ITB 6. In case of any contradiction, documents obtained as specified in BDS shall prevail.</p> <p>4.4. The bidder is expected to examine all instructions, forms, terms, and specifications in the Bidding Documents and to furnish with</p>

	its Bid all information or documentation as is required by the Bidding Documents.
5. Clarification of Bidding Documents	<p>5.1 A bidder requiring any clarification of the Bidding Document shall contact the Procuring Agency in electronic form as specified in the BDS within a period specified in the BDS.</p> <p>5.2 The Procuring Agency shall forward its response to all identified Bidders who have acquired the Bidding Documents in accordance with ITB 4.3, including a description of the inquiry but without identifying its source in a manner as specified in the BDS.</p> <p>5.3 Should the clarification result in changes to the essential elements of the Bidding Documents, the Procuring Agency shall amend the Bidding Documents following the procedure under ITB 6 and ITB 20.2.</p>
6. Amendment of Bidding Document	<p>6.1 At any time prior to the deadline for submission of bids, the Procuring Agency may for any reason, whether at its own initiative or in response to a clarification requested by bidders, amend the Bidding Documents by issuing addenda.</p> <p>6.2 Any addendum issued including the notice of any extension of the deadline shall be part of the Bidding Documents and shall be available to all bidders on EPADS in accordance with ITB 4.3.</p> <p>Provided that the Bidder who had either already submitted their bid on EPADS prior to the issuance of any such addendum shall have the right to withdraw his already uploaded bid and submit the revised bid prior to the original or extended bid submission deadline as published on the EPADS.</p> <p>6.3 To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, the Procuring Agency may, at its discretion, extend the deadline for the submission of bids, pursuant to ITB 20.2.</p>
C. Preparation of Bids	
7. Cost of Bidding	7.1 The Bidder shall bear all costs associated with the preparation and submission of its bid, and the Procuring Agency shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
8. Language of Bid	8.1 The Bid, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Procuring Agency, shall be written in the language specified in the BDS . Supporting documents and printed literature, if any, that are part of the Bid may be in another language provided they are accompanied by

	an accurate translation of the relevant passages into the language specified in the BDS , in which case, for purposes of interpretation of the bid, such translation shall govern.
9. Documents Comprising the Bid	<p>9.1 The bid shall comprise the following:</p> <ul style="list-style-type: none"> (a) Letter of Bid in accordance with ITB 10; (b) Completed schedules, in accordance with ITB 10 and 12 (c) Bid Security, in accordance with ITB 17.1; (d) written confirmation authorizing the signatory of the Bid to commit the Bidder, in accordance with ITB 18.2; (e) documentary evidence in accordance with ITB 15 establishing the Bidder's qualifications to perform the contract if its bid is accepted; (f) documentary evidence in accordance with ITB 15 establishing the Bidder's eligibility to bid; (g) documentary evidence in accordance with ITB 14, that the Works and Services to be provided by the bidder are of eligible origin; (h) documentary evidence in accordance with ITB 14 and 28, that the Work and Services to be performed for the Procuring Agency conform to the Bidding Documents; (i) any other document required in the BDS. <p>9.2 The Bidder shall furnish in the Letter of Bid information on commissions and gratuities, if any, paid or to be paid to agents or any other party relating to this Bid.</p>
10. Letter of Bid and Price Schedules	10.1 The Letter of Bid and Price Schedules shall be prepared using the relevant forms furnished in Section IV, Bidding Forms. The forms must be completed without any alterations to the text, and no substitutes shall be accepted except as provided under ITB 18.2. All blank spaces shall be filled in with the information requested.
11. Alternative Bids	11.1 Unless otherwise specified in the BDS , alternative bids shall not be considered.
12. Bid Prices and Discounts	<p>12.1 The prices and discounts quoted by the Bidder in the Letter of Bid and in the Price Schedules shall conform to the requirements specified below.</p> <p>12.2 All Works and Services must be listed and priced as per Price Schedules given in Section IV-Bidding Forms.</p>

	<p>12.3 The price to be quoted in the Letter of Bid in accordance with ITB 10.1 shall be the total price of the bid, excluding any discounts offered.</p> <p>12.4 The Bidder shall quote any discounts and indicate the methodology for their application in the Letter of Bid, in accordance with ITB 10.1.</p> <p>12.5 Prices quoted by the Bidder shall be fixed during the Bidder's performance of the Contract and not subject to variation on any account, unless otherwise specified in the BDS.</p> <p>12.6 Bids are invited for complete Works and Services mentioned in the Bidding Document. Prices shall be quoted as specified in Price Schedule included in Section IV, Bidding Forms. The disaggregation of price components is required solely for the purpose of facilitating the comparison of bids by the Procuring Agency. This shall not in any way limit the Procuring Agency's right to contract on any of the terms offered.</p> <ul style="list-style-type: none"> (i) the price of the Works & Services shall be quoted including GST/PST on the provision of such Works and Services. (ii) the price for inland transportation, insurance, and other local services required to convey the works to their final destination as specified in the BDS.
13. Currencies of Bid and Payment	<p>13.1 The currency of the bid and the currency of payments shall be as specified in the BDS.</p>
14. Documents Establishing the Eligibility and Conformity of the Services & Products	<p>14.1 To establish the conformity of the Works and Services to the Bidding Documents, the Bidder shall furnish as part of its Bid the documentary evidence as specified in the BDS that the Works and Services conform to the standards specified in Section VI: Schedule of Requirements.</p>
15. Documents Establishing the Eligibility and Qualifications of the Bidder	<p>15.1 To establish Bidder's eligibility in accordance with ITB 2, Bidders shall complete the Letter of Bid, included in Section IV, Bidding Forms.</p> <p>15.2 The documentary evidence of the Bidder's qualifications to perform the contract if its bid is accepted shall establish to the Procuring Agency's satisfaction:</p> <ul style="list-style-type: none"> (a) that the Bidder meets each of the qualification criterion specified in Section III, Evaluation and Qualification Criteria.

<p>16. Period of Validity of Bids</p>	<p>16.1 Bids shall remain valid for the period specified in the BDS after the bid submission deadline date prescribed by the Procuring Agency in accordance with ITB 20.1. A bid valid for a shorter period shall be rejected by the Procuring Agency as non-responsive.</p> <p>16.2 In exceptional circumstances, prior to the expiration of the bid validity period, the Procuring Agency may request bidders to extend the period of validity of their bids. The request and the responses shall be made in writing. If a Bid Security is requested in accordance with ITB Clause 17, it shall also be extended for a corresponding period. A Bidder may refuse the request without forfeiting its Bid Security. A Bidder granting the request shall not be required or permitted to modify its bid, except as provided in ITB 16.3.</p> <p>16.3 If the award is delayed by a period exceeding 30 days beyond the expiry of the initial bid validity, the Contract price shall be determined as follows:</p> <ul style="list-style-type: none"> (a) In the case of fixed price contracts, the contract price shall be the bid price adjusted by the factor specified in the BDS. (b) In the case of adjustable price contracts, no adjustment shall be made. (c) In any case, bid evaluation shall be based on the bid price without taking into consideration the applicable correction from those indicated above.
<p>17. Bid Security</p>	<p>17.1 The Bidder shall furnish as part of its bid, a bid security, as specified in the BDS, in original form in the amount and currency specified in the BDS.</p> <p>17.2 If a bid security is specified pursuant to ITB 17.1, the bid security shall be a demand guarantee in any of the following forms at the Bidder's option:</p> <ul style="list-style-type: none"> (a) CDR/ Pay Order in the name of Treasurer, PMAS-AAUR; <p>17.3 If a Bid Security is specified pursuant to ITB 17.1, any bid not accompanied by a substantially responsive Bid Security shall be rejected by the Procuring Agency as non-responsive.</p> <p>17.4 If a Bid Security is specified pursuant to ITB 17.1, the Bid Security of unsuccessful Bidders shall be returned as promptly as possible upon the successful Bidder's signing the contract and furnishing the Performance Security pursuant to ITB 39.</p>

	<p>17.5 The Bid Security of the successful Bidder shall be returned as promptly as possible once the successful Bidder has signed the contract and furnished the required performance security.</p> <p>17.6 The Bid Security may be forfeited:</p> <ul style="list-style-type: none"> (a) if a Bidder withdraws its bid during the period of bid validity specified by the Bidder on the Letter of Bid, or any extension thereto provided by the Bidder; or (b) if the successful Bidder fails to: <ul style="list-style-type: none"> (i) sign the Contract in accordance with ITB 38; or (ii) furnish a performance security in accordance with ITB 39.
18. Format and Signing of Bid	<p>18.1 The Bidder shall prepare one original of the documents comprising the bid as described in ITB 9 and clearly mark it "ORIGINAL.". In addition, the Bidder shall submit copies of the bid, in the number specified in the BDS and clearly mark them "COPY." In the event of any discrepancy between the original and the copies, the original shall prevail.</p> <p>18.2 The original and all copies of the bid shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Bidder. This authorization shall consist of a written confirmation as specified in the BDS and shall be attached to the bid. The name and position held by each person signing the authorization must be typed or printed below the signature. All pages of the bid where entries or amendments have been made shall be signed or initialed by the person signing the bid.</p> <p>18.3 Any inter-lineation, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the bid.</p>
D. Submission and Opening of Bids	
19. Sealing and Marking of Bids	<p>19.1 The Bidder shall enclose the original and all copies of the bid, in separate sealed envelopes, duly marking the envelopes as "ORIGINAL", and "COPY." These envelopes containing the original and the copies shall then be enclosed in one single envelope/ package.</p> <p>19.2 The inner and outer envelopes/ packages shall:</p> <ul style="list-style-type: none"> (a) bear the name and address of the Bidder; (b) be addressed to the Procuring Agency in accordance with ITB 22.1;

	<p>(c) bear the specific identification of this bidding process indicated in ITB 1.1; and</p> <p>(d) bear a warning not to open before the time and date for bid opening.</p> <p>19.3 If all envelopes are not sealed and marked as required, the Procuring Agency will assume no responsibility for the misplacement or premature opening of the bid.</p>
20. Deadline for Submission of Bids	<p>20.1 Bids must be received by the Procuring Agency no later than the date, time and the manner as specified in the BDS. It is the responsibility of the Bidder to assure timely delivery of bid. Any bid received by the Procuring Agency after the deadline for submission of bids shall be declared late, rejected, and returned unopened to the Bidder.</p> <p>20.2 The Procuring Agency may, as per Punjab PPRA Rules, extend the deadline for the submission of bids by amending the Bidding Documents in accordance with ITB 6, in which case all rights and obligations of the Procuring Agency and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
21. Late Bids	<p>21.1 The Procuring Agency shall not consider any bid that arrives after the deadline for submission of bids, in accordance with ITB 20. Any bid received by the Procuring Agency after the deadline for submission of bids shall be declared late, rejected, and returned unopened to the Bidder.</p>
22. Withdrawal, Substitution, and Modification of Bids	<p>22.1 A Bidder may withdraw, substitute, or modify its Bid after it has been submitted by sending a written notice, duly signed by an authorized representative, and shall include a copy of the authorization (the power of attorney) in accordance with ITB 18.2, (except that withdrawal notices do not require copies). The corresponding substitution or modification of the bid must accompany the respective written notice. All notices must be:</p> <p>(a) prepared and submitted in accordance with ITB 18 and 19 (except that withdrawal notices do not require copies), and in addition, the respective envelopes shall be clearly marked "WITHDRAWAL," "SUBSTITUTION," or "MODIFICATION;" and</p> <p>(b) received by the Procuring Agency prior to the deadline prescribed for submission of bids, in accordance with ITB 20.</p>

	<p>22.2 Bids requested to be withdrawn in accordance with ITB 22.1 shall be returned unopened to the Bidders.</p> <p>22.3 No bid may be withdrawn, substituted, or modified in the interval between the deadline for submission of bids and the expiration of the period of bid validity specified by the Bidder on the Letter of Bid or any extension thereof.</p>
23. Bid Opening	<p>23.1 The Procuring Agency will open all Bids, in public, in the presence of Bidders' or their representatives who choose to attend, in the Bid proceedings at the place, on the date and at the time, specified in the BDS. The Bidders' representatives present shall sign a register as proof of their attendance.</p> <p>23.2 First, envelopes marked "WITHDRAWAL" shall be opened and read out and the envelope with the corresponding bid shall not be opened, but returned to the Bidder. If the withdrawal envelope does not contain a copy of the "power of attorney" confirming the signature as a person duly authorized to sign on behalf of the Bidder, the corresponding bid will be opened. No bid withdrawal shall be permitted unless the corresponding withdrawal notice contains a valid authorization to request the withdrawal and is read out at bid opening. Next, envelopes marked "SUBSTITUTION" shall be opened and read out and exchanged with the corresponding Bid being substituted, and the substituted Bid shall not be opened, but returned to the Bidder. No Bid substitution shall be permitted unless the corresponding substitution notice contains a valid authorization to request the substitution and is read out at bid opening. Envelopes marked "MODIFICATION" shall be opened and read out with the corresponding Bid. No Bid modification shall be permitted unless the corresponding modification notice contains a valid authorization to request the modification and is read out at Bid opening. Only bids that are opened and read out at Bid opening shall be considered further.</p> <p>23.3 The Procuring Agency shall prepare a record of the bid opening that shall include, as a minimum: the name of the Bidder and whether there is a withdrawal, substitution, or modification. The Bidders' representatives who are present shall be requested to sign the record. The omission of a Bidder's signature on the record shall not invalidate the contents and effect of the record.</p>

E. Evaluation and Comparison of Bids	
24. Confidentiality	<p>24.1 Any effort by a Bidder to influence the Procuring Agency in the evaluation or contract award decisions may result in the rejection of its Bid.</p> <p>24.2 Notwithstanding ITB 24.1, from the time of bid opening to the time of Contract Award, if any Bidder wishes to contact the Procuring Agency on any matter related to the bidding process, it should do so in writing or in electronic form that provides record of the content of communication.</p> <p>24.3 Information relating to the examination, clarification, evaluation and comparison of Bids and recommendation of contract award shall not be disclosed to Bidders or any other persons not officially concerned with such process, except which is made public essentially under the PPRA rules.</p>
25. Clarification of Bids	<p>25.1 To assist in the examination, evaluation, comparison of the bids, and qualification of the Bidders, the Procuring Agency may, at its discretion, ask any Bidder for a clarification of its Bid. Any clarification submitted by a Bidder in respect to its Bid and that is not in response to a request by the Procuring Agency shall not be considered. The Procuring Agency's request for clarification and the response shall be in writing. No change, including any voluntary increase or decrease, in the prices or substance of the Bid shall be sought, offered, or permitted, except to confirm the correction of arithmetic errors discovered by the Procuring Agency in the Evaluation of the bids, in accordance with ITB 29.</p> <p>25.2 If a Bidder does not provide clarifications of its bid by the date and time set in the Procuring Agency's request for clarification, its bid may be rejected.</p>
26. Deviations, Reservations, and Omissions	<p>26.1 During the evaluation of bids, the following definitions apply:</p> <ul style="list-style-type: none"> (a) "Deviation" is a departure from the requirements specified in the Bidding Documents; (b) "Reservation" is the setting of limiting conditions or withholding from complete acceptance of the requirements specified in the Bidding Documents; and (c) "Omission" is the failure to submit part or all of the information or documentation required in the Bidding Documents.

27. Determination of Responsiveness	<p>27.1 The Procuring Agency's determination of a bid's responsiveness is to be based on the contents of the bid itself, as defined in ITB 9.</p> <p>27.2 A substantially responsive Bid is one that meets the requirements of the Bidding Documents without material deviation, reservation, or omission. A material deviation, reservation, or omission is one that:</p> <ul style="list-style-type: none"> (a) if accepted, would <ul style="list-style-type: none"> (i) affect in any substantial way the scope, quality, or performance of the Works and Services specified in the Contract; or (ii) limit in any substantial way, inconsistent with the Bidding Documents, the Procuring Agency's rights or the Bidder's obligations under the Contract; or (b) if rectified, would unfairly affect the competitive position of other bidders presenting substantially responsive bids. <p>27.3 The Procuring Agency shall examine the technical aspects of the bid submitted in accordance with ITB 14 and ITB 15, in particular, to confirm that all requirements of Section VI, Schedule of Requirements have been met without any material deviation or reservation, or omission.</p> <p>27.4 If a bid is not substantially responsive to the requirements of Bidding Documents, it shall be rejected by the Procuring Agency and may not subsequently be made responsive by correction of the material deviation, reservation, or omission.</p>
28. Non-conformities, Errors and Omissions	<p>28.1 Provided that a bid is substantially responsive, the Procuring Agency may waive any non-conformities in the Bid.</p> <p>28.2 Provided that a bid is substantially responsive, the Procuring Agency may request that the Bidder submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the bid related to documentation requirements. Such omission shall not be related to any aspect of the price of the Bid. Failure of the bidder to comply with the request may result in the rejection of its bid.</p> <p>28.3 Provided that a bid is substantially responsive, the Procuring Agency shall rectify quantifiable nonmaterial nonconformities related to the Bid Price. To this effect, the Bid Price shall be adjusted, for</p>

		<p>comparison purposes only, to reflect the price of a missing or non-conforming item or component.</p> <p>28.4 If the bid is not substantially responsive, it will be rejected by the Procuring Agency and may not subsequently be evaluated for complete technical responsiveness.</p>
29. Correction of Arithmetical Errors		<p>29.1 Provided that the Bid is substantially responsive, the Procuring Agency shall correct arithmetical errors on the following basis:</p> <ul style="list-style-type: none"> (a) if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of the Procuring Agency there is an obvious misplacement of the decimal point in the unit price, in which case the line item total as quoted shall govern and the unit price shall be corrected; (b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and (c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (a) and (b) above. <p>29.2 Bidders shall be requested to accept correction of arithmetical errors. Failure to accept the correction in accordance with ITB 29.1, shall result in the rejection of the Bid.</p>
30. Margin of Preference		<p>30.1 Unless otherwise specified in the BDS, a margin of preference shall not apply.</p>
31. Evaluation of Bids		<p>31.1 The Procuring Agency shall use the criteria and methodologies listed in this Clause. No other evaluation criteria or methodologies shall be permitted.</p> <p>31.2 To evaluate a bid, the Procuring Agency shall consider the following:</p> <ul style="list-style-type: none"> (a) evaluation will be done for complete scope of works and services, as specified in the BDS; and the Bid Price as quoted in accordance with ITB 12; (b) price adjustment for correction of arithmetic errors in accordance with ITB 29.1;

	(c) evaluation factors as specified in Section III, Evaluation and Qualification Criteria;
32. Comparison of Bids	<p>32.1 The Procuring Agency shall compare the evaluated prices of all substantially responsive bids established in accordance with ITB 33.2 to determine the highest scoring evaluated bid as the Most Advantageous Bid.</p>
33. Qualification of the Bidder	<p>33.1 The Procuring Agency shall determine to its satisfaction whether the Bidder that is selected as having submitted a technically qualified, financially compliant and substantially responsive bid meeting the qualifying criteria specified in Section III, Evaluation and Qualification Criteria.</p> <p>33.2 The determination of Most Advantageous Bid shall be based upon an examination of the documentary evidence of the Bidder's qualifications submitted by the Bidder, pursuant to ITB 15 and ITB 34.2.</p>
34. Procuring Agency's Right to Accept Any Bid, and to Reject Any or All Bids	<p>34.1 The Procuring Agency reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to Bidders according to PPRA Rule 35. In case of annulment, all bids submitted and specifically, bid securities, shall be promptly returned to the Bidders.</p> <p>34.2 Where the Bid price is considered to be abnormally low, the Procuring Agency shall perform price analysis during determination of Most Advantageous Bid. If the Procuring Agency determines that the price in combination with other constituent elements of the bid is abnormally low in relation to the scope of the procurement or ancillary services, and raises concerns as to the capability and capacity of the respective bidder to perform the contract, the Procuring Agency may decide to reject such a bid as non-responsive. In order to identify the Abnormally Low Bid following approaches can be considered to minimize the scope of subjectivity:</p> <ul style="list-style-type: none"> a) Comparing the bid prices with the cost estimates; b) Comparing the bid prices with the bids offered by other bidders submitting substantially responsive bids; and c) Comparing the bids with prices paid in similar contracts in the recent past either by a public sector entity or an international development partner funded project.

F. Award of Contract	
35. Award Criteria	35.1 Subject to ITB 34.1, the Procuring Agency shall award the contract to the bidder who's bid has been determined to be the Most Advantageous Bid, i.e., technically qualified, financially compliant lowest priced bid and is substantially responsive to the bidding documents, provided further that the bidder is determined to be qualified to perform the contract satisfactorily.
36. Procuring Agency's Right to Vary Quantities at Time of Award	36.1 At the time of contract is awarded, the Procuring Agency reserves the right to increase or decrease the quantity of Works and Services originally specified in Section VI, Schedule of Requirements, provided this does not exceed the percentages specified in the BDS , and without any change in the unit prices or other terms and conditions of the bid and the Bidding Documents.
37. Notification of Award	<p>37.1 Prior to the expiration of the period of bid validity, the Procuring Agency shall notify the successful Bidder, in writing, that its Bid has been accepted. The notification letter called the "Letter of Acceptance" shall specify the sum that the Procuring Agency will pay the Supplier in consideration of providing the Works and Services.</p> <p>37.2 Until a formal contract is prepared and executed, the notification of award shall constitute a binding contract.</p>
38. Signing of Contract	<p>38.1 Promptly after notification, the Procuring Agency shall send the successful Bidder the Contract Agreement.</p> <p>38.2 Within fifteen (15) days of receipt of the Contract Agreement, the successful Bidder shall sign, date, and return it to the Procuring Agency as specified in the BDS.</p>
39. Performance Security/ Performance Guarantee	<p>39.1 Within fifteen (15) days of the receipt of notification of award from the Procuring Agency, the successful Bidder, if required, shall furnish, as specified in the BDS, the Performance Security/ Performance Guarantee (as per Clause 2(w) and Clause 56 of Punjab PPRA Rules) using the Performance Security Form included in Section IV, Bidding Forms, OR in another form acceptable to the Procuring Agency as mentioned in ITB 39.3.</p> <p>39.2 Failure of the successful Bidder to submit the above-mentioned Performance Security/ Performance Guarantee or sign the Contract shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security. In that event the Procuring Agency may award the contract to the next highest scoring evaluated Bidder, whose bid is substantially responsive</p>

	<p>and is determined by the Procuring Agency to be qualified to perform the contract satisfactorily.</p> <p>39.3 In lieu of provision at ITB 39.1 above, the Procuring Agency can retain an amount as performance security/ performance guarantee from payment of every installment made to the contractor according to PPRA Rules and as specified in BDS.</p>
40. Payment Terms	<p>40.1 Subject to ITB 38 and ITB 39, the payments will be made in installments subsequent to fulfillment of codal formalities, as per the following tentative schedule:</p> <ul style="list-style-type: none"> • First Installment (<i>on completion of Milestone 1 as specified in Schedule of Requirements</i>) = 10% of Total Contract Value • Second Installment (<i>on completion of Milestone 2 as specified in Schedule of Requirements</i>) = 70% of Total Contract Value. • Final Installment (<i>on completion of Milestone 3 as specified in Schedule of Requirements</i>) = 20% of Total Contract Value. <p>Payment Terms and Schedule will, however, be finalized at the time of signing the Contract Agreement.</p>

Section II. Bid Data Sheet (BDS)

The following specific data for the works and services to be procured shall complement, supplement, or amend the provisions in the Instructions to Bidders (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

ITB Clause Reference	A. General
ITB 1.1	The Procuring Agency is PMAS-AAUR represented by: Chairman Purchase Committee, PMAS-AAUR.
ITB 1.1	Preparation of RFP for: Marketing Assessment Study & Survey for the Commercialization of Smart Agricultural Technologies
ITB 2.3	Any company/ firm/ organization blacklisted by Federal or Provincial government or public sector enterprises are barred from participating in this Bid.
ITB 4.3	<p>The Procuring Agency is not responsible for the completeness of the Bidding Documents and their addenda, if they were not obtained directly from the Procuring Agency's website or not downloaded from the EPADS.</p> <p>The electronic bids, must be submitted through EPADS. Besides the electronic bid, one manual COPY of bids should also be submitted. Bids which are submitted only in Manual form shall not be accepted.</p> <p>The bids submitted through EPADS will be treated as 'ORIGINAL', whereas as manual copy will be treated as "COPY" of the bid.</p> <p>The Bid Security must be submitted in ORIGINAL along with a manual COPY of the bid at the address mentioned below on or before the Bid Closing Date and Time, i.e. 26 December, 2025 by 1100 hrs.</p> <p>Directorate of Procurement & Inventory Control, PMAS-Arid Agriculture University, Shamsabad, Murree Road, Rawalpindi, Pakistan</p>
B. Contents of Bidding Documents	
ITB 5.1	Clarifications regarding the Bidding Documents should be requested ONLY through EPADS or Email Address given below on or before 1400

	<p>hrs, 24th December, 2025. Requests for clarifications shall NOT be entertained after this date.</p> <p>The Procuring Agency's address for clarifications only is:</p> <p>Project Director (DDSDP), PMAS-Arid Agriculture University, Shamsabad, Murree Road, Rawalpindi, Pakistan Telephone: +92-051-9292163 Facsimile number: +92-051-9292107 Electronic mail address: naveed@uaar.edu.pk</p>
ITB 5.2	The consolidated responses will be uploaded by the Procuring Agency on EPADS within three (03) working days after the last date of submission of clarification requests as mentioned in ITB 5.1 above. No other means of communication (e.g. phone calls, SMS, Messaging, etc.) for clarification will be considered by the Procuring Agency.
C. Preparation of Bids	
ITB 8.1	<p>The language of the bid is English.</p> <p>All correspondence exchange shall be in English language.</p> <p>Language for translation of supporting documents and printed literature, if any, is English.</p>
ITB 9.1(i)	<p>The Bidder shall submit the following additional documents with its bid:</p> <ol style="list-style-type: none"> 1. Compliance Data Sheet/ Checklist.
ITB 11.1	Alternative Bids shall not be considered.
ITB 12.5	The prices quoted by the Bidder shall not be subject to adjustment during the performance of the Contract.
ITB 12.6	Prices quoted for contract shall correspond to 100 percent of the Scope mentioned in the Section VI: Schedule of Requirements.
ITB 12.6(ii)	This Sub-Clause is not applicable for the Works and Services mentioned in Section VI: Schedule of Requirements.
ITB 13.1	The prices shall be quoted by the bidder in: PKR.
ITB 14.1	The documentary evidence for conformity of the Works and Services shall be in the form of written description of the methodology,

	coordination approach, preliminary project plan including sequence of key activities and estimated duration, etc.
ITB 16.1	The bid validity period shall be 90 days.
ITB 16.3 (a)	The bid price adjustment factor shall not be applicable.
ITB 17.1	A Bid Security shall be required. The amount of the bid security shall be 2% of estimated price in the form of deposit at call in favor of Treasurer, PMAS-AAUR and in currency specified in BDS for Clause ITB 13.1.
ITB 17.2 (b)	Pay Order or Call Deposit Receipt (CDR) in the name of Treasurer, PMAS-AAUR
ITB 18.1	In addition to the Bid submitted through EPADS, ONE additional copy of the Bid is required to be submitted as specified in BDS, Clause 4.3 and 19. Bids which are submitted only in Manual form shall not be accepted. The bids submitted through EPADS will be treated as 'ORIGINAL', whereas as the manual copy will be treated as "COPY" of the bid.
ITB 18.2	The written confirmation of authorization to sign on behalf of the bidder shall consist of written Power of Attorney attached to the Bid.
D. Submission and Opening of Bids	
ITB 19	The Clause 19 is substituted as follows: 19.1 The electronic Bid must consist of two separate documents: The 'Technical Proposal' and the 'Financial Proposal'. Each document should include the information specified in Sub-Clause 9.1, and both documents must be submitted online through EPADS. 19.2 The Bid Security must be submitted in ORIGINAL as specified in BDS Clause 4.3 and 20.1. 19.3 The Bidder shall enclose the Manual copies of the bid, in separate sealed envelopes, duly marking the envelopes as "COPY-TECHNICAL PROPOSAL", and "COPY-FINANCIAL PROPOSAL." These envelopes shall then be enclosed in one single envelope/ package. The inner and outer envelopes/ packages shall: (a) bear the name and address of the Bidder; (b) be addressed to the Procuring Agency in accordance with ITB 22.1;

	<p>(c) bear the specific identification of this bidding process indicated in ITB 1.1; and</p> <p>(d) bear a warning not to open before the time and date for bid opening.</p> <p>19.4 If all envelopes are not sealed and marked as required, the Procuring Agency will assume no responsibility for the misplacement or premature opening of the bid.</p>
ITB 20.1	<p>Bids shall be submitted through EPADS and ONE copy in Manual form.</p> <p>The deadline for bid submission is mentioned, as follows: Submission Date: 26th December, 2025. Submission Time: On or Before 1100 Hours. Opening Time: 1130 Hours.</p>
ITB 21.1	<p>This Clause is substituted as under:</p> <p>The Bidder will not be able to upload any bid after the bid closing date and time. Therefore, the Bidder must ensure uploading their bid well in time before the bid closing time and date. Procuring Agency shall not be responsible for any issues related to uploading of bids in EPADS.</p> <p>However, the Procuring Agency may be informed by the potential bidder about the technical issues being faced in uploading the bid, by sending screenshots and the description of the issues before the closing time of bid submission mentioned in ITB 20.1, at the following email:</p> <p>Email: naveed@uaar.edu.pk</p>
ITB 22.1	<p>Sub-Clause is substituted as under:</p> <p>A Bidder may withdraw, substitute, or modify its bid on EPADS after submission but before Bid closing date and time.</p>
ITB 22.2	Not Applicable
ITB 23.1	<p>The technical bid opening shall take place at :</p> <p>Directorate of Procurement & Inventory Control, PMAS-Arid Agriculture University Rawalpindi, Shamsabad, Murree Road, Rawalpindi, Pakistan.</p> <p>Date: 26th December, 2025 Time: 11:30 Hours</p>

	The financial bid opening shall take place for only those bidders who qualify technical evaluation. The Procuring Agency shall communicate the date, time and venue to the qualifying bidders at an appropriate time subsequent to completion of technical evaluation process.
ITB 23.2	Sub-Clauses is substituted as follows: The Technical Proposals shall be downloaded one at a time, and the following read out and recorded: (a) the name of the Bidder; (b) the presence of a Bid Security; and (c) Any other details as the Procuring Agency may consider appropriate.
ITB 23.3	Sub-Clauses is substituted as follows: The Bidders' representatives who are present shall be requested to sign on the attendance sheet. The omission of a Bidder's signature on the record shall not invalidate the contents and affect the record.
E. Evaluation and Comparison of Bids	
ITB 30.1	A margin of domestic preference shall not apply.
ITB 31.2(a)	Evaluation will be done for complete works and services <i>mentioned in the Schedule of Requirements</i> .
F. Award of Contract	
ITB 36.1	The maximum percentage by which contract works and services may be increased or decreased is _NIL_ .
ITB 38.2	The successful bidder shall sign, date and return the Contract Agreement made on stamp paper having a stamp duty of an amount as per government rules. The stamp duty shall be paid by the successful bidder.
ITB 39.1	Provided ITB 39.3 is not invoked, a Performance Guarantee/ Performance Security in the form of Bank Guarantee shall be furnished by the successful bidder amounting to 10% of the Contract value.
ITB39.3	Instead of submission of Bank Guarantee as Performance Security/ Performance Guarantee by the successful Bidder, both parties (i.e., Procuring Agency and successful bidder) can mutually agree that the Procuring Agency can retain an amount of 10% as Performance Security/ Performance Guarantee from payment of every installment made to the Contractor as per Punjab PPRA Rules. The aggregate amount so deducted shall be paid to the Contractor after satisfactory completion of

	all obligations under the contract within 30 days of issuance of Letter of Completion of Contractual Obligations.
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Section III. Evaluation and Qualification Criteria

Contents

1. Bidding Process	33
2. Bidding Procedure for Evaluation of Bids	33
3. Evaluation Procedure & Criteria.....	34

1. Bidding Process

Single stage two envelopes bidding process will be adopted where bids will be selected under Quality and Cost Based Selection (QCBS) System and procedures described in this Bid Document, in accordance with the Punjab PPRA Rules.

The bidding process will involve the steps along with timelines as mentioned in Bid Data Sheet.

1. The electronic bids, must be submitted by using EPADS **as specified in the BDS**. Besides the electronic bid, one manual COPY of bids should also be submitted **as specified in the BDS**. Bids which are submitted only in Manual form shall not be accepted. Bids will be opened on the same day half hour after the closing time.
2. To enable bidders to prepare the proposal, a list of attached document formats have been provided in Section-IV-Bidding Forms.
3. Any request for clarification should be initiated in writing through electronic channels and addressed as mentioned in ITB and specified in BDS.
4. At any time before the submission of proposals, the Procuring Agency may, for any reason, whether at its own initiative or in response to a clarification requested by any bidder, modify the documents by amendment. The clarification on bids or any amendments of the bid will be intimated to all Bidders through EPADS. The Procuring Agency may as per Punjab PPRA Rules extend the deadline for the submission of proposals as mentioned in ITB.

2. Bidding Procedure for Evaluation of Bids

The bid submitted by the Bidder will be evaluated as per the following procedure:

1. The mandatory requirements will be checked before technical scoring is carried out for the submitted bids. Only those bidders who fulfill mandatory criteria will be scored and evaluated further.
2. Scoring of the Technical Bids will be carried out as per the Evaluation Scoring criteria given in this Section.
3. Bids that pass technical evaluation will be opened for financial evaluation.

Procedure for opening of Bids

Single stage two envelopes, procedure would be adopted for opening of bids. The detailed procedure and terms are as follows:

- a) The bid shall consist of two separate documents, each marked as “Technical Proposal” and the “Financial Proposal”;

- b) Initially, only the document marked as “TECHNICAL PROPOSAL” shall be opened in front of the Purchase Committee members and representatives of bidders, who wish to attend the opening of technical bids;
- c) The Technical Proposals shall be evaluated for compliance to technical requirement of this document, without reference to the price and reject any proposal which does not conform to the specified requirements as listed in the said Sections of this Bid Document.
- d) The envelope marked as “FINANCIAL PROPOSAL” shall be opened in front of Purchase Committee members and the representatives of qualified bidders after the technical evaluation who have scored at least 70% aggregate marks;
- e) The Financial Proposal of bids found technically nonresponsive or unqualified shall not be opened;
- f) The opened financial proposals will be evaluated and amount totals will be checked/verified for correctness as well as other compliance requirements will be checked.
- g) The technical and financial evaluation scores will be added with a weightage of 80% for technical score and 20% for financial score. The total evaluation score will be calculated as per the formula given under “Formula for Total Evaluation Score Calculation”.
- h) The bid scoring the highest total evaluation score and compliant in all respects will be considered as the Most Advantageous Bid for the award of procurement order.

3. Evaluation Procedure & Criteria

(i) Mandatory Documents for Eligibility

Technical Bids must have the following documents attached to be considered as eligible for further technical evaluation:

S #.	Item Description	Documents
1	Company/Firm must be in operation minimum for 10 years	Valid certificate from concerned regulator / authority / NTN with Federal Board of Revenue (FBR). Having Active Tax Payer status and registration with relevant revenue authority(ies) for GST / PST.
2	Registration of NTN with Federal Board of Revenue (FBR) and having Active Tax Payer status.	
3	Registration of General Sales Tax (GST)/ Provincial Sales Tax (PST) with relevant revenue authority(ies) and having Active	

4	Submit affidavit regarding bidders should not Blacklisted from PMAS-Arid Agriculture University and PPRA.	Affidavit on Judicial Stamp of Rs. 100/-
5	Compliance Data sheet/ Checklist shall be provided in the format specified in Section IV: Bidding Forms. Unless the submission of the same, bid shall be considered	Compliance Data Sheet/ Checklist

Note: Any of the above documents NOT ATTACHED will result in declaring the Bid NON-RESPONSIVE and not qualified for further technical evaluation.

(ii) Technical Evaluation Scoring Criteria

Technical evaluation would be based on bidder's capability to undertake and complete the assignment. The detailed technical evaluation will be performed by the Technical Evaluation Committee and marks will be given as per the following scoring criteria:

Detailed Technical Evaluation Scoring Matrix

S.No.	Description of Technical Requirement	Marks
1.	General Experience: Company Experience in Market Assessments, Surveys, Policy Advisory Services, Technology Commercialization Services: <ul style="list-style-type: none"> • More than 10 years' experience = 10 marks • Between 10-5 years' experience = 7 marks • Less than 5 years' experience = 0 marks 	10
2.	Relevant Industry & Public Sector Experience: Projects completed during the last five (05) years, with worth: <ul style="list-style-type: none"> • Above PKR 35 million = 10 marks (1.5 marks / project) • Between PKR 35 and 25 million = 5 marks (0.75 marks/ project) • Between PKR 25 and 10 million = 5 marks (0.5 marks/ project) • Less than PKR 10 million = 0 marks 	15
3.	Technical Competence: <ul style="list-style-type: none"> • Technical Staff strength, 20 or above employees = 5 Marks • Technical Staff strength between 19 or less = 2 Marks • Technical Staff strength less than 10 employees = 0 Marks 	5

4.	Financial Soundness: Company Turnover in last 3 years <ul style="list-style-type: none"> • Above PKR 50 million = 15 marks • Between PKR 50 and 30 million = 7 marks • Less than PKR 30 million = 0 marks 	10
5.	Local Presence: Company Office in Rawalpindi / Islamabad = 5 Other cities = Zero	5
6.	Certification: ISO 9001 Certification OR other quality certification <ul style="list-style-type: none"> • Valid Certificate = 5 marks • No Certificate = 0 marks 	5
7.	Team Composition: Key Persons having relevant work experience (as specified in the TORs) to carry out the assignment: <ul style="list-style-type: none"> • Team Lead = 5 marks • Research Analysis Expert (Economist)= 5 marks • Agri. Technology/ Precision Agri. Expert = 3 marks • Field Survey Coordinator = 2 marks 	15
8.	Technical Proposal/ Bid Response: <ul style="list-style-type: none"> • Understanding & Approach of the Project = Max 7 marks • Project Execution & QA Methodology = Max 8 marks • Project Work Plan & Timelines = Max 5 marks • Presentation = Max 10 marks • Completeness of Required Forms/ Documents = 5 marks <p><i>Marks in this section will be given based on relevancy and completeness of the content/ write-up given in the proposal.</i></p>	35
	TOTAL MARKS (Firms securing 70% or above will be declared successful in technical evaluation)	100

The Bidders whose Total Technical Evaluation Score is 70% or above will qualify for opening of financial bids.

(iii) Financial Evaluation

Financial bids of only those bidders who score at least 70% in the technical evaluation would be opened before the bidders' representatives who wish to attend the financial proposal opening. All amounts and total price calculations will be checked for

correctness. In case of any discrepancy in calculations, the corrections in totals will be made as per mentioned in ITB 29. The financial bids will also be checked for conformity with ITB 33 and 34.

The Financial Evaluation Scoring will be made as per the following formula:

Lowest Priced Bid will get score of 100 and all other bids will get scores proportionate to the total bid price quoted by them. The formula for proportionate score is as follows:

$$\text{Financial Evaluation Score of Bid } n = (\text{Total Price of Lowest Bid} / \text{Total Price of Bid } n) * 100$$

(iv) Formula for Total Evaluation Score Calculation

The Technical and Financial Evaluation Scores will be based on the criteria mentioned in preceding section. The Total Score will be calculated as follows:

A = Technical Evaluation Score * 80%

B = Financial Evaluation Score * 20%

Total Score = A + B

The bid scoring the highest total score in evaluation and compliant in all respects will be considered as the Most Advantageous Bid for the award of procurement order.

Decision of the Procurement Committee will be binding on all concerned and in no case will be challengeable at any forum.

Section IV. Bidding Forms

Table of Forms

Letter of Bid.....	39
Affidavit	41
Bidder Information Form	42
Price Schedule: Works & Services	44
Performance Security/ Performance Guarantee	46
Compliance Data Sheet / Checklist	47

Letter of Bid

The Bidder must prepare the Letter of Bid on stationery with its letterhead clearly showing the Bidder's complete name and address.

Note: All italicized text is for use in preparing these forms and shall be deleted from the final products.

Date: **[insert date (as day, month and year) of Bid Submission]**

To: **[insert complete name of Procuring Agency]**

- (a) We have examined and have no reservations to the Bidding Documents, including Addenda issued in accordance with Instructions to Bidders (ITB 6);
- (b) We meet the eligibility requirements and have no conflict of interest in accordance with ITB 2;
- (c) We have not been suspended nor declared ineligible by the Procuring Agency.
- (d) We offer to supply in conformity with the Bidding Documents and in accordance with the Delivery Schedules specified in the Schedule of Requirements the following Works & Services: **[insert a brief description of the Works and Services];**
- (e) Our bid shall be valid for a period of **[specify the number of calendar days]** days from the date fixed for the bid submission deadline in accordance with the Bidding Documents, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (f) If our bid is accepted, we commit to obtain a performance security/ performance guarantee in accordance with the Bidding Documents;
- (g) We are not participating, as a Bidder or as a subcontractor, in more than one bid in this bidding process in accordance with ITB 2.2(d);
- (h) We, including any of our subcontractors for any part of the contract, have not been declared ineligible by the Procuring Agency, under the Procuring Agency's country laws;
- (i) We are not a government owned entity.
- (j) We understand that this bid, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us, until a formal contract is prepared and executed; and

- (k) We understand that you are not bound to accept the highest scoring evaluated bid or any other bid that you may receive.
- (l) We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any type of fraud and corruption.
- (m) We also declare that the Government of Pakistan or Provincial Governments have not declared us ineligible on charges of engaging in corrupt, fraudulent, collusive, or coercive practices.

Name of the Bidder* **[insert complete name of person signing the Bid]**

Name of the person duly authorized to sign the Bid on behalf of the Bidder** **[insert complete name of person duly authorized to sign the Bid]**

Title of the person signing the Bid **[insert complete title of the person signing the Bid]**

Signature of the person named above **[insert signature of person whose name and capacity are shown above]**

Date signed **[insert date of signing]** day of **[insert month]**, **[insert year]**

** : Person signing the Bid shall have the power of attorney given by the Bidder to be attached with the Bid Schedules.

Affidavit

I/We, the undersigned solemnly state that:

- 1) We have read the contents of the Bidding Document and have fully understood it.
- 2) The Bid being submitted by the undersigned complies with the requirements enunciated in the bidding documents.
- 3) The Works and Services that we propose to provide under this contract are eligible Works and Services within the meaning of Clause 2 and Clause 3 of the ITB.
- 4) The undersigned are solvent and competent to undertake the subject contract under the Laws of Pakistan.
- 5) The undersigned have not paid nor have agreed to pay, any Commissions or Gratuities to any official or agent related to this bid or award or contract.
- 6) The undersigned are not blacklisted or facing debarment from any Government, or its organization or project.
- 7) The undersigned has no dispute anywhere in the country regarding supplies & services.

We affirm that the contents of this affidavit are correct to the best of our knowledge and belief.

Signed

Note: The affidavit must be on judicial stamp paper (Rs. =100/-) by the Executive of the Firm & attested by Oath Commissioner.

Bidder Information Form

[The Bidder shall fill in this Form in accordance with the instructions indicated below. No alterations to its format shall be permitted and no substitutions shall be accepted.]

Date: *[insert date (as day, month and year) of Bid Submission]*

Page _____ of _____ pages

1. Bidder's Name <i>[insert Bidder's legal name]</i>
2. Bidder's year of registration: <i>[insert Bidder's year of registration]</i>
3. Bidder's Address: <i>[insert Bidder's legal address]</i>
4. Bidder's Authorized Representative Information Name: <i>[insert Authorized Representative's name]</i> Address: <i>[insert Authorized Representative's Address]</i> Telephone/Fax numbers: <i>[insert Authorized Representative's telephone/fax numbers]</i> Email Address: <i>[insert Authorized Representative's email address]</i>
5. Attached are documents in the Technical Proposal: <i>[check the box(es) of the attached original documents]</i> <div style="list-style-type: none; padding-left: 0;"> <input type="checkbox"/> Incorporation Certificate of SECP or Registrar of Firms/ NPOs, <input type="checkbox"/> NTN, GST Registration certificate <input type="checkbox"/> ATL status printout/ slip <input type="checkbox"/> Company Financial Statement (latest 3 year) <input type="checkbox"/> Affidavit (Non-Blacklisted) on Rs. 100 Judicial Stamp Paper. <input type="checkbox"/> Power of Attorney (on company letterhead). </div>

Price Schedule Forms

*[The Bidder shall fill in these Price Schedule Forms in accordance with the instructions indicated. The list of line items in column 1 of the **Price Schedules** shall coincide with the List of Works and Services specified by the Procuring Agency in the Schedule of Requirements.]*

Price Schedule: Works & Services

User Note: This form is to be filled by the Bidder and shall submit with the Financial Proposal.

Name of the Firm: _____

Bid. Ref.: _____ Date of opening of Bid. _____

S. No.	Name of the Work or Service	Total Quoted Price (incl, applicable GST/PST)
1	2	3
1	Separate Price for the following: a) Market Assessment Study and marketing of the prototypes system (including Survey, Clean Datasets and Final Report) b) Consultative Workshop/ Session c) National Seminar	
2	Commercialization study of the prototypes/ commercial able items	
3	Marketing and commercialization of the products/Items and prototypes	
4	Prototypes development for commercial product (Smart orchard sprayer, Plant Height Sensor and Soil Nutrient Sensor)	
	GRAND TOTAL:	

A) FINAL TOTAL QUOTED PRICE: -----
 (Both in figures and words)

Signature: -----

Designation: -----

Date: -----

Official Stamp: -----

Performance Security/ Performance Guarantee

Bank Guarantee

[This Form, when required, shall only be completed by the successful Bidder after contract award.]

[The bank, as requested by the successful Bidder, shall fill in this form in accordance with the instructions indicated]

[Guarantor letterhead or SWIFT identifier code]

Beneficiary: *[insert name and Address of Procuring Agency]*

Date: *_ [Insert date of issue]*

PERFORMANCE GUARANTEE No.: *[Insert guarantee reference number]*

Guarantor: *[Insert name and address of place of issue, unless indicated in the letterhead]*

We have been informed that *_ [insert name of Supplier, which in the case of a joint venture shall be the name of the joint venture]* (hereinafter called "the Applicant") has entered into Contract No. *[Insert reference number of the contract]* dated *[insert date]* with the Beneficiary, for the supply of *_ [insert name of contract and brief description of Works and Services]* (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, a performance guarantee is required.

At the request of the Applicant, we as Guarantor, hereby irrevocably undertake to pay the Beneficiary any sum or sums not exceeding in total an amount of *[insert amount in figures]* (*[insert amount in words]*),¹ such sum being payable in the types and proportions of currencies in which the Contract Price is payable, upon receipt by us of the Beneficiary's complying demand supported by the Beneficiary's statement, whether in the demand itself or in a separate signed document accompanying or identifying the demand, stating that the Applicant is in breach of its obligation(s) under the Contract, without the Beneficiary needing to prove or to show grounds for your demand or the sum specified therein.

This guarantee shall expire, no later than the Day of, 2...², and any demand for payment under it must be received by us at this office indicated above on or before that date.

[signature(s)]

Note: *All italicized text (including footnotes) is for use in preparing this form and shall be deleted from the final product.*

¹ *The Guarantor shall insert an amount representing the percentage of the Accepted Contract Amount specified in the Letter of Acceptance, and denominated in the currency of the Contract acceptable to the Beneficiary.*

² *Insert the date thirty days after the expected completion date as per the Contract. The Purchaser should note that in the event of an extension of this date for completion of the Contract, the Purchaser would need to request an extension of this guarantee from the Guarantor. Such request must be in writing and must be made prior to the expiration date established in the guarantee. In preparing this guarantee, the Purchaser might consider adding the following text to the form, at the end of the penultimate paragraph: "The Guarantor agrees to an extension of this guarantee for a period not to exceed [six months][one year], in response to the Beneficiary's written request for such extension, such request to be presented to the Guarantor before the expiry of the guarantee."*

Compliance Data Sheet / Checklist

S.No.	Description of Item/ Document Title	Compliance Status	Page No. in Bid/Proposal

Note: List all documents/ required information that are attached with both Technical & Financial Proposals. This Compliance Data Sheet/ Checklist should be attached with the Technical Proposal.

Section V. Eligible Countries

Eligibility for the Provision of Goods/ Equipment, Works and Services

As an exception, firms of a Country or goods/ equipment manufactured or works and services performed in a Country may be excluded if:

- 1) As a matter of law or official regulation, **the Procuring Agency's Country prohibits commercial relations with that Country**, provided that the Procuring Entity is satisfied that such exclusion does not preclude effective competition for the supply of the Goods/ Equipment or Services/ Works required, or
- 2) By an Act of Compliance with a Decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations, the Procuring Agency's Country prohibits any import of goods from that Country or any payments to persons or entities in that Country.
- 3) For the information of Procuring Agency and bidders, at the present time firms, goods, equipment, works and services from the **following countries are excluded** from this bidding:
 - **Israel**
 - **India**
- 4) The bidder shall provide all the goods/ equipment/ deliverables/ services mentioned in Schedule of Requirements of made in the country of origin (Country of Manufacturer/ Principal) of the offered / quoted goods, works, services, equipment & all allied accessories/ deliverables. Goods, Equipment Services, Works or any of its unit components/ deliverables quoted by the bidders must not be rendered from or manufactured in Israel or India. Furthermore, the Bidder / Principal must not have any linkages with Israel or India regarding ownership, sponsoring and financing. In case any item/ deliverable may not confirms its country of origin, the bidder will provide the relevant documents to confirm the make and manufacturer. (if any item/ deliverable during course of execution may not confirm about its make then bidder shall provide an affidavit in this regard).
- 5) The bidder shall provide Undertaking of no business relations, manufacture, technical assistance etc. from Israel & India pertaining.

PART 2 – Schedule of Requirements

Section VI. Schedule of Requirements

Contents

TERMS OF REFERENCE/ SCOPE OF WORK & SERVICES	51
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TERMS OF REFERENCE/ SCOPE OF WORK & SERVICES

Marketing Assessment Study & Survey for the Commercialization of Smart Agricultural Technologies

Data Driven Smart Decision Platform (DDSDP)

Estimated Cost: Rs.11.00 million

1. BACKGROUND AND RATIONALE

The Data Driven Smart Decision Platform (DDSDP) is a PSDP-funded initiative aimed at modernizing Pakistan's agricultural sector through innovative, data-driven technologies. To ensure successful commercialization of cutting-edge agricultural technologies including smart sprayers, UAVs, smart plant height sensors, auto-steering systems, and IoT-enabled smart farms, a comprehensive marketing study and survey is essential to assess market landscape, farmer readiness, and viable business models.

This Terms of Reference (TOR) document outlines the framework for conducting a marketing study (Marketing of the prototypes Items) and survey to gather critical intelligence to frame the DDSDP's commercialization strategy and target commercialization for selected smart agricultural technologies developed under this project.

2. OBJECTIVES OF THE ASSIGNMENT

The marketing study and survey aims to:

- Assess current and potential market demand for smart agricultural equipment/ technologies among farmers and agribusinesses.
- Identify awareness levels, adoption trends and barriers to technology uptake.
- Evaluate socioeconomic and institutional profiles of mechanized and digital farming stakeholders.
- Determine willingness to pay under various financing models.
- Investigate preferred distribution and service delivery channels.
- Identify region-specific commercialization opportunities.
- Facilitate knowledge sharing, policy dialogue and recommend policy interventions through a national seminar on smart agriculture technologies.
- Marketing and commercialization of the prototypes/Smart agriculture product developed under the DDSDP Project

3. SCOPE OF WORK

3.1 Target Technologies and User Groups for Study and Survey

Following technologies shall be covered in the scope of work of this assignment:

Technology	Target Users
Smart Sprayers	For orchard farmers, custom service units
UAVs for spraying/mapping	Large landholders, agribusiness firms
Smart Plant Height Sensors	Researchers, agritech companies, seed companies
Soil Nutrient Sensor	Researchers, agritech companies, seed companies, Fertilizer companies, Farmers
Auto-Steering for Tractors	Mechanization centers, progressive farmers
IoT-Enabled Smart Farms	Greenhouses, commercial farms, agri. Startups
Bio Fertilizers/Bio-pesticides	Farmers, Chemical/pesticide industry, Progressive farmers

- **The firm/bidder will create/build marketing and commercialization of the products/items and prototypes mentioned in the above table.**

3.2 Geographic Scope of Survey

The study will cover representative agricultural zones across Punjab, including both rainfed and irrigated areas with diverse cropping systems. Target districts include: Rawalpindi, Faisalabad, Multan, Khanewal, Rahim Yar Khan, Gujranwala, and Sahiwal.

3.3 Consultative Sessions/ Workshops with Stakeholders

Two consultative sessions/workshops shall be conducted to share ground facts from the survey findings and gather stakeholder insights on indigenous development and commercialization of smart agriculture technologies. The consultative session will focus on, but not limited to the following:

- Stakeholder-led discussions on existing smart agri. technology situation, issues and priorities
- Identification of commercialization barriers and enablers
- Presentation of regional survey findings and market analysis
- Development of actionable recommendations for policy and industry interventions

3.4 National Seminar on Policy Recommendations for Smart Agriculture Technologies

A national seminar shall be organized to facilitate policy dialogue, knowledge sharing, and recommend policy interventions focusing on the following indicative thematic areas:

- **Policy Interventions on Smart AgriTech:** Bridging policy gaps for developing and improving access to smart agriculture technologies within Pakistan. Focus on Punjab-specific policy frameworks and regulatory requirements.
- **Research & Indigenization of Smart Agricultural Technologies:** Technology transfer mechanisms and local adaptation strategies. Capacity building requirements for local R&D institutions.

- **Financing, Banking & Investment:** Identification of barriers and facilitation channels for farmer financing. Strategies for attracting investments to develop local smart agriculture industry. Innovative financing models including micro-finance, leasing, and cooperative financing.
- **Marketing & Support Systems:** Enhancing access and availability of indigenous smart technologies for farmers. Technical support infrastructure development. Distribution channel optimization and after-sales service networks.

4. METHODOLOGY & APPROACH

4.1 Research Approach

It is expected to use mixed-methods approach for data collection, that will combine:

- **Quantitative Data Collection:** Structured Questionnaires distributed through trained enumerators.
- **Qualitative Data Collection:** Focus Group Discussions (FGDs), Key Informant Interviews (KIIs), and Field Observations (FOs).

4.2 Sample Framework

Target Sample Size expected is to be in the range of 200-500 respondents, stratified as follows for balanced representation:

- 60% Smallholder farmers
- 20% Progressive/medium-large farmers
- 10% Dealers and service providers
- 10% Researchers and policymakers

4.3 Data Collection Tools

- Handheld tablets with offline survey software (e.g. KoboToolbox or similar tool)
- GIS tagging of respondent locations
- Optional drone-based imagery for visual farm profiling

The purpose of the above tools is explained further as follows:

- Data will be collected using handheld devices such as tablets, equipped with offline survey software like KoboToolbox. In areas with limited connectivity, enumerators should be able to collect data offline and sync it to central servers during field breaks.
- GIS tagging of respondent locations should also be included to support spatial analysis.
- Additionally, drone-based imagery may be optionally used for visual profiling of farms in select pilot regions. For this purpose, a separate tool may be used for capturing location data and video imagery.

5. KEY DELIVERABLES

5.1 Survey Questionnaire Themes

The survey questionnaire should be structured into five major thematic sections, as follows:

- **Demographic and Contextual Information:** Farm size, crop types, infrastructure access
- **Technology Awareness and Usage:** Current awareness and experience with smart equipment
- **Benefits and Adoption Challenges:** Perceived productivity gains and implementation barriers
- **Economic and Financial Factors:** Willingness to pay, financing preferences, pricing models
- **User Preferences and Feedback:** Product features, supplier trust, after-sales support requirements

5.2 Expected Outcomes

- Market segmentation model for each equipment category
- Identification of early adopters and technology champions
- Regional commercialization strategies
- Pricing benchmarks and business model recommendations
- Policy recommendations for widespread adoption of smart agriculture technologies.

5.3 Key Deliverables

Following key deliverables are expected from this assignment against which payments will be linked:

1. **Inception Report:** Detailing the final work plan, finalized survey instruments, and training materials for enumerators.
2. **Clean Dataset:** A fully cleaned, anonymized quantitative dataset and transcripts from qualitative discussions.
3. **Marketing and Commercialization:** The firm/bidder will build marketing and commercialization of the products/items and prototypes mentioned in the scope of work (3-3.1 section) developed under the DDSDP Project.
4. **Consultative Sessions/ Workshops:** Two consultative sessions/ workshops to share ground facts and gather stakeholders' insights on indigenous development and commercialization of smart agriculture technologies, resulting in preparation of priority intervention matrix.
5. **Draft Final Report:** A comprehensive report presenting all findings, analysis, and preliminary recommendations for stakeholder review.

6. **National Seminar:** A national seminar on Policy Interventions for large-scale Indigenization and Commercialization of Smart Agriculture Technologies.

Following activities are expected in the seminar:

- Venue arrangement, invitation and coordination of participants
- Preparation of pre-seminar related materials and briefings
- Seminar proceedings moderation/ management, documentation and key presentations.
- Post-seminar report including policy recommendations on actionable interventions and outcome.

7. **Final Report and Presentation:** An edited final report incorporating feedback, accompanied by a presentation to the DDSDP project team. The report shall include:

- Executive Summary
- Detailed Methodology
- Data Analysis and Findings (organized by objective)
- Market Segmentation Analysis
- Commercialization Strategies & Business Model Recommendations
- Recommendation on Policy Interventions for adoption and commercialization of smart agricultural technologies and an Action Plan.

6. IMPLEMENTATION TIMELINE

The duration of the assignment approximately 4.5 months. A tentative timeline of key activities is presented is given as follows:

Activity	Duration
Survey Tool Development & Pretesting	2 Week
Enumerator Training & Field Data Collection	3 week
Prototypes development for commercial product (Smart orchard sprayer, Plant Height Sensor and Soil Nutrient Sensor)	2 week
Marketing and commercialization of the products/Items and prototypes	4 week
Data Cleaning and Analysis	2 Week
Consultative Sessions/ Workshops	2 days
Report Compilation and Dissemination	4 week
National Seminar	1 day
Total Duration	4.5 Months

7. MILESTONES

The duration of the assignment approximately 4.5 months. Following are the milestones which will be used for payments schedule as specified in ITB Clause 40:

Milestone No.	Milestone
1	Inception Report
2	Prototypes development for commercial product (Smart orchard sprayer, Plant Height Sensor and Soil Nutrient Sensor)
3	Marketing and commercialization of the products/items and prototypes
4	Draft Report (including Clean Dataset of Survey, One Consultative Session/ Workshop and preliminary findings)
5	Final Report (including National Seminar)

8. INSTITUTIONAL ARRANGEMENTS AND RESPONSIBILITIES

The DDSDP Project Management Unit will oversee the assignment. The consultant/implementing team will work in close coordination with and receive support from:

- **PMAS-Arid Agriculture University Rawalpindi:** Technical and logistical support.
- **Provincial Agriculture (Extension) Departments:** Facilitate farmer outreach and enumerator identification.
- **Private Sector Partners:** (e.g., Bakhbar Kisan, Farmdar, machinery manufacturers) for industry perspectives and validation.

9. REPORTING AND DISSEMINATION

The consultant shall deliver:

- Inception report with finalized methodology
- Mid-term progress report
- Final report for review and feedback

10. QUALIFICATIONS REQUIRED

Following Key persons are expected to be in the team:

10.1 Team Leader

- Advanced degree in Agriculture, Rural Development, or related field
- Minimum 7 years experience in agricultural market research
- Proven experience in survey design and implementation
- Experience in policy development/ formulation related to agriculture
- Knowledge of Pakistan's agricultural sector and digital agriculture trends

10.2 Research Analysis Specialist (Economist)

With background in:

- Advanced degree in Agricultural economics or rural development

- Experience in mixed-methods research design
- Data analysis, preferably proficiency in statistical software

10.3 Agri. Tech / Precision Agri. Expert

With background in:

- Advanced degree in Agriculture Technology, Precision Agriculture or Smart Technologies
- Experience in technology productization, technology commercialization
- Knowledge of Pakistan's technology & engineering industry

10.4 Field Survey Coordinator

- Experience in conducting field surveys
- Managing / Administering field survey staff
- Proficient in operating digital survey tools