



Directorate General of Industries
Government of the Punjab

COMPETITIVE BIDDING

**FOR HIRING OF CONSULTANCY FIRM FOR
“MAPPING OF MANUFACTURING INDUSTRIES IN PUNJAB FOR EVIDENCE BASED
POLICY FORMULATION”**

The Directorate General of Industries (DGI) has established the **Industrial Planning and Analysis Cell (IPAC)** under the ADP scheme. IPAC's mission is to transform industrial planning in Punjab by creating a robust data ecosystem that supports evidence-based policymaking and planning. The initiative aligns with the provincial government's objectives of stimulating industrial growth, improving competitiveness, and strengthening regional economies. A primary task of IPAC is the development of a comprehensive and digitized database of industrial units across Punjab. This database will provide a complete industrial landscape, support GIS-based mapping, enhance economic planning, and facilitate private sector growth. DGI intends to hire the services of a renowned and well reputed registered Consulting Firm, to conduct a comprehensive mapping of all the manufacturing industries across Punjab through field surveys, with the help of digital survey tools, to develop a digital GIS-based database of the industrial sector, and to conduct various analyses.

Firms having expertise and experience in conducting field surveys, data collection, analysis, planning and policy formulation are invited to submit their Expression of Interest (Eoi) as per the pre-qualification criteria, to show their capability to carry out the afore-mentioned assignment. Consulting firms must not associate or form joint ventures with other firms.

Interested firms are requested to submit pre-qualification documents including supporting documents, online on the e-Pak Acquisition & Disposal System (EPADS) via web link: <https://punjab.eprocure.gov.pk/> on or before **7th January, 2026 (Wednesday) by 11:00 AM**. Interested firms are requested to register on the aforementioned PPRA Portal, if not done already. For registration and guidance on EPADS, the bidders may contact PPRA at UAN: 051-111-137-237. **The pre-qualification document will be opened by the Consultant Selection Committee on the same day, i.e. 7^h January at 11:30 AM in the presence of the representatives of the firms who may choose to attend.**

The budget allocated for this assignment is **PKR 150 million**. Firms will be hired in line with PPRA Rules, 2014 (revised). Only those firms will be evaluated qualified which score at least 65. The qualified firms will be issued RFP to participate in the further bidding process under QCBS method. The procuring agency may reject all bids or proposals at any time prior to acceptance of a bid or proposal as per PPR 2014.

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**DIRECTORATE GENERAL OF INDUSTRIES
GOVERNMENT OF THE PUNJAB**

PRE-QUALIFICATION DOCUMENT (PQD)

FOR

**“MAPPING OF MANUFACTURING INDUSTRIES IN
PUNJAB FOR EVIDENCE BASED POLICY
FORMULATION”**

**Industrial Planning & Analysis Cell IPAC)
Directorate General of Industries, Government of the Punjab**

Poonch House, near Chauburji, Lahore, Punjab 54000

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SECTION I. REQUEST FOR EXPRESSION OF INTEREST

(CONSULTANCY SERVICES - FIRM)

The Directorate General of Industries, Punjab, invites qualified consultancy firms to submit Expressions of Interest (EOI) for conducting a comprehensive 'mapping of manufacturing industries in Punjab for evidence-based policy formulation'. This initiative of DGI aims to establish a robust industrial database to provide understanding and insights to be used in the process of policy making and planning for industrial development in the province.

Scope of Services:

The consultancy firm will:

- design a robust and methodologically rigorous survey plan and survey tools, including a questionnaire and a mobile phone application and execute the on-ground comprehensive survey through field teams across Punjab.
- geotag industrial units, prepare a GIS-based map and provide GIS-based analysis.
- develop IT resources along with a centralized, industrial database and interface.
- deliver analytical reports and actionable policy recommendations.
- conduct capacity-building workshops for DGI staff.

Eligibility Criteria:

Interested consultancy firms need to demonstrate the following:

- Experience in conducting surveys, GIS mapping, and data analytics.
- Able to manage multidisciplinary teams.
- Expertise in development of IT resources and database development

DGI requests consultancy firms, under the Punjab Procurement Rules 2014 as amended from time to time ("PPR 2014"), to submit their Expressions of Interest (EOI) for providing the requisite services as per the provisions of this PQD. Interested consultancy firms are requested to provide specific information clearly demonstrating that they have the capacity, required qualifications and relevant experience to render the services as per the PQD. The Procuring Agency may reject all EOIs at any time prior to the acceptance of any EOI. Further information can be obtained from the address below during office hours i.e. 09:00 to 17:00 hours Monday to Friday.

Interested firms are requested to submit pre-qualification documents including supporting documents, online on the e-Pak Acquisition & Disposal System (ePADS) via web link: <https://punjab.eprocure.gov.pk/> on or before **7th January 2026 (Wednesday) at 11:00 AM**. The pre-qualification document will be opened by the Consultant Selection Committee on the same day, i.e. **7th January at 11:30 AM** in the presence of the representatives of the firms who may choose to attend.

Contact Information:

Directorate General of Industries (DGI),
Poonch House, Multan Road, near Chauburji, Lahore, Punjab 54000
Tel. # (042) 99211537; 99211532

SECTION II. PRE-QUALIFICATION CRITERIA

Mandatory Documents for Eligibility of a Firm

Description	Requirement
Certificate of Company/Firm Registration/Incorporation under the laws of Pakistan	Mandatory
Valid Income Tax Registration (Status= Active with FBR)	Mandatory
Valid Sales Tax Registration (Status= Active with PRA)	Mandatory
Submission of undertaking on stamp paper that the firm is not blacklisted.	Mandatory
At least 5 years' experience since establishment	Mandatory

Note: Firms which do not fulfill any of the mandatory criteria will be declared ineligible and will not be assessed further.

Pre-Qualification Criteria

The criteria are as under:

Criteria	Maximum Marks	Scoring Formula
At least 5 years' experience since establishment and registration	20	5 years = 10 Marks 6-7 years = 12 Marks 8-9 years = 14 Marks 10-11 years = 16 Marks 12-13 years = 18 Marks 14-15 years = 20 Marks
Experience of minimum three (03) completed projects having minimum cost of Rs. 5.00 million (PKR) each in conducting relevant (field surveys / data collection) projects in last ten years with a Public Sector organization / Donor Agency	30	Three completed projects = 20 Marks For each additional project, 2.5 marks will be assigned. <i>(Documentary evidence of each activity/assignment indicating cost charged must be provided)</i>
Number of relevant resources employed by the company/Firm. The list of relevant HR is given below. <ol style="list-style-type: none"> 1. Project Manager (1) (Minimum 16 years or education in Project Management, Economics, Business Administration or relevant discipline with at least 12 years of relevant experience) 2. GIS Specialist (1) (Minimum 16 years education in Geomatics/GIS/Geography/Space Science or any related discipline) 	20	Less than 2 = 0 Marks 2-5 = 5 Marks 5-7 = 10 Marks 7-9 = 20 Marks

<p>with at least 5 years of relevant experience.)</p> <p>3. Industrial Engineer (1) (Minimum 16 years education in Industrial Engineering, Manufacturing Engineering, Operations Management, or related discipline with at least 5 years of experience in industrial process analysis, resource optimization, and operational efficiency)</p> <p>4. Economist (1) (Minimum 16 years education in Economics, industrial economics, or related field with at least 7 years of experience in industrial economics, sectoral analysis, and policy formulation)</p> <p>5. Regional Planning & Development Expert (1) (Minimum 16 years education in Urban Planning, economic development or any related discipline with at least 5 years of experience in regional planning, industrial development, policy formulation for regional development, etc.)</p> <p>6. Data Scientist/Statistician (1) (Minimum 16 years education in Data Science, Statistics, Computer Sciences or related field with at least 5 years of experience in data processing, analysis, and visualization)</p> <p>7. Monitoring and Evaluation Specialist (1) (Minimum 16 years education in Project Management, Economics, Public Policy / Administration, Social Sciences, Development Studies, or related field with at least 5 years of experience in designing and implementing monitoring frameworks.)</p> <p>8. Software Developer (1) (Minimum 16 years education in Computer Science, Software Engineering, or any related</p>		
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discipline with at least 5 years of experience in software development, including designing, coding, testing, and deployment) 9. Financial Analyst (1) (Minimum 16 years education in Finance, Accounting, or any related discipline with at least 5 years of experience in financial modeling, forecasting, and investment analysis.)		
Latest Two Years Audited Reports for FY2023-24 & FY2024-25 Annual Turnover per year. Ten marks for each year.	20	Less than Rs. 100.00 million = 0 marks Rs. 100.00 – 150.00 million = 5 Marks Rs. 150.00 - 200.00 million = 7 Marks Rs. 200.00 - above million = 10 Marks
Quality management system	10	Relevant ISO certified = 10 Marks Or Internal Quality Management System (QMS) = 05 marks
Total	100*	

Note:

- i. Qualifying marks will be 65. Only qualified / short-listed firms will be issued RFP for submission of technical and financial proposals under QCBS method as per Rule 45(3) of PPR 2014.
- ii. All information provided by the firm / company shall be supported by relevant / credible documents which will be submitted along with the PQD through ePADS.