

KASHF FOUNDATION

Request for Proposal

Consultancy for Technical Design, Procurement Advisory & Implementation Oversight of a Podcast Studio

1. Organization Overview

Kashf Foundation is a leading microfinance institution in Pakistan dedicated to empowering low-income communities, particularly women, through financial services and social development programs. Established in 1996, Kashf is Pakistan's first specialized microfinance institution and is now recognized as a pioneering edutainment organization, having produced several television dramas and a growing portfolio of digital media content.

Kashf Foundation aims to establish a dedicated podcast studio at its head office in Lahore. The studio will serve as a facility for a podcast along with other audio-visual communications.

2. Background

Kashf Foundation is converting an existing room at its Lahore head office into a professional, fit-for-purpose podcast studio. The studio space measures approximately 11 feet x 14 feet (154 square feet) and will be used by a maximum of two people simultaneously: one host and one guest, or two co-hosts. The studio must be capable of producing broadcast-quality audio and video content that meets international standards.

This Request for Proposal invites qualified consultants to submit proposals for a two-phase technical consultancy:

(a) Phase 1 – Technical Design & Specification, covering acoustic analysis, studio layout, detailed technical drawings, equipment specifications, and procurement advisory

(b) Phase 2 – Implementation Oversight, covering the physical fit-out and installation, quality assurance, and training of the Kashf team post-setup. The role of the consultant is to provide expert technical design, precise specifications, and oversight to ensure the studio is built and equipped to professional broadcast standards. It does not include the actual procurement of the equipment itself.

3. Scope of Work

The consultancy is structured in two phases. Proposals must address both phases. The consultant's role is to design, specify, and oversee – not to directly procure or construct. All specifications produced must be tailored to the specific dimensions and requirements of Kashf Foundation's 11 x 14 ft studio space and must be of sufficient detail to be handed to contractors and procurement team for direct implementation without further interpretation.

Phase 1: Technical Design & Specifications

Acoustic, Physical & Spatial Design

- **Acoustic Assessment & Design:** Conduct a room acoustic analysis of the 11 x 14 ft space and produce a written treatment plan specifying material types, panel placement, expected noise reduction outcomes, and target ambient noise floor. All recommendations must be specific to this space and calibrated to its location within an active office environment.

- **Lighting Grid & Studio Lighting:** Design a professional lighting grid appropriate for a 2-person video podcast setup. The lighting package should include:
 - (a) Key lighting
 - (b) Fill lighting
 - (c) Background lighting
- **Technical Drawings & Spatial Specifications:** Produce a full set of dimensioned, to-scale technical drawings and specifications tailored to the 11 x 14 ft space, sufficient for direct handover to contractors and procurement teams. These must include:
 - (a) Flooring plan: material type, acoustic underlay specification, and installation method
 - (b) Wall and acoustic treatment layout: panel type, dimensions, placement coordinates, and coverage area for each wall surface and ceiling
 - (c) Lighting plan: fixture type, position, mounting method, and wiring schematic for the full lighting grid
 - (d) Camera positioning diagram: exact placement, height, angle, and framing for each camera relative to the host and guest positions
 - (e) Equipment rack placement: location, dimensions, and ventilation requirements for the rack housing the audio interface, switcher, and associated hardware
 - (f) Cable and power routing plan: complete routing diagram for all audio, video, data, and power cables including conduit paths, junction points, and power outlet placement
 - (g) Furniture and desk layout: dimensioned floor plan showing host and guest seating positions, desk placement, and microphone boom arm mounting points
- **Podcast Room Interior Branding & Visual Design:** Design the complete visual identity and interior aesthetics of the podcast room, including wall treatments, placement of Kashf Foundation branding, podcast logo placement, backdrop concepts, color themes, decorative elements, and overall studio look aligned with Kashf Foundation's visual identity and communication objectives.

Equipment Specification & Procurement Advisory

- **Audio Equipment:** Provide a detailed, itemised specification for all audio equipment to be procured, including brand, model, and technical justification for each item. This must cover microphones (with boom arm and shock mount specifications), audio mixer or interface (with multi-input channel and feature requirements), monitoring headphones, pop filters, XLR cabling, and any additional recording accessories. Specifications must be tailored to the treated room environment and a two-person recording configuration.
- **Video Equipment:** Provide a detailed, itemised specification for all video equipment to be procured, including brand, model, and technical justification for each item. This must cover cameras (with minimum resolution and output specifications), lenses (with focal length rationale specific to the room dimensions), tripods or mounting arms, a video capture card or multi-camera switcher, and any required accessories. Camera specifications must account for the physical constraints of the 11 x 14 ft space and a two-person on-camera format.
- **Workstation & Software:** Provide specifications for the recording and editing workstation (hardware requirements), Digital Audio Workstation (DAW), and video editing software, with justification for each recommendation.

Phase 2: Implementation Oversight

- **Installation Supervision:** Provide on-site or remote oversight of the physical fit-out and equipment installation carried out by Kashf's appointed contractors, ensuring all work conforms to the approved technical drawings and specifications produced in Phase 1.
- **Quality Assurance & Sign-Off:** Inspect the completed installation, conduct a test recording session in the presence of Kashf's Communications team, and confirm that all systems meet the specifications before final handover is accepted.

Training of the Kashf Team

- Provide training to the Kashf Foundation team on equipment usage after the setup of the studio.
- Familiarizing them with the usage of the equipment, maintenance and conduct mock recording sessions.

5. Deliverables

The selected consultant is required to deliver the following:

- **Phase 1 Deliverable:** Written acoustic assessment report and full technical design package for the 11 x 14 ft studio, including dimensioned, to-scale drawings for flooring, wall and acoustic treatment layout, lighting plan, camera positioning, equipment rack placement, and cable and power routing — all specific to Kashf Foundation's space and sufficient for direct handover to contractors
- **Phase 1 Deliverable:** Detailed, itemised equipment specification list covering all audio, video, workstation, and software items, with brand and model references, technical justification, and indicative procurement costs
- **Phase 2 Deliverable:** Quality assurance and sign-off report confirming that all installation work and equipment conforms to the approved specifications, including a test recording session conducted in the presence of Kashf's Communications team
- **Phase 2 Deliverable:** User training — Comprehensive hands-on training sessions for Kashf Strategic Communications team covering the operation and handling of professional cameras, studio lighting setup, audio recording and microphone testing, sound settings, and podcast production workflows. The training should also include post-production and editing techniques using relevant podcast editing software, ensuring the team is fully equipped to independently manage end-to-end podcast production.
- **Phase 1 Deliverable:** Complete Podcast Studio Branding & Interior Design Proposal including wall branding concepts, Kashf logo placement, podcast logo placement, backdrop designs, visual mood boards, color palette recommendations, and proposed interior aesthetics for the podcast studio.

6. Duration & Timeline

Kashf Foundation requires the deliverables to be submitted within one (1) month of contract award. The training to the Kashf team will be delivered after the studio has been setup and equipment has been procured internally by our team. The vendor must submit a detailed project timeline with their proposal, identifying key milestones.

7. Budget

The proposal must include a cost breakdown for the entire consultancy.

8. Vendor Requirements

Interested vendors/individuals should demonstrate the following:

- Minimum 3–5 years of experience in professional audio-visual studio design, installation, or systems integration.
- Demonstrated experience with podcast studio, broadcast studio, or recording studio installations.
- Portfolio of completed sites available for inspection or verification. References of clients for whom such work has been done before will be a plus.
- Legally registered business entity in Pakistan, compliant with all applicable tax regulations.

9. Proposal Submission Requirements

Interested vendors must submit a comprehensive proposal including the following:

- Profile: Years of experience and operation in media and/or relevant domain.
- Portfolio: Minimum 3 client references and, where available, photographs of completed setups.
- Technical Proposal: Detailed proposed solution for equipment to be used including product specifications, brand and model references, layout diagrams, and justification for all key recommendations.
- Project Timeline: Week-by-week implementation schedule.
- Financial Proposal: Cost breakdown for all elements of the proposed scope.

10. Evaluation Criteria

- Technical Quality of Proposed Solution (equipment specification, acoustic design, layout)
- Relevant Experience & Portfolio of Comparable Installations
- Cost-effectiveness and Value for Money
- Project Timeline, Delivery Capacity & Risk Management
- Training Plan

11. Submission Details

Item	Details
Format	Document including technical drawings or schematics. Large files may be compressed or shared via drive link

Submission Method	Email to mughees.tahir@kashf.org . Subject line must read: RFP –Kashf Podcast Studio
Submission Deadline	To be confirmed by Kashf Foundation upon release of this RFP
Proposal Language	English
Validity Period	Proposals must remain valid for a minimum of 60 days from the submission deadline
Queries	Questions may be submitted in writing to mughees.tahir@kashf.org, at least 4 working days before the deadline

12. Terms and Conditions

- The vendor/applicant must be legally registered in Pakistan and fully compliant with all applicable tax regulations, including registration with FBR (Federal Board of Revenue).
- All intellectual property rights in design drawings, acoustic plans, and technical documentation produced for this assignment will vest in Kashf Foundation upon final payment.
- Confidentiality: The vendor must treat all information shared by Kashf Foundation in connection with this RFP as strictly confidential and may not disclose it to any third party without prior written consent.
- Payment will be milestone-based: an advance upon contract signing (not to exceed 30%), a progress payment upon completion of physical fit-out, and final payment upon successful testing, training, and handover sign-off.
- Kashf Foundation reserves the right to reject any or all proposals without assigning reasons.
- This RFP does not constitute a commitment by Kashf Foundation to award a contract.