CAPITAL DEVELOPMENT AUTHORITY

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#HumCDA

Metropolitan Corporation Islamabad Invites Proposals for Development and Operation of Weekly Community Markets in Islamabad

Introduction

Metropolitan Corporation Islamabad (MCI) invites experienced event planners, market operators, community-event organizers and social enterprises to develop and operate weekly community markets at designated public spaces in Islamabad.

Proposed Locations

- F-6 Hill Park
- F-7 Gol Market Open Area
- F-9 Park (Gandhara Area)
- D-12 Markaz Park

MCI reserves the right to add, remove or modify locations.

Market Days and Timings

Summer (March–October): Friday, Saturday & Sunday 3:00 PM–07:00 PM

Winter (November–February): Friday, Saturday & Sunday, 11:00 AM–5:00 PM

Note: The Timing of the Market can be changed by MCI or District Administration.

Market Size

Minimum 25 stalls and maximum 40 stalls per market subject to site conditions and approval by MCI.

(The No of stalls can be changed prior approval of the MCI).

Market Components

Arts & Crafts, Handmade Products, Food & Beverage, Wellness, Children's Activities, Student Businesses, Women-led Enterprises, Family-run Businesses and Community Activities.

Revenue Sharing Mechanism

Operator may retain up to 30% of stall fee revenue as management fee. Minimum 70% revenue shall be deposited with MCI.

Operator Responsibilities

Market planning, stall management, programming, cleanliness, waste management, public facilitation, marketing, security coordination and restoration of site after every event. Only temporary and removable structures shall be permitted.

Proposal Submission

Interested operators shall submit company profile, experience, market concept, layout plan, vendor strategy, marketing plan, cleanliness plan, security plan and financial model in hard copy to Director DMA, MCI on or before the notified closing date.

Operator Evaluation Criteria (100 Marks)

<table>
<tr><th>Criteria</th><th>Marks</th><th>Scoring Method</th></tr>
<tr><td>Relevant Experience</td><td>25</td><td>10=1-2 projects/1 year | 15=3-5 projects/2-3 years | 20=6-10 projects/4-5 years | 25=10 projects or above 5 years</td></tr>
<tr><td>Market Concept & Innovation</td><td>25</td><td>10=Basic concept | 15=Family market concept, 20=Distinct theme and engagement | 25=Innovative destination concept</td></tr>
<tr><td>Operational Capability</td><td>20</td><td>5=Basic plan, 10=Vendor/staff plan, 15=Proven management systems, 20=Comprehensive operational framework</td></tr>
<tr><td>Marketing & Community Engagement</td><td>15</td><td>5=Basic marketing | 10=Social media strategy, 15=Comprehensive engagement campaign</td></tr>
<tr><td>Financial Proposal</td><td>15</td><td>5=Minimum return | 10=Improved return | 15=Highest sustainable return</td></tr>
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Stall Allocation Mechanism

Up to 30% stalls may be curated by the selected operator. Minimum 70% stalls shall be allotted through a transparent MCI selection process.

Stall Holder Selection Criteria (100 Marks)

<table>
<tr><th>Criteria</th><th>Marks</th><th>Scoring Method</th></tr>
<tr><td>Relevant Experience</td><td>20</td><td>5=New applicant | 10=1-2 events| 15=3-5 events | 20=More than 5 events</td></tr>
<tr><td>Product Originality & Quality</td><td>25</td><td>10=Common product | 15=Quality product | 20=Unique product | 25=Innovative/local product</td></tr>
<tr><td>Presentation & Branding</td><td>15</td><td>5=Basic display | 10=Branded display | 15=Professional branding concept</td></tr>
<tr><td>Online/Social Media Presence</td><td>15</td><td>5=<5,000 followers | 10=5,000-25,000 | 12=25,000-100,000 | 15=>100,000</td></tr>
<tr><td>Business Plan & Community Value</td><td>15</td><td>5=Basic proposal | 10=Clear concept | 15=Strong family/community value</td></tr>
<tr><td>Interview/Presentation</td><td>10</td><td>Committee assessment of suitability and commitment</td></tr>
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Preference Categories

In case of equal marks, preference shall be given to Student Entrepreneurs, Women-led Enterprises, Family-run Businesses, Startups, Local Artisans and Persons with Disabilities.

Mandatory Documents for Stall Applicants

CNIC, Photograph, Business Profile, Product Portfolio, Social Media Links, Experience Proof and Business Plan.

PID (I) 2239/26