

REQUEST FOR PROPOSALS (RFP)**HIRING OF CREATIVE CONSULTANT
FOR REIMAGINING ISLAMABAD AS A VIBRANT
CULTURAL & TOURISM CAPITAL**

1. The Capital Development Authority (CDA) invites sealed proposals from exceptional and nationally/internationally recognized Individual Consultants for engagement as Creative Consultant, to reimagine Islamabad as Pakistan's leading Vibrant Cultural and Tourism Capital, while preserving its identity as a garden city.
2. This assignment goes beyond conventional beautification. The Creative Consultant will act as City Curator, responsible for shaping Islamabad's public realm into an integrated system of art, culture, sports, cuisine, leisure, heritage, ecology, and urban experiences, aligned with global best practices and Pakistan's cultural depth.
3. The scope of services includes development of a citywide tourism vision, conceptualization of signature public projects, enhancement of public spaces, landscapes, green corridors, civic plazas, cultural trails, sports and wellness zones, culinary districts, and experience-driven destinations, along with preparation of design guidelines, cost estimates, phasing strategies, and implementation support.
4. Proposals are invited from Individual Consultants with 20+ years of demonstrated leadership in creative direction, urban regeneration, destination development, cultural programming, place making, or allied disciplines, having a proven track record of delivering high-impact public realm or city-making projects at national or international level, as detailed in the RFP document.
5. Procurement shall be carried out under the Single Stage Two Envelopes procedure in accordance with PPRA Rules.
6. The RFP document can be downloaded free of cost from CDA website www.cda.gov.pk, or obtained from the office of Director (Parks), Mehran Gate, Gate #1, F-9 Park, Islamabad, during working hours, on written request along with pay order/demand draft of Rs. 1,500/- (non-refundable) in favour of Capital Development Authority.
7. Sealed proposals, complete in all respects and strictly in accordance with RFP instructions, must reach the undersigned **on or before 27 February 2026 at 11:30 Hours (PST)** and shall be clearly marked:
"RFP for Hiring of Creative Consultant – CDA"
8. Technical Proposals will be opened on the same day at **12:00 Hours (PST)** in the presence of consultants who may wish to attend. Financial Proposals of technically qualified consultants shall be opened later, as per RFP.
9. CDA reserves the right to accept or reject any or all proposals as per PPRA Rules.
10. EPADS registration (www.eprocure.gov.pk) is mandatory.
11. This advertisement is also available on www.ppra.org.pk.

DIRECTOR (PARKS)

Capital Development Authority (CDA)

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