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TERMS OF REFERENCE (TORs)

FOR

**PROVISIONING OF WEB SITE MAINTANENCE, DESIGN, DEVELOPEMENT AND
NEW CONTENT WRITING SERVICE FOR PSEB**

October, 2017

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1. PAKISTAN SOFTWARE EXPORT BOARD, AN INTRODUCTION

The Pakistan Software Export Board (PSEB) facilitates and internationally promotes IT industry comprising of Information Technology (IT) and Information Technology enabled Services (ITeS) companies, with the aim to accelerate IT exports of Pakistan.

PSEB is a Guarantee Limited Company, owned and funded by the Government of Pakistan. It is under the administrative control of the Federal Ministry of Information Technology and Telecommunications, and is governed by Board of Directors, chaired by the Federal Minister of IT and Telecommunications.

Major Functions of PSEB:

Since 1995, PSEB has been facilitating the overall development of the IT industry in general, and the export of software as well as IT enabled services in particular. Major functions are as follows:

- Formulate and implement policy frameworks and incentive packages for the IT industry.
- Act as an interface between the Government and the IT industry.
- Interact with the relevant regulatory bodies to develop the enabling infrastructure.
- Conceptualize and execute projects for the development of the Industry.
- Resolve problems/concerns of the IT industry with relevant government quarters.
- Address queries by overseas companies or direct them to the appropriate channels.
- Maintain the competitiveness of the local IT industry in the international market by creating a viable domestic environment.
- Bring IT companies under one platform.
- Market Pakistan as a viable IT Destination.
- Monitor developments within the global IT sector and formulate/ implement policies to adjust for the changed environment.
- Accelerate the growth of the domestic IT Sector.

2. CONTRACT TENURE

This support services contract will be initially for a period of one-year, with subsequent annual renewal PSEB may terminate this contract by giving 30 days advance notice in case of unsatisfactory performance of the service provider..

3. DELIVERABLES

Webmaster:

Company will provide web design, development and maintenance services through a qualified and dedicated 'Web-Master' Human Resource to PSEB. The Web-Master services resource to be provided must meet minimum criteria as under:

- Minimum two years' experience in web development, web and graphics design and web site maintenance & technical support, with strong exposure in database design & development.
- Bachelors/Masters in Computer related discipline (minimum 16 years education from HEC recognized university).
- Excellent Web administration/development skills with good experience in content management systems and hands on experience in Joomla, Drupal is a must. (Latest website & database management systems development tools and technologies)
- Resource should have profound knowledge of graphics design tools such as Photoshop and CorelDraw to improve PSEB website and other collaterals.
- Sufficient in-hand experience in website development, design, technical support & maintenance.
- In addition to web master duties, additional work may be assigned by the supervisor such as graphics design, analysis of online surveys and report writing

Content Writer:

In addition, the outsourcing company will provide content writing services through a qualified Content Writer' resource to be assigned at PSEB office. The content writing services resource to be provided must meet minimum criteria as under:

- Minimum two years experience in content writing
- Bachelors/Masters in related discipline (minimum 16 years education from HEC recognized university).
- Excellent writing skills with good urdu writing will be additional quality.
- In addition to content writing duties, additional work may be assigned by the supervisor.

Note:

1. Prior approval of PSEB would be required to determine the competency of dedicated human resource(s) associated with PSEB for the services. PSEB will interview the allocated human resource(s) before his/her assignment of PSEB IT services tasks.
2. PSEB shall not be liable to pay anything other than agreed service charges. Other expenses (if any) of the resources placed/provided such as conveyance, medical etc shall be the responsibility of the company.
3. In case of non-availability of any dedicated talented Human Resource, or upon notification from PSEB to replace an unsatisfactory resource, the company will be responsible to provide the replacement resource as per criteria within one week to ensure operational continuity. During this period, an acceptable temporary replacement must be made within 24 hours.
4. Payments would be made to the company based on the attendance record of the resource at PSEB's premises.
5. The deputed resources would be under the administrative control of PSEB assigned director.
6. Any sort of damage/loss occurred due to improper handling of equipment/assets by the assigned resources would be the responsibility of the service provider and compensation would be made to PSEB for any damage/loss.
7. The company is to propose suitable service charges on required services to be provided during working hours (9 am – 5 pm) on week days (40 hours a week).
8. The operational expenses like utility bills, stationary etc. will be borne by PSEB itself. Any expense incurred by the service provider without prior approval of PSEB will not be reimbursed.

4. SELECTION CRITERIA

The proposals will be evaluated on the basis of the evaluation criteria given below.

Criteria	Points Allocation
Company Profile	20
Years of Operation	5
Number of Staff	5
Number of clients	10
Past experience	25
Proposed Staff	35
Total	100

Achieving 60% of allocated marks is mandatory to qualify for financial bid opening. Technical proposal will carry 70% and 30% will be given to Financial.

5. PROPOSAL

The documents supporting corporate profile, past experience, client feedback, CVs of proposed staff, and the Financial Proposal must be enclosed in a sealed envelope marked "PROVISIONING OF WEB MAINTANENC AND CONTENT WRITING SERVICE FOR PSEB OPERATIONS". The technical and financial proposals must be enclosed in separate envelopes properly labeled. The both envelopes should further be sealed in single envelope marked Financial proposal should show a cost break up for each resource including taxes and total cost per month.

6. PROPOSAL SUBMISSION

Completed proposal must be submitted latest **by November 06, 2017** till 11.AM. Which will be opened on the same day at 11:30AM at PSEB office in Islamabad as mentioned in section 8. Any proposal received after the closing time for submission of proposals will not be entertained.

7. TERMS & CONDITIONS

- The quoted bids must be submitted in the sealed cover bearing "Provisioning of Support Services for PSEB Operations"
- Prices quoted must remain firm for acceptance up to 90 days from the date of its opening. Quoted price should be in Pak Rupees and inclusive of all applicable taxes. Prices quoted without any tax remarks will be treated as inclusive of all applicable taxes. Any change in Government duties or taxes shall be borne by the successful bidder(s).

- Price for each type of resource should be quoted separately; company can quote for both or any type of resource.
- This support services contract will be initially for a period of one –year and extendable upon mutual consent, but can be terminated by PSEB at any time with thirty (30) days advance notice.
- The bidding company should be a registered with Income Tax and Sales Tax departments.
- The proposals will be evaluated by the committee members who will evaluate the proposals on the basis of the selection criteria provided in Section 4 of this TOR document.
- The proposals will be opened in the presence of all bidders who wish to attend the bid opening meeting.
- Only selected companies will be called for financial bid opening.
- **2% earnest money of total value of quoted bid in** the shape of Bank Draft / Pay Order in favor of “Pakistan Software Export Board” must be enclosed with the financial proposal, and should not be disclosed in Technical Proposal in any manner.
- The successful bidder will be required to submit a 10% performance bond upon the issuance of contract till expiry or termination of the contract.

8. MAILING ADDRESS / CONTACT INFORMATIONS

Following address will be used for all correspondence:

Khursheed Anwar Bangash
Manager Administration & HR
Pakistan Software Export Board (G) Limited
2nd Floor, Evacuee Trust Complex, F-5/1, Aga Khan Road
Islamabad
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