
Terms of Reference (ToR)

FOR

Industry Roundup Development



January 2022

PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
GOVERNMENT OF PAKISTAN

ToR for Industry Roundup Development

Contents

1	Pakistan Software Export Board (G) Ltd - An Introduction	3
2	Purpose of this Document	3
3	Objectives of the Project	3
3.1	Scope of Work	4
4	What must be included in the proposal?	4
5	Timelines.....	5
6	Copyright	5
7	Bidding Process	5
8	Technical Proposal Points Allocation/Selection Criteria	5
8.1	Technical Evaluation Criteria.....	6
8.2	Incurred Cost.....	6
8.3	Detailed Submittal Requirements	6
9	Financial Bid Criteria.....	7
10	Terms and Conditions	7
10.1	Submission of Bids	7
10.2	Opening of Bids	8
10.3	Disqualifications	8
11	Performance Guaranty	8
12	Payments	8
13	Contact Information	8

1 Pakistan Software Export Board (G) Ltd - An Introduction

The Government of Pakistan established the Pakistan Software Export Board (PSEB) for the facilitation and development/advancement of the local IT industry. It is a guarantee-limited company owned and funded by the Government of Pakistan working under the Federal Ministry of Information Technology (IT & Telecommunication Division). The company has its Board of Directors, chaired by the Federal Minister of IT and Telecommunications.

Since the date of its inception, being the apex body within the Government charged with the task of accelerating/enhancing Pakistan's IT and IT-enabled services (ITeS) industry, PSEB has done a tremendous job by providing timely and relevant policy input and by supporting the IT industry through the introduction of several projects and programs in the areas of Infrastructure Development, Human / Intellectual Capital Development, Company Capability Certification, International Marketing, and Image Building, etc.

2 Purpose of this Document

The purpose of this document is to denote/specify the deliverables associated with the projects of the Pakistan Software Export Board and the procedure/approach, which PSEB will follow to assess, evaluate and select the firm/company capable of developing the industry roundup on industry verticals. The winning firm is to work with representatives of PSEB and industry organizations to build a working list of companies from within the membership of organizations and PSEB in all the major cities of Pakistan, more likely those in Karachi, Lahore, and Islamabad. They could be contacted to research the content for these industry roundups. This document also illustrates the requirements and conditions that shall be adhered to fulfill and qualify for this task.

3 Objectives of the Project

Introduction to the Project:

This project aims to highlight the IT industry of Pakistan to encourage foreign and domestic investors to invest in our IT industry to increase the export earnings of Pakistan. Industry roundups are more marketing than a thorough research-based approach and should present graphics, illustrations, and photos as part of the overall content. The content must be well written and well structured.

The Industry Roundup will take the following verticals and develop papers on these segments. These segments are envisioned to be (PSEB reserve the right to change any vertical as deemed necessary),

1. Call Centre Industry (Minimum 20 pages)
2. Digital Media and Marketing (Minimum 20 pages)
3. Hardware (including Chip Design) (Minimum 6-8 pages)
4. Robotics (Minimum 6-8 pages)
5. Autonomous Vehicles and EV (Minimum 6-8pages)
6. Augmented Reality (AR), Virtual Reality (VR) & Mixed Reality (XR) (Minimum 8-10 pages)
7. Tech Tartup Ecosystem (Minimum 20 pages)
8. Agri Tech (Minimum 8-10 pages)
9. Travel & Tourism Tech (Minimum 8-10 pages)
10. Logistics Tech. (Minimum 10-12pages)

3.1 Scope of Work

1. Researching to summarize the capability, structure, segment size, testimonials, and achievements of the industry roundup should include information global and Pakistani sector overview minimum 2-3 pages per round up.
2. Testimonials from overseas buyers and customers of Pakistani IT firms.
3. Major projects were undertaken (summary) in this industry segment and significant achievements.
4. The industry vertical roundups should be delivered in both; electronic as well as print-ready files.
5. The bidder may suggest additional content that they feel would make this whitepaper exercise more meaningful. The cost of this may be included as a separate item in the financial proposal.
6. All content needs to be of top-notch quality and should be developed with a knowledge and understanding of the technology sector.
7. All content must be either original or royalty-free, or permission should be obtained from the company or owner of the content for its use in writing. This includes text, photos, graphics, images, animated, video, and any types of media content.
8. Updation of previously developed 15 roundups adding minimum 2-3 pages' sector review and updation of companies mentioned in the roundup.
 - i. Web and Mobile App
 - ii. Fin TECH
 - iii. Health TECH
 - iv. Internet of Things
 - v. Cloud Platform Solution and Services
 - vi. Cyber Security
 - vii. Gaming & Animation
 - viii. E-commerce
 - ix. Artificial Intelligence, Machine Learning & Data Science
 - x. Industrial Automation
 - xi. Blockchain
 - xii. ED TECH
 - xiii. Business Process Outsourcing
 - xiv. GOV TECH
 - xv. Green Tech

4 What must be included in the proposal?

The following items must be part of this proposal in addition to other items that the bidder may want to include:

- Detailed presentation/evidence of past relevant work and expertise.
- One sample of how the vertical study/roundup will have (content) and how it will be organized (graphical layout). This could be sample data or a relevant document close enough to the specification in this section.
- Details of organizational strength and a proposed team structure for this project (resumes of critical individuals'/project leads may be included).

- Content Samples
- Team details (No. of members, skills, experience) on Annex -I format
- Details of Projects completed. On Annex-II format

5 Timelines

The hired company will provide a timeline to start the project.

6 Copyright

All the content (including content, images, etc.) should be original and developed for PSEB.

The company needs to seek permission first to use any copyright or trademarked content. Entries containing any unauthorized content will be disqualified.

The bidder will transfer all the rights to PSEB; PSEB reserves all rights to use all the content at any platform.

7 Bidding Process

A single-stage two envelop bidding procedure will be followed



8 Technical Proposal Points Allocation/Selection Criteria

The technical proposals/bids must be submitted according to the #8.3 and Technical Bid Criteria format.

Technical Evaluation: 70%

Financial Evaluation:

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile	10	Registered age- 7+ years	10
			Registered age - 3 to 7 years	5
			Registered age - less than 3 years	2
2	Financial Position (Last year audited report is a must for turnover points)	10	Annual turnover above 30 mil	10
			Annual turnover 11-30 mil	5
			Annual turnover up to 10 mil	2
3	Relevant Experience of the firm in similar projects	20	Successfully completed Project of similar nature and size (1 Project= 10 Marks) Mini. 1 project is mandatory.	20

ToR for Industry Roundup Development

4	Qualification and Competence of the Team Lead	15	Relevant Work Experience and projects previously delivered by the team (One project=5 marks)	15
5	Qualification and Competence of the Graphic Designer	10	Relevant Work Experience and projects previously delivered by the team (One project=2 marks)	10
6	Qualification and Competence of the Content writer	10	Relevant Work Experience and projects previously delivered by the team (One project=2 marks)	10
7	Work plan & Timelines	10	Submission of work plan with timelines	10
8	Technical Bid Completeness	5	Compliance with Technical Specifications but not professional presentation of the bid in line with RFP	5
9	Presentation/Demonstration of the Proposed Solution	10	Presentation of proposed solutions by participating bidders	10
	G. Total	100		

8.1 Technical Evaluation Criteria

The minimum percentage for technical qualification shall be 70% Firms securing this evaluation score, or more will be considered technically responsive and subsequently shortlisted for the issuance of RFP

8.2 Incurred Cost

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the PSEB to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the PSEB, or participating in any selection demonstrations or interviews, including contract negotiations. Furthermore, finalists will be required to complete a detailed **Statement of Work** at their own cost that will be part of the implementation contract before contract signing. The cost of the finale should also be mentioned.

8.3 Detailed Submittal Requirements

To facilitate the analysis of responses to this ToR, vendors must prepare their proposals following the instructions outlined in this part. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements of the ToR. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and labelled.

Vendor responses shall be in the following format and numbered with tabs as shown:

Section	Title
Sr.#	Title Page
1	Table of Contents
2	Executive Summary
3	Scope of Services
4	Company Background and detail of completed projects (Projects should be mentioned separately with reference details)
5	Detailed CVs of the proposed project team. (Projects should be mentioned separately with reference details)
6	Proposed Methodology for Social Media Management
7	Samples of Graphic Designing and Content

ToR for Industry Roundup Development

8	Copies of Audited Accounts, Income Tax and Sales Tax registration certificates
9	Undertaking on the letterhead of the firm/company that the firm/company is not blacklisted by any other firm and/or government department.
10	In the case of a representative of a company, an authorization letter from the firm/company is represented.
11	Exemption certificate (if applicable).
12	Client/Project References
13	Any other document required by PSEB or supporting your proposal.

For any queries, please contact at shassan@pseb.org.pk

9 Financial Bid Criteria

The financial bids of only technically qualified companies will be opened. List pricing (including all applicable taxes) for:

All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. In case of any arithmetic error in the total tender amount, quoted item rate will be taken as a touchstone to work out the correct tendered amount. The cost must be given as per roundup basis. (PSEB reserves the right to change the number of roundups)

The evaluation of financial bids will be calculated as follows:

- The weightage of the financial proposal is 30% in the total score.
- The financial weightage will be calculated by the formula as given below:
= (lowest bid/bid offered) *30

The aggregate points of each company's financial and technical evaluation will be calculated. The contract will be awarded to the company that secures the maximum points.

A 2% bid security in form of pay order equal to the complete project cost must be attached with financial proposal. (Disclosure of security money in technical proposal will disqualify the company)

10 Terms and Conditions

10.1 Submission of Bids

The proposal shall be in the English language. To receive and evaluate bids, a single-stage two envelop bidding procedure will be opted as per PPRA rules. Bids must be provided in a sealed envelope mentioning tender name on the envelope and Technical and Financial Bid accordingly; the evaluation process includes bidders' presentations. Based on evaluation criteria, the most suitable bidders will be. Technical Proposals shall contain technical solutions only (without price & earnest money) and a soft copy of the bid (s) on a USB drive.

The complete Bid documents (Technical & financial in separately sealed envelopes) shall be submitted on or before **February 17, 2022** at **3:00 PM**, which will be opened on the same day at **03:30 pm** at the below-mentioned address.

Note: - Any proposal received after the closing date and time for submission will not be entertained.

10.2 Opening of Bids

Technical offer(s) will be opened on the stipulated date and time as mentioned in the tender notice, in the presence of vendors/bidders or their authorized representatives—the latter desire to attend the bid opening session.

10.3 Disqualifications

Without prejudice to other rights of the company; the bidder shall be disqualified if:

- They are or have been at any time during the last five years involved in litigation, arbitration, or any other dispute or event that may in the company have material adverse effects on the bidders' ability to perform the contract.
- Its involvement in litigation is chronic.
- Its past conduct or execution of work under the contract has been poor.
The Specification and other requirements of the assignment are not properly adhered to, or it is different from those mentioned against each deliverable.
- The firm/company is not registered with the Income-tax and Sales Tax authorities.
- Any other significant discrepancy found in the proposal and non-compliance of the terms and conditions of ToR's and tender notice.
- The firm has been blacklisted by any other firm/company and government department.

11 Performance Guaranty

- The successful bidder will be required to furnish a 10% performance guarantee of the total bid value in the shape of a CDR / Bank Guarantee in favour of the PSEB when the contract is signed, which will be released after satisfactory completion of the Project.
- A scheduled bank must issue the Bank Guarantee.
- The successful bidder shall provide the undertaking that the work shall be completed as per terms and conditions of the agreement and that the developer company shall be responsible for completing all the given tasks within a given time frame.
- If the vendor fails to complete the warranty/guarantee period successfully, the performance guarantee will be forfeited in favour of PSEB.

12 Payments

Payment breakup shall be as follows:

Sr.#	Payment	Amount	Terms & Conditions
1	1 st Release	20%	After signing of contract
2	2 nd Release	30%	On the development of 50% roundup
3	3 rd Release	50%	Successful completion

13 Contact Information

Manager Administration
Pakistan Software Export Board
 Ministry of Information Technology and Telecommunication.
 Government of Pakistan
 2nd Floor Evacuee Trust Complex, F-5/1, Islamabad
 Phone # +92-51-9204074 Fax# +92-51-9204075

ToR for Industry Roundup Development

Annex – 1 A

<Name of the Company>

Employees Record

Sr.#	Name of Employee	Designation	Role in the Project	Date of Joining	Contract Period	Type of Employment (Full time/Part time/)
1						
2						
3						
4						
5						
6						
7						

Annex-I B

FORMAT OF CURRICULUM VITAE

Name of Company:	
Name of Staff Member:	Job Designation:
Role in this project:	Total years of experience:
Years with Company:	Nationality:

1. Key Qualifications and certifications:

(Give an outline of staff members' experience and training most pertinent to tasks on assignment. Describe the degree of responsibility held by the staff member on relevant previous assignments and give dates and locations)

2. Educational Qualification.

3. Other Skills

4. Work Experience:

• Employment Record:

(Starting with present position, list in reverse order every employment held. For experience in the last ten years, give types of activities performed and client references at least three (Name, Email, Phone number, Company Name.)

- **Significant Projects** (Project Name, details, your Role, significance of the project and link)
 - **Any International Project**, if yes (Please mention project name, details, your role and significance of the project)
 - **Experience relevant to the assignment**
- #### 5. A complete Profile Consisting of
- Total no of projects so far
 - Project tenure
 - Expertise and roles in those projects

Signature: _____ (Staff Member)

OR

Signature: _____ (Authorized Representative)

Date: _____

Annex- II

Reference Form ASSIGNMENTS/PROJECTS DURING THE LAST 05 YEARS

Please provide references for assignments/projects that closely reflect similar projects to the scope of work that has already been completed in the past. Please use the following format in submitting references, and attached evidence/support documents in favor of the record provided below:

Sr.#	Name of Customer	Details of Project	Platform	URL	Project Cost (Million PKR)	Project Completion Date/Duration	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/Evidence
1								
2								
3								
4								
5								

(Please add records as many as are required)