

# Expression of Interest (EOI)

FOR

## The Hiring of Company for Social Media Management



January 2022

PAKISTAN SOFTWARE EXPORT BOARD  
MINISTRY OF INFORMATION TECHNOLOGY  
GOVERNMENT OF PAKISTAN

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## 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, which is 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 will be followed by PSEB to assess, evaluate and select the firm/company capable of managing social media platforms.

## 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 via posts on social media related to the activities and projects by PSEB. Following will be the scope of work for the hiring of a company to manage social media platforms :

### 3.1 Scope of Work

- The company would be responsible for Handling and Digital and social media platforms to promote PSEB's activities and events.
- Social Media Marketing by creating creative ad posts and videos of PSEB to grab public engagement. Content should be original and exclusively designed.
- Community building by maintaining a positive image of Pakistan's IT industry through active promotion of IT services in Pakistan.
- The company will be responsible for active responses on posts regarding any queries related to the events posted on social media. Any sort of response should be given within 20 minutes of the timeframe.
- The company will be responsible for developing innovative and creative marketing campaigns when required. This includes images, infographics, videos, and other multi-media content.
- The company will be responsible for designing 10 – 15 posts per week.

- Along with the social media content, the company will be responsible for the designing of the posts and to present hashtags performance.
- Weekly content plan along with graphics and hashtags should be shared and required an approval before posting
- All the content should be designed according to given color scheme and fonts to maintain brand harmony over the all social media platforms.
- Company will be responsible to actively post the up to date activities by PSEB.
- The pictures that are to be posted on must be in high resolution and stock images to be posted with copyrights. Videos are required to be at least 1080p or 4k quality.
- The company will maintain a weekly report of the social media analytics and present it for evaluation on weekly basis.
- “Key Account Manager” should be assigned for our organization.

## 4 What must be included in the proposal?

- Prototype presentation for PSEB
- Project Organization and Management Plan
- Graphic designing samples for posts, Successful campaigns, project profiles, and graphics and, growth record
- Content Samples
- Team details (No. of members, skills, experience) on Annex -I format
- Details of Projects completed. On Annex-II format
- Client list and their testimonials for whom social media management have been done including a contact list for verification.
- Bank statement
- Audited Accounts
- Incorporation status
- National Tax Certificate and sales tax registration certificate
- Affidavit to the effect that the company has not been blacklisted by any government *department*
- Examples on USB of Graphic Designs and Content.
- Brief description of the top three social media projects by your company, which closely match the objective of this project. Contact information of those 3 customers including name, title, organization, and mobile number.

## 5 Timelines

The hired company will provide a timeline in which they can start the project.

## 6 Copyright

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

To use any copyright or trademarked content, the company needs to seek permission first. 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 two-stage bidding procedure will be followed



## 8 Technical Proposal Points Allocation/Selection Criteria

The technical proposals/bids must be submitted in conformance with the format give under #9.3 and Technical Bid Criteria for the Portal

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile (company incorporation certificate is must)	5	01 mark per year (Max. 5 Marks)	5
2	Financial Position (Last year audited report is must for turnover points)	10	Annual turnover +30 million	10
			Annual turnover +10 million	3
3	Relevant project experience of the firm in similar projects as per Annex-II	20	Successfully Completed Social Media Management Projects with minimum worth of Rs. 5 million Annually Min. 5 Projects (1 Project = 2 Marks)	20
4	Qualification and Competence of the proposed Team Members–Full Time/Part-time/ On-call deployed on this project Annex -I B Enlist name of management tools for social media  (Attach list of team members, of the team as per the Annex-I A	25	Relevant work experience of Social Media Manager (One project=1.0 marks)	10
			Relevant work experience of Graphic Designers (One project=1.0 marks)	10
			Relevant experience of content writers (One project=1.0 marks)	5
5	Project and Campaign plan	10	Detailed submission of the plan for campaign and media handling	10
6	Graphic Designing Samples	10	Designs of at least 3 social media campaigns for existing and previous clients and proposed for PSEB/ Profile of graphic designer is must.	10
7	Social Media Content Writing Samples	5	Designs of at least 3 social media campaigns for existing and previous clients and proposed content sample for PSEB	5
8	Technical Bid Completeness	5	Includes presentation and completeness of the bidding document	5
9	Presentation/Demonstration	10	Presentation of proposal	10
	<b>G. Total</b>	<b>100</b>		100

### 9.3 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

### 9.2 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, for providing additional information when requested by the PSEB, or for 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.

### 9.3 Detailed Submittal Requirements

To facilitate the analysis of responses to this EoI, vendors are required to 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 EOI. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.

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
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 query, please contact at [shassan@pseb.org.pk](mailto:shassan@pseb.org.pk)

## 9 Terms and Conditions

### 10.1 Submission of Bids

The proposal shall be in the English language. A two-stage bidding procedure will be opted as per PPRA rules to receive and evaluate bids. In 1<sup>st</sup> stage, EoI will be called to have technical proposals only. Bids must be provided in a sealed envelope clearly mentioning the tender name on the envelope; the evaluation process includes presentations of bidders as well. Based on evaluation criteria, the most suitable bidders will be. Proposals shall contain technical solutions only (without price & earnest money) and a soft copy of the bid (s) on a USB drive.

In the 2<sup>nd</sup> stage, RFP will be issued to only bidders who will be qualified in the 1<sup>st</sup> stage. Shortlisted bidders will submit comprehensive revised technical proposals along with financial proposals.

The complete Bid documents (only technical solution as per 1<sup>st</sup> stage) shall be submitted on or before **February 10, 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 who 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 EOI's and tender notice.
- The firm has been blacklisted by any other firm/company and/or government department.

## 10.4 Issuance of RFP

RFP will be issued only to those bidders who qualify 1<sup>st</sup> stage as per evaluation criteria given in this EoI.

Vendor demonstrations are an integral part of the selection process. Vendors that cannot demonstrate their services during the dates prescribed by the PSEB may be eliminated. The agenda for demonstrating the proposed solution will be distributed to vendors shortlisted for demonstrations well ahead of schedule.

## 10 Contact Information

Manager Administration and HR

**Pakistan Software Export Board**

Ministry of Information Technology and Telecommunication.

Government of Pakistan

2<sup>nd</sup> Floor Evacuee Trust Complex, F-5/1, Islamabad

Phone # +92-51-9204074 Fax# +92-51-9204075



## Annex – 1 A

<Name of the Company>

### Employees Record

Sr.#	Name of Employee	Designation	Role in the Project	Date of Joining	Contract Period	Nature of Employment Full/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 member's 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 LAST 05 YEARS

Please provide references for assignments/projects that closely reflect similar project to the scope of work which 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)