

## Request For Proposal (RFP)

for the Development of

## Integrated Labour Management System (ILMS) and Hosting Services

**A (01)/PSEB/2025-01**

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**Pakistan Software Export Board  
Ministry of Information Technology & Telecom**

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# REQUEST FOR PROPOSAL

## Integrated Labor Management System

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#### 1. Pakistan Software Export Board (G) Ltd, An Introduction

Pakistan Software Export Board (PSEB) is an entity mandated to act as one-stop-shop on behalf of the Government of Pakistan and ensure sustainable growth, development of the industry, enhancement of IT & ITeS exports and making Pakistan a preferred Tech Destination. 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 & IteS 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.

One of the objectives of PSEB is availability of skilled IT workforce equipped with the latest technologies to serve the IT Industry and for the purpose, it undertakes a series of HR development program which will help in enhancing the number and quality of IT workforce available to serve the IT & ITeS/BPO industry of Pakistan.

#### 1. Vision Statement

To establish a dynamic and intelligent Integrated Labour Management System (ILMS) platform that creates a seamless connection between educational institutions and IT industry stakeholders, ensuring alignment with evolving technological trends, workforce demands, and global standards.

#### 2. Background

The Information Technology (IT) sector in Pakistan has experienced significant growth over the past decade, emerging as a pivotal contributor to the national economy. With an annual growth rate of 22-24%, the sector contributed approximately \$3.22 billion to the national economy in 2024.

Despite producing approximately 75,000 IT graduates each year, there is a Paradigm Shift where the industry faces challenges in aligning academic outputs with market needs. This misalignment has led to a workforce that often lacks the practical skills and specialized knowledge required by employers.

The limited collaboration between academic institutions and the IT industry further exacerbates these challenges. Operating in silos, both sectors miss opportunities for co-created curricula, joint research initiatives, and effective knowledge transfer. This disconnect hinders the development of a workforce equipped to meet contemporary industry demands.

Technological integration within educational frameworks remains inadequate. The absence of centralized data repositories, limited use of AI and analytics, and insufficient access to global research resources impede the evolution of a forward-thinking educational ecosystem.

Recognizing these challenges, the Pakistan Software Export Board (PSEB) proposes the development of a comprehensive Integrated Labour Management System (ILMS). This platform aims to bridge the gap between academia and industry by facilitating collaboration, aligning curricula with market needs, and enhancing the overall quality of IT education in Pakistan.

#### 3. Purpose of this Document

The purpose of this Request for Proposal (RFP) is to outline the requirements, objectives, and scope for developing a robust, AI-powered and **a fully customized built**

**Integrated Labour Management System (ILMS).** This ILMS aims to serve as a strategic bridge between academia and the IT industry, addressing critical gaps in workforce development, curriculum alignment, and skill enhancement. This document serves as a roadmap for vendors to understand the functional, technical, and operational expectations for the proposed ILMS. The strategic, technical, and operational significance of the ILMS have been outlined in this document to serve as a comprehensive guide for vendors to understand the vision and expectations behind this project.

#### 4. Concept of the Project

The proposed ILMS will serve as a dynamic, AI-powered platform designed to connect academia and the IT industry for real time collaboration, sharing ideas, requirements, extending support to enhance the skillsets of IT graduates to meeting the challenging requirements of IT works. By integrating data analytics, adaptive learning, and collaboration features, the system will enable seamless interaction among students, educators, and industry professionals. The platform will address the skills gap by aligning academic programs with industry demands, fostering innovation, and preparing a future-ready workforce for the IT & IT-enabled services (ITeS)/BPO sector.

##### 4.1 Strategic Importance of the ILMS

The ILMS aligns with the Government of Pakistan's Digital Pakistan Vision and seeks to contribute significantly to building a knowledge-driven economy. Through this initiative, PSEB aims to:

- 4.1.1 Create an intelligent ILMS platform establishing a bridge between educational institutions and IT industry stakeholders, to interact in a real time scenario to collaborate on evolving technological trends, workforce demands, at global standards
- 4.1.2 Develop a future-ready workforce equipped with relevant IT skills and certifications.
- 4.1.3 Create a centralized digital platform to monitor, track, and analyze workforce trends.
- 4.1.4 Provide evidence-based insights for strategic decision-making at both institutional and policy levels.
- 4.1.5 Support long-term human capital development goals in alignment with international benchmarks.

##### 4.2 Alignment with National Digital Transformation Goals

This ILMS project is aligned with Pakistan's broader digital transformation strategy, including:

- 4.2.1 Enhancing the digital literacy and employability of IT graduates.
- 4.2.2 Bridging the skill gap between academic outputs and industry demands.
- 4.2.3 Strengthening collaboration between academia, industry, and government stakeholders.
- 4.2.4 Establishing a scalable and future-proof digital infrastructure for workforce development.

##### 4.3 Bridging Workforce and Skill Gaps

The ILMS will address significant challenges in workforce readiness by:

- 4.3.1 **Providing real-time insights into IT graduates' enrollment numbers and disciplines.**
- 4.3.2 **Forecasting the expected yield of IT graduates annually.**
- 4.3.3 **Identifying and predicting technology-specific skill requirements over the next 3–5 years.**
- 4.3.4 **Mapping demand and supply trends in the IT workforce ecosystem.**
- 4.3.5 **Aligning workforce development efforts with global standards (ILO) and practices.**

#### **4.4 Industry-Academia Collaboration Framework**

The ILMS will serve as a robust collaborative platform, enabling:

- 4.4.1 **Academic institutions to solicit HR demand insights from industry partners.**
- 4.4.2 **IT professionals to participate as visiting faculty or mentors.**
- 4.4.3 **Industry experts to co-create and review curricula for academic programs.**
- 4.4.4 **Seamless collaboration through virtual platforms, webinars, and interactive sessions.**

#### **4.5 AI-Driven Insights and Predictive Analytics**

Leveraging Artificial Intelligence (AI) the ILMS will:

- 4.5.1 **Provide predictive insights into future workforce demands.**
- 4.5.2 **Identify emerging technological trends globally and locally.**
- 4.5.3 **Assist academic institutions in realigning their curriculum offerings.**
- 4.5.4 **Enable data-driven workforce planning and decision-making.**

#### **4.6 Expected Measurable Outcomes**

The success of the ILMS will be measured against key performance indicators (KPIs), including:

- 4.6.1 **Increased employment rates among IT graduates.**
- 4.6.2 **Improved alignment between academic curricula and industry demands.**
- 4.6.3 **Greater industry participation in academic initiatives.**
- 4.6.4 **Enhanced visibility of Pakistan's IT talent in the global market.**
- 4.6.5 **Higher rates of successful internships and job placements.**

#### **4.7 Stakeholder Benefits**

##### **4.7.1 Students:**

- a **Access to industry-recognized certifications, adaptive learning paths, and mentorship programs.**
- b **Practical, career-focused learning paths with industry certifications.**
- c **Enhanced job prospects through internships, mentorship, and industry-aligned education.**

##### **4.7.2 Academia:**

- a **Tools for curriculum improvement, access to analytics dashboards, and collaboration platforms.**
- b **Improved curriculum relevance and alignment with industry demands.**

- c. **Access to industry expertise for enhanced teaching and research.**

**4.7.3 Industry:**

- a. **Direct access to the talent pool, participation in mentorship, and workforce planning tools.**
- b. **Reliable data on graduate availability and future workforce trends.**
- c. **Collaboration opportunities to influence academic programs and shape future talent pools.**

**4.7.4 Government Bodies: Data-driven insights for policy formulation and monitoring workforce readiness.**

**5. Key Features and Functionalities Required**

**Integrated Labour Management System (ILMS) is planned to provide a fully automated, agile, progressive, self-contained and evolving platform. To explain what PSEB desires out of this project, a set of minimum features is given in the ensuing paras (some are repeated using the same or different context to ensure clarity and understanding with due emphasis as can be ascertained). However, these are the guidelines and must not restrict innovation, evolution, extended use of technologies and accrual of extended benefit for members with overall focus at enriching their experiences. A conceptual /reference diagram picked from [www.justrelate.com](http://www.justrelate.com) is given below to help in developing the understanding:**



**In addition to above mentioned features, following operational and administrative functionalities shall be included, at least:**

**5.1 Enhanced Academia-Industry Collaboration**

**The ILMS will ensure equitable access for all stakeholders through API based integration of ILMS with the individual Campus Management Systems of HEIs to achieve followings:**

- 5.1.1 **Enrollment and Discipline Tracking: The ILMS will provide a dashboard displaying the number of IT graduates enrolled across universities, categorized by discipline.**

- 5.1.2 **Graduate Yield Forecasting:** The platform will estimate the expected number of IT graduates annually, aiding workforce planning.
- 5.1.3 **Demand Projection:** Industry professionals can share projected demand for IT skills and technologies over the next 3–5 years.
- 5.1.4 **HR Demand Sharing:** Academia can request detailed HR demand insights from the industry to align curriculum development with workforce needs.
- 5.1.5 **Visiting Faculty Invitations:** Universities can invite experienced IT professionals to join as visiting faculty, fostering knowledge exchange.
- 5.1.6 **Collaborative Content Development**
- 5.1.7 **Co-creation of content by academic faculty and industry experts to ensure alignment with current industry standards and innovations.**
- 5.1.8 **Comprehensive Feedback Mechanisms** Continuous evaluation through assessments, quizzes, and project-based activities designed to replicate real-world IT challenges.
- 5.1.9 **Networking and Mentorship Opportunities** Features like webinars, mentoring programs, and discussion forums to foster direct interaction between students, educators, and industry professionals.
- 5.1.10 **Progress Tracking:** Dashboards for students and instructors to monitor academic progress and skill development.
- 5.1.11 **Skill Gap Identification:** Insights into areas requiring additional focus, with recommendations for targeted resources.

#### 5.2 Integration with Global Research Repositories for Strategic Planning

To ensure global relevance and academic excellence, the ILMS will:

- 5.2.1 **Integrate with leading research repositories (e.g., IEEE, ACM, Scopus).**
- 5.2.2 **Facilitate access to international research publications and journals.**
- 5.2.3 **Encourage collaborative research initiatives between local academia and global institutions.**
- 5.2.4 **Trend Forecasting:** AI will analyze global research repositories to identify emerging technological trends and recommend strategies for academia and industry to stay relevant.
- 5.2.5 **Resource Alignment:** AI insights will help align academic programs and industry resources with evolving global demands.

#### 5.3 Integrated Learning Experiences

- 5.3.1 **Practical Learning Materials:** Incorporation of industry-specific certifications, case studies, and hands-on lab environments alongside academic coursework.
- 5.3.2 **Adaptive Learning Paths:** Personalized learning journeys based on career goals, skill levels, and professional certification requirements.

#### 5.4 Career Support, and Job Readiness

- 5.4.1 **Partnerships with IT companies for internships and job placements.**
- 5.4.2 **Tools for building resumes, preparing for interviews, and honing job-specific skills.**
- 5.4.3 **Serve as a technology training, awareness and capacity building platform for all the members from across the whole and allied sectors.**

- 5.4.4 **Assist beginners and mid-level career professionals build professional grade standard CV compliant to the standard templates and regulations of developed countries, leading to greater overseas job opportunities.**
- 5.4.5 **Provide opportunities for Skill Enhancement of IT practitioners of all levels through integration with different Labour Management Systems, institutions, various training and certification programs of PSEB and internships etc. In essence, enabling professionals to access personal development opportunities from across all possible means.**
- 5.4.6 **Showcase profiles of IT graduates, professionals, freelancers and IT related service providers, individuals and others related to and serving the industry as a whole through registration on the portal. This includes Industry, organizations (including those offering HR / employment services) and institutions registering as employers, service providers, trainers and likewise i.e., in multiple capacities. All registered entities (legal persons) to be collectively called Members. Enable Career Management and Career Progression of all registered professionals / members through a host of methods as explained above and through enabling access to the opportunities.**
- 5.4.7 **Integrate PSEB's AI based career counseling module with the possibility to integrate other such modules as and when needed. This to be ensured through putting in place an Open API architecture and implementation with more focus on using open sources.**
- 5.4.8 **Provide for offering of renowned local and international trainings and certification programs (either free of cost or at highly subsidized rates to upskill and upgrade the members' qualifications and career enhancement). Platform to serve both individuals and as well as organizations to obtain, improve, and retain the skills, knowledge, tools and other resources needed to do their jobs competently or to a greater capacity to obtain better results.**
- 5.4.9 **AI-driven Interview Simulations**
- 5.4.10 **Dynamic Job Matchmaking**
- 5.4.11 **Predictive Analytics and Workforce Trend Reports**
- 5.5 **National Database of IT Professionals**
  - 5.5.1 **Form a national database of professionals, organizations, institutions and related service providers to enable forming networks of professionals for all practical purposes including sharing of ideas, experiences, insights, learnings, opinions and more.**
  - 5.5.2 **Provide a platform for authentication of the credentials of the individuals including educational degrees, certificates, courses and qualifications, experience and more. Therein industry / previous employers, peers, institutions and other related to be able to provide their recommendations, input, feedback, testimonials, comments and opinions on the individuals and organizations. Likewise, individuals, organizations and institutions able to seek input from the previous employers, peers, institutions and organizations on profiles (by referring these) in a readily available manner with due provision of Blacklisting Individuals for misconduct, etc.**
  - 5.5.3 **Provide a readily available and authentic information to the hiring organization about the applicant for a position containing all possible**

- aspects towards his/her suitability for the position. With the focus to prevent scams, eliminate disinformation and due diligence vis-à-vis background history.
- 5.5.4 Provide maximum possible information about the hiring organization to the applicant for better decision making to include its contact person, website, reviews by its clients and customers, standing among the peer organizations in some verifiable manner, history of services provided, certificates and accreditations earned, packages offered to the employees, office locations and more.
  - 5.5.5 Develop grey lists/white lists of individuals and companies and a starred rating system.
  - 5.5.6 Integration with data lake and BI Platform for analysis.
- 5.6 **Ranking of IT Professionals:**
- 5.6.1 Integrate, in due course, envisaged Industry Readiness Assessment Exam (IRAX). This is intended to calibrate skill sets of individuals through different levels of exams for the industry to hire them accordingly. IRAX is intended to rank individuals commensurate with the level of their attained skill sets, education, experience, training and overall abilities determined by this certification exams system.
  - 5.6.2 Ranking facility of individuals by the recruiters for hiring purposes from amongst all the applicants.
  - 5.6.3 Ratings, Comments, Recommendations, Attributes and other features.
  - 5.6.4 Advanced Analytics and Dashboards: Role-specific dashboards for students, faculty, and industry professionals.
  - 5.6.5 Rating by ex-employers and display of stars etc. on the profiles of highly ranked individuals/professionals.
  - 5.6.6 Rating by ex-clients or expressions like satisfied as on Freelancing Platforms. Auto improvement of search results based on rankings.
- 5.7 **Profile Building and Document Management Module**
- 5.7.1 Connections making with hierarchy of connections like 1st, 2nd and 3rd etc.
  - 5.7.2 Promotion facility by Picture, Video, Animation, Poster, link etc.
  - 5.7.3 Add posting/wall
  - 5.7.4 User Personalization in terms of display priorities.
  - 5.7.5 Users/Members should be able to form groups for certain types of information-sharing activities amongst the group members. Standard group functionality to include naming the group sharing media in the group and exchanging information in text may be allowed.
  - 5.7.6 Latest News Feeds & Bulletin Board.
  - 5.7.7 Effective Search (Ease of information access / using strings and keywords etc)
  - 5.7.8 Excellent Self-Service Capabilities like; Self-help via access to FAQs and other helpful information
  - 5.7.9 Status Update / checking
  - 5.7.10 Auto Broadcast alerts and individual notifications / changes with option availability
  - 5.7.11 Reduction of Complexity in terms of Ease of Use, facilities like where to go next / relevance adoption / content / browsing suggestions and more. It may include locating relevant links and information in an easier / guided

- / suggestive manner using AI etc. and streamlining website structures to enhance user navigation across related or required links.
- 5.7.12 Password Recovery System in case of forgetting the password.
- 5.7.13 Provide Member individuals the ability to upload/view multiple documents (including cover letters, resumes, or other portfolio items, with settings for public/private access).
- 5.7.14 Provide candidates with tools to build professional resumes compliant with international standards.
- 5.7.15 Be able to cross-verify credentials by the relevant institutes, co-workers and past employers— Verified information will be marked as verified.
- 5.7.16 Provide candidates with the ability to determine which documents can be viewed by or sent to employers.
- 5.7.17 The system must support Portable Document Format (.pdf), and other required format, as and when required, with a maximum file size not more than 2 MB.
- 5.7.18 Ability to add Research Reports, White Papers and other such documents to the common good, knowledge sharing and more.
- 5.7.19 Ability to view and amend profile with section(s) adding/deleting and amending as required with ability to view public view.
- 5.8 Dashboard**
- 5.8.1 Have an elaborative graphical and reporting dashboard about the data and activities.
- 5.8.2 Generate relevant notifications of employers' most recent activity (job postings, training and internships, etc.) and show it in the dashboard as the available opportunity.
- 5.8.3 Include a complete view of the candidate's bio data.
- 5.8.4 On the dashboard, there shall be tabs for internship, training, and jobs and every tab should be designed and developed separately.
- 5.8.5 Notification - Candidate shall be notified about the relevant new jobs, jobs application, viewed by the employer, and latest activities
- 5.8.6 Messages - Candidates shall be able to communicate with other fellows and employers and create possible general responses within the chat.
- 5.9 Integration with PSEB Portal and other Portals using open API.**
- ILMS will be integrated with the PSEB Portal and its various modules like registration, techleads, internships, apprenticeship, etc. In addition to PSEB Portal, it shall be integrated with other stakeholders' portals using Open APIs.**
- 5.10 Training Module**
- The training portal is dedicated to educating, supporting, and identifying improvements regarding delivering courses of emerging technologies. Services and programs include:**
- 5.10.1 The system should be a single point of entry for the training, internship and job portal module. It should facilitate tracking and management of training events, automated collection, analysis, and interpretation of training data.
- 5.10.2 Existing members can access the all trainings and certification program through their dashboards.

- 5.10.3 **Training course library for different technologies and of varying training providers.**
- 5.10.4 **Auto reminders should be generated for training tracking.**
- 5.10.5 **Feedback should be asked after every course in form of a survey.**
- 5.10.6 **Keeping a count of trainees, number of courses available, number of trainings completed so far, number of trainings in process, etc., and added in the counters available in the main page.**
- 5.10.7 **Vendors' Calendar to schedule trainings for the user.**
- 5.10.8 **User profile visibility on dashboard having all necessary details about the trainee and trainings status (in progress, completed, active, inactive, generating certificates, etc.).**
- 5.10.9 **Statistics and reports and library about training and trainees.**
- 5.10.10 **A separate dashboard for the training providers should be developed to offer and check activities on those trainings and certifications.**
- 5.10.11 **If candidate has passed the exam, data should be updated automatically in the resume.**
- 5.10.12 **Integration and capacity building of the existing training portal.**
- 5.10.13 **Integration with PSEB Payment Gateway for payment of fee etc.**
- 5.10.14 **Integration of third-party training portals using open API on as and when required basis.**
- 5.10.15 **Team-based projects to simulate real-world experiences.**
- 5.10.16 **Access to PSEB training, internships, and subsidized certifications.**
- 5.10.17 **Define exams by skill level, subject matter, and difficulty**
- 5.10.18 **Certification should be through PSEB.**

**5.11 Job/Employment Module: (Standard Functionalities / Behavior with Add-ons).**

**This module shall consist of at least the following features:**

**5.11.1 Job Seekers**

- a. **Job Seeker should be able to register him/her-self and use the resume created by the CV builder module for application.**
- b. **Applicants can browse through the vacancy details that are posted and can apply for the jobs online.**
- c. **Recommended jobs will be shown according to their qualification and experience.**
- d. **Applicants will have a summary of the activities related to jobs in their dashboard.**
- e. **Able to see the response of the company against the post applied.**
- f. **If shortlisted, keep the communication over the portal with the employer to proceed further till the final selection**
- g. **Insights into labor trends and emerging skills, Employer demands and workforce planning.**
- h. **AI-driven skill-gap analysis and personalized learning paths.**
- i. **AI-driven job matching with detailed filters (location, skills, experience).**

**5.11.2 Resume**

- a. **Registered users can log in and view their profile and can edit it.**
- b. **A resume builder with the AI based assessment platform will be integrated to assess the candidate's capability and counsel for the relevant field of course or career.**

- c. **Job opportunities based on the recommended field and the qualification will be offered to the applicant.**
- d. **Conformity and compliance with international standards like EUROPASS where applicants could develop CV of international standards and explore job opportunities in the international arena.**
- e. **Apply to a job using his/her resume with just two clicks.**

#### 5.11.3 Employer/Job Provider

- a. **In this module, Job Providers will register themselves and search for the most suitable candidates best for the position, interview the shortlisted candidates, and complete the hiring process through this portal.**
- b. **Able to add/delete/modify jobs, JDs and other required info.**
- c. **The employer shall be able to have all the analytics related to the posted jobs and activities.**
- d. **The complete record of the head hunting, selection process and related communication shall be available for PSEB to data analysis, report generation about current hiring trends and help management to be aligned with employers' future requirements.**
- e. **Employer access to candidate performance metrics.**
- f. **Employee Feedback Profiles for the companies that maybe attached to the companies' main profile so that the job aspirants know what would they go through while working in a specific company. An authentication tool may also be introduced in this regard in order for the ex-employees to stay fair and relevant.**

#### 5.11.4 Notification

- a. **This module shall send email notifications to the portal administrator(s), portal members, and other relevant stakeholders.**
- b. **Notification for all the activities should be generated and notified to the relevant role of the portal**
- c. **Provision to customize the notifications as and when required.**

#### 5.12 BI/ Analytics

- 5.12.1 **There shall be a Business Intelligence and Data analytics feature enabled on all the data and represent in the management dashboard.**
- 5.12.2 **PSEB should be able to run statistical tools, like MS Power BI/SAS/R. etc., on this data based on various parameters.**
- 5.12.3 **The portal should be able to facilitate Google Analytics.**
- 5.12.4 **The members of this portal should also be able to carry out research using the available tools with limited functionality as defined by PSEB from time to time.**
- 5.12.5 **integration with global payment gateways, and detailed analytics for performance tracking to enhance the platform's effectiveness.**
- 5.12.6 **integrating advanced search and filtering options for ease of use, and incorporating analytics tools for performance tracking. Additionally, seamless integration with third-party platforms and payment gateways would enhance functionality**

## REQUEST FOR PROPOSAL

### Integrated Labor Management System

#### 5.13 Chatbot/Social Media Integration

- 5.13.1 **Develop a Chatbot to automate conversations and interact with people through the messaging platform, capable to convert text-to-speech and vice versa. Provisioning of integrating API(s) of popular social media platform(s) like WhatsApp.**
- 5.13.2 **The portal must be optimized for search engines and web marketing.**

#### 5.14 Mobile App

- 5.14.1 **To provide a comprehensive, user-friendly, and engaging experience, the development company shall design and develop a comprehensive mobile application. This application will serve as a valuable tool for PSEB's stakeholders to stay informed, engaged, and connected with PSEB's programs and initiatives.**
- 5.14.2 **Real-Time Event and Seminar Registration: Integrate a feature for users to register for events and seminars directly through the app, including calendar synchronization and reminders.**
- 5.14.3 **Interactive News Alerts and Newsletters: Allow users to interact with news alerts and newsletters, such as bookmarking articles for later reading, sharing content on social media, and accessing multimedia attachments.**
- 5.14.4 **In-App Document Handling: Facilitate the uploading, viewing, and management of documents necessary for company registration and renewal directly within the app.**
- 5.14.5 **Customizable User Dashboard: Include a personalized dashboard that aggregates relevant information for the user, such as registration status, program involvement, and event participation.**
- 5.14.6 **User Engagement Features: Introduce engagement features like polls, surveys, and feedback forms that users can participate in to voice their opinions on PSEB initiatives and programs.**
- 5.14.7 **Offline Accessibility: Enable key features of the app to be accessible offline, such as viewing registration details and downloaded documents.**
- 5.14.8 **Any other feature necessary for a mobile app.**

#### 5.15 Advanced Search Engine Optimization

- 5.15 .1 **The bidding firm is required to create a strategy that ensures the web portal is search engine friendly and optimized for higher visibility in search engine results. Additionally, the portal should support URL shortening. To further improve its search engine ranking and visibility, following enhancements are required to provide a better user experience, ultimately leading to increased traffic, engagement, and conversion rates**
- 5.15.2 **Comprehensive SEO Strategy: Develop a holistic SEO strategy that includes keyword research, on-page optimization (meta tags, headers, content optimization), technical SEO (site structure, mobile-friendliness, fast loading times), and off-page SEO (link-building, social media strategy).**

- 5.15.3 **Content Marketing Plan:** Integrate a content marketing plan that leverages blogs, white papers, case studies, and video content to drive organic traffic and engage users.
- 5.15.4 **SEO Analytics and Reporting:** Implement advanced SEO analytics tools to track performance metrics such as click-through rates (CTR), bounce rates, and conversions. Regular reporting should be provided to monitor progress and refine the strategy as needed.
- 5.15.5 **URL Shortening and Management:** Provide an in-built URL shortening service within the portal to create user-friendly and manageable links, especially useful for sharing on social media and in marketing materials.
- 5.15.6 **Local SEO:** Incorporate local SEO practices to optimize the portal for local searches, ensuring that the portal reaches the target audience in specific locations.
- 5.15.7 **Mobile Optimization:** Ensure the portal is fully optimized for mobile devices, considering the increasing prevalence of mobile search and Google's mobile-first indexing.
- 5.15.8 **Accessibility and Compliance:** Ensure the portal is accessible to users with disabilities, aligning with web content accessibility guidelines (WCAG), which also contribute to SEO.
- 5.15.9 **Voice Search Optimization:** Optimize content for voice search queries, which are becoming increasingly popular, by including conversational keywords and FAQs.
- 5.15.10 **Continuous SEO Training:** Provide continuous SEO training and support for the portal's content managers to keep them updated on the latest SEO trends and practices.
- 5.15.11 **Regular Content Updates:** Implement a content calendar to ensure that the portal has a regular stream of fresh, relevant content, which is crucial for maintaining and improving search rankings.
- 5.15.12 **AI-Driven Search Engine:** Implement AI-enhanced search with natural language processing (NLP) for better search accuracy.
- 5.15.13 **Dynamic Search Filters:** Add dynamic filters based on location, experience, skills, and certifications.
- 5.15.14 **Auto-Suggestion:** Real-time search suggestions based on user intent.
- 5.15.15 **Caching for Search Performance:** Optimize backend search functionalities for faster response.
  
- 5.16 **Robust Customer Service Module**
  - 5.16.1 **AI-Powered Chatbots:** Provide round-the-clock AI-based chat support for user queries and troubleshooting.
  - 5.16.2 **Multi-Channel Support:** Support customer service via live chat, email, phone, and social media integration.
  - 5.16.3 **Ticketing System:** Introduce an automated issue-tracking and resolution ticketing system.
  - 5.16.4 **Feedback Mechanism:** Implement periodic user satisfaction surveys and reviews.
  
- 5.17 **State-of-the-Art UI and UX**
  - 5.17.1 **User-Centric Design:** Focus on an intuitive, responsive design across mobile, tablet, and desktop devices.

- 5.17.2 **Accessibility Standards: Compliance with WCAG 2.1 Level AAA for accessibility.**
  - 5.17.3 **Personalized Dashboards: Customized dashboards for stakeholders (students, educators, employers).**
  - 5.17.4 **Interactive Design Elements: Use animation, infographics, and guided navigation.**
- 5.18 Other Features and Functionality**
- 5.18.1 **The website portal requires dynamic architecture, scalability, cross-platform compatibility including cloud platform, and an integrated content management system (CMS). It should embrace Web 3.0 aesthetics and functionality, including lightboxes to minimize page refreshes and present content attractively. Additionally, the portal is expected to minimize server resource usage to reduce operational costs. To offer a state-of-the-art user experience that aligns with the latest web technologies while being cost-effective and environmentally conscious in its server resource utilization, the following enhancements in the current features/functionality are required:**
  - 5.18.2 **Blockchain Compatibility for future integration and/or migration.**
  - 5.18.3 **Interactive Homepage.**
  - 5.18.4 **Notices & Acknowledgements Feature**
  - 5.18.5 **Emotionality**
  - 5.18.6 **Structured Architecture of the entire portal.**
  - 5.18.7 **Cookies with all regulatory compliances including GDPR.**
  - 5.18.8 **User History maintained. Logs maintained with auditability and trackability.**
  - 5.18.9 **An end-to-end fully automated registration system for the desirous ones (all categories as explained /called Members).**
  - 5.18.10 **The creation of a new user shall be based on two-factor authentication (2-Step Authentication) via Email and SMS and complete login credentials retention to include Secret Questions for account recovery and other purposes.**
  - 5.18.11 **Issue default registration to existing PSEB members using the existing username and password with Single Sign-On (SSO).**
  - 5.18.12 **Allow users and organizations to register in multiple capacities (e.g., employer and trainer).**
  - 5.18.13 **Dynamic and Responsive Design: Utilize responsive web design principles to ensure the portal adapts seamlessly across all devices, providing a consistent user experience whether accessed via desktop, tablet, or mobile.**
  - 5.18.14 **Advanced Web 3.0 Features: Incorporate interactive Web 3.0 features beyond lightboxes, such as parallax scrolling, dynamic content loading, and personalized user experiences based on behavior and preferences.**
  - 5.18.15 **Efficient Resource Utilization: Optimize backend code and implement server-side rendering for faster load times, and reduced server load. Leverage caching, content delivery networks (CDN), and database optimization to decrease resource demands.**

- 5.18.16 **Progressive Web App (PWA) Capabilities:** Enhance the portal with PWA features for offline access, background syncing, and near-native app experience without the need for app store downloads.
- 5.18.17 **Green Hosting Solutions:** Consider partnering with a green hosting provider that utilizes renewable energy sources to further reduce the environmental impact and potentially operational costs.
- 5.18.18 **Scalable Cloud Infrastructure:** Implement a cloud-based infrastructure that scales automatically based on traffic demands to handle peak loads efficiently and reduce idle resources during off-peak times.
- 5.18.19 **Intuitive Content Management System:** Integrate a robust CMS that offers ease of content update, version control, and modular design for easy expansion as the portal grows.
- 5.18.20 **Comprehensive Analytics Integration:** Embed advanced analytics tools for real-time user interaction tracking, allowing data-driven decisions for content and design updates.
- 5.18.21 **Security Protocols:** Employ the latest security protocols, including SSL/TLS, web application firewalls, and regular security audits to safeguard against cyber threats.
- 5.18.22 **AI Optimization:** Utilize AI for predictive loading of content and resources, personalizing the user experience and conserving resources by anticipating user actions.
- 5.18.23 **Automated Performance Testing:** Establish automated testing routines for continuous performance monitoring, ensuring that the portal operates optimally at all times.
- 5.18.24 **Integration of PSEB's other Portals through APIs:** PSEB is operating a bunch of small portals like internship, cloud, training & certifications, industry co-opt, and STPs. The successful bidder will integrate these portals with techdestination.com through APIs, ensuring performance optimization.
- 5.18.25 **User Behavior Analytics (UBA):** Incorporate UBA to track and analyze user interactions with portal, and facilitation desk facilitating an understanding of how users engage with the platform and how to improve the user experience and to identify the pain points of portal users.
- 5.18.26 **Facilitate easier navigation and engagement for non-English speakers.**
- 5.18.27 **Language Localization:** Ensure support for key languages, including English, Urdu, Arabic, and Chinese, with the flexibility to add more languages in the future.
- 5.18.28 **Content Adaptation:** AI-powered tools for context-aware language translation.
- 5.18.29 **User Language Preference:** Allow users to select their preferred language during registration or login.
  
- 5.19 **Networking and Mentorship**
  - 5.19.1 **Forums and discussion boards for knowledge sharing.**
  - 5.19.2 **Mentor-mentee matching system.**
  - 5.19.3 **Regular Q&A sessions with industry experts.**
  - 5.19.4 **AI-based fraud detection for suspicious activities.**
  - 5.19.5 **Articles, blogs, and tutorials by industry experts.**

- 5.19.6 **A blacklisting feature for misconduct, along with dispute resolution mechanisms.**
- 5.19.7 **Cloud-based infrastructure to manage growing user bases.**
- 5.19.8 **Compliance with GDPR and local data privacy regulations.**
- 5.19.9 **Integrate features like skill-matching algorithms, collaboration tools, and connections to global freelancing platforms.**
- 5.19.10 **The feedback and the dispute resolution mechanism would also be essential due to the ability in handling grievances.**
- 5.19.11 **Should have features of connecting local IT professionals with international employees like Upwork and Fiverr.**
- 5.20 **Addition / Creation of Modules**
  - Future-Ready Design: Flexible architecture for adding future modules and features.**

#### 6. Pricing/Costing Model

**The ILMS development pricing/costing shall be module based. Each of above module shall be priced individually. This will be prerogative of PSEB to pick and choose the module as per its requirements. No lumpsum cost will be accepted and in such a case, the financial bid will be declared non-compliant and rejected.**

#### 7. Hosting Service – A minimum set of Requirements

The successful bidder must ensure that the hosting infrastructure for the ILMS portal aligns with PSEB's objectives and meets stringent security requirements. This includes implementing scalable infrastructure for efficient resource allocation based on traffic demands, prioritizing green hosting solutions to reduce environmental impact, and employing robust security protocols such as SSL/TLS encryption, web application firewalls, and regular security audits to safeguard sensitive data against cyber threats. Additionally, high availability and reliability measures should be in place to minimize downtime, while performance optimization techniques such as server-side rendering and content delivery networks ensure fast load times and responsive user experience. Integration with PSEB's other portals via APIs and multi-language support further enhances accessibility and interoperability. By addressing these hosting needs comprehensively, the bidder will contribute to the seamless operation and success of the ILMS platform in promoting Pakistan's IT industry.

**A minimum set of requirements is as follows:**

##### 7.1 Hosting of ILMS – General Requirements:

- 7.1.1 **Mirrored Server, Back-up & Disaster Recovery at a different site, DNS Hosting.**
- 7.1.2 **Managed local cloud-based hosting and/or local datacenter based hosting and associated services like NFS, Database etc. The hosting provider will be responsible for platform configuration, schedule backups, disaster recovery and optimization of the configuration from time to time as per required by the application to run smoothly and to ensure the high availability of the database.**
- 7.1.3 **Web-based portal performance monitoring tools.**
- 7.1.4 **Web-based service management tools like cPanel or Plesk Panel.**

- 7.1.5 Tier-I bandwidth connectivity as per portal requirements.
- 7.1.6 SLA with 99.9% uptime and infrastructure guarantee.
- 7.1.7 CDN Integration on server level or a third-party service like., Cloudflare. This will be the hosting service provider's responsibility to arrange required licensing if required.
- 7.1.8 SSH and SFTP Access to root user to all machines.
- 7.1.9 All application and database servers will be interacting with each other through private network IPs rather than public IPs.
- 7.1.10 SSL Certificates for the portal.
- 7.1.11 SMTP service to deliver emails to internal and external customers of the portal.
- 7.1.12 24/7 Technical Support of the hosting infrastructure.
- 7.1.13 Hosting of multiple domains and sub-domains.
- 7.1.14 Email Service incl. SMTP management, API Interfaces and IP Pooling (to avoid spamming) with detailed tabular and graphical reporting i.e., Delivery Status, Unsubscribes etc. (If a paid solution is quoted then the price must be mentioned separately)

#### 7.2 Hosting Security Requirements

- 7.2.1 Virus and Malware Protection
- 7.2.2 IPS (DoS/DDoS Mitigation) - Network + Server level
- 7.2.3 Spyware Control
- 7.2.4 Web Server Security Protocols
- 7.2.5 Database Protection
- 7.2.6 Server-Side Scripting Protection
- 7.2.7 Firewall Protection
- 7.2.8 Ransomware protection
- 7.2.9 To keep the OS and other platform applications updated with security patches as per the requirements of the Application vendor.

#### 7.3 Hosting Hardware Requirements

A comprehensive solution to host ILMS Portal either on Local Cloud Platform or in local Data Center environment please be proposed. The procuring agency requests proposals for both platforms, i.e., Local cloud Platform as well as Data Center environment. The procuring agency will decide the hosting platform as per its requirements.

#### 7.4 Proposal Costing

Please provide separate costing of hosting solution with cost breakup of each component/service, initially for the period of 1 year, starting from the go live of the ILMS portal and is extendable for next tenure, with mutual consent and subject to the satisfactory hosting services. The costing sheet shall only be the part of financial proposal and shall not be disclosed in technical proposal in any way failing which will lead to the disqualification of the bid.

### 8. Development Methodology

The portal shall be developed using Agile Methodology. This should include at least:

- 8.1.1 Modular Architecture: Ensure a microservices-based architecture for ease of maintenance.

- 8.1.2 **API-First Design: Open API architecture for seamless integrations with third-party tools.**
- 8.1.3 **Continuous Integration/Continuous Deployment (CI/CD): Enable CI/CD pipelines for automated updates and testing.**

## **9. Technical Specification**

### **9.1 Technology**

**(As per guideline, to be finalized in accordance with the approved architecture and functionality vis-à-vis future prospects and interoperability of existing modules).**

- 9.1.1 **The portal shall be developed using a secure CMS like Laravel, CodeIgniter or any other latest open-source technology framework and database platform. The portal shall incorporate the following set of technologies/features at a minimum:**
- 9.1.2 **Single Sign-On (SSO) for all modules with one user/password based on the defined access rights by the PSEB using Tech Destination SSO**
- 9.1.3 **Web 3.0 technology**
- 9.1.4 **The portal should be HTML 5 compatible**
- 9.1.5 **Search Engine Friendly site**
- 9.1.6 **CSS 3 compliant**
- 9.1.7 **Fully compliant to Web Content Accessibility Guidelines (WCAG)**
- 9.1.8 **Integrate with a secure 2-3 financial transaction systems (online payments/credit/debit card payments)**
- 9.1.9 **Code optimization for Search Engine Indexing and Ranking**
- 9.1.10 **The technology should be platform-independent and responsive in nature i.e. it should be mobile friendly, user-friendly, and accessed through any computer or handheld mobile device or tablet.**
- 9.1.11 **The portal should be compatible with major versions of all known browsers. i.e. IE, Edge, Firefox, Safari and Chrome.**
- 9.1.12 **XHTML/CSS/HTML used in the portal must be W3C compliant.**
- 9.1.13 **Dynamic and scalable in nature and should support legacy compatibility for the smooth integration.**
- 9.1.14 **Login Authentication and Global Reference/Identifier be used through the portal/system as a unique identifier.**
- 9.1.15 **Two-factor user authentication via SMS and Email.**
- 9.1.16 **Forget Password Option.**
- 9.1.17 **Complete logging of each user activity for audit purpose.**
- 9.1.18 **Captcha Integration for protection from spamming/hacking.**

### **9.2 Security**

- 9.2.1 **The Portal must be completely secure (from internal/external threats) i.e., ensuring CIA<sup>2</sup> with Non-Repudiation and all Information Assurance Principles defined by NIST and ISO 27000 standards. OWASP Security Knowledge Framework may also incorporate. Some of the aspect include but are not limited to the following:**
- 9.2.2 **Cross-site scripting (XSS).**

- 9.2.3 SQL injection flaws and LDAP injection flaws.
- 9.2.4 Insecure direct object references.
- 9.2.5 Security misconfiguration including debug enabling in production, directory listing enabled on the server, running outdated software, etc.
- 9.2.6 Sensitive data exposure prevention.
- 9.2.7 Missing function level access control.
- 9.2.8 Cross-site request forgery.
- 9.2.9 Using components with known vulnerabilities.
- 9.2.10 Invalidated redirects and forwards.
- 9.2.11 Ransomware protection
- 9.2.12 Man in the middle protection
- 9.2.13 Application layer end to end security

### 10. What must be included in the proposal?

- 10.1 **Prototype presentation with 03 design layouts (3 mockup options to be presented.) The bidding firm should take this cost factor into account. This will part of technical evaluation and carries certain marks.**
- 10.2 **Cyber Security Audit Plan by 3rd party before the launch of each module/phase, acceptable by PSEB designated committee.**
- 10.3 **Design and Development Plan including resource assignment at each stage/phase.**
- 10.4 **Pre-commissioning, Operational and User Acceptance Testing Plan**
- 10.5 **Delivery and Deployment Plan including resource assignment at each stage/phase.**
- 10.6 **Training Plan**
- 10.7 **Post launch Operations, Technical Support and Management Plan during 01-year support tenure.**
- 10.8 **Creating a source code repository on the PSEB server that is deployable and compile**
- 10.9 **A deployment document that lists steps to take the source code repository and deploy it on a server/hosting platform of PSEB choice. The selected firm will be responsible for providing specification of hosting platform required for the optimal performance of the portal. This document should include all the list software and tools that need to be on the server (e.g., the version of the development framework, the version and type of web server etc.).**
- 10.10 **Deployment of mirror site and database at the platform provided by PSEB.**
- 10.11 **Any other details desired towards making the proposal more viable, pertinent and competitive.**

### 11. Miscellaneous Considerations

- 11.1.1 **Optimize the web layout for widescreen monitors having 1024 or more pixel/HD/UHD. Improve font readability and consistency across the website. Split lengthy pages into smaller and more organized multiple pages linked from the main page via a drop-down menu. The use of animated graphics is encouraged.**
- 11.1.2 **Language Requirements: English and Urdu. Support for multilingual e.g., Arabic, French, Spanish and Chinese, etc.**
- 11.1.3 **Conformance to Level AAA of WCAG 2.1.**
- 11.1.4 **Navigation Layout: Design of the website should be original and not copied**

- 11.1.5 Preference would be given to those with most complete and working online samples.
- 11.1.6 The developer may suggest additional features necessary to promote and strengthen ILMS Portal
- 11.1.7 The developer shall write/compose suitable content for the site and its arrangement and navigation.
- 11.1.8 RSS Feeds: Implement RSS feeds for latest news on Pakistani IT industry will be a preferred feature. Integrating RSS feeds with social media. RSS feeds generated should automatically be posted on PSEB twitter and Facebook page, etc.
- 11.1.9 Integration of up to 3 payment gateways.
- 11.1.10 Deliverables must be in ready-to-run condition and all other supporting software (including but not limited to any desktop software or software PSEB intends to distribute) must be installed by the developer on the platform(s) specified in this bid request and will be given all necessary permissions to do so.
- 11.1.11 Deliverables include not just the final work but also complete source files as well (so that PSEB can modify them in the future).

## 12. Timelines

The project will be based on Agile Development Methodology. However, the time to build the overall portal and deploy the initial version for QA and Testing should be 30 weeks or less. The bidding firm may submit its own time estimates based on the complexity of work, keeping in view the time constraints of 30 weeks and will be finalized at the time of contract signing. A detailed project plan with milestone dates must be included in the technical proposal.

## 13. Software License

- 13.1 In case copyright or license is applicable for graphics, images, flash, media content or on any part of the web portal, the vendor shall pass on to the PSEB a perpetual, nontransferable, nonexclusive license/copyrights. PSEB shall not be required to pay the vendor any additional licensing fee or other fees for using the developed web portal throughout the life of this portal. The bidder shall be responsible for any copyright infringement or violation found within the project.
- 13.2 PSEB shall be the sole owner of the ILMS portal's complete source code developed by the project awardee.
- 13.3 PSEB shall have, possession and be granted all the rights to copy the software for archival, backup, or training purposes. All archival and backup copies of the software are subject to the license provisions, and all titles, patent numbers, trademarks, and copyright and restricted rights notices shall be reproduced in such copies. PSEB shall also be permitted to maintain the software on multiple machines for its own use for back-up purposes. PSEB may, as and when required, add to the software.
- 13.4 Intellectual Property Rights

The developed platform ILMS shall be owned solely by the PSEB as sole owner.

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#### 13.5 Complete Code with Documentation

The complete code with documentation shall be provided by the project awardee to the PSEB beside essential trainings to the admin. A user manual shall also be developed containing essential details of actions to be done by users towards effective utilization of platform. A Q&A may also be provided for self-help of the portal users.

#### 13.6 Software Maintenance Fees

The portal/software maintenance charges for the first year shall be free of any cost. Services provided under ongoing post-implementation software maintenance agreements shall include telephone support, onsite support and software upgrades.

#### 13.7 Software Maintenance Agreement

The contractor must provide a draft software maintenance agreement along with the technical proposal for evaluation purpose. The terms of draft software maintenance agreement will be finalized the successful vendor and signed between PSEB and Project Awardee. The contract will be valid for one year initially starting from the go-live date. This agreement will be renewed for other similar tenures with mutual consents subject the satisfactory performance of 1<sup>st</sup> year and required approval of PSEB management.

#### 14. Bidding Process



#### 15. Technical and Financial Proposals Points Allocation/Selection Criteria

The technical proposals/bids must be submitted in conformance with the format given under Clause 15.1 of Technical Bid Criteria. The evaluation shall be carried out keeping in view the following criteria:

- a. The weightage of Technical Proposal = 80%.
- b. The weightage of Financial Proposal = 20%

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#### 15.1 Technical Bid Evaluation Criteria

**Bidding Firms / companies securing minimum 80% marks will be considered as technically responsive and subsequent selection towards opening up of financial bids.**

#### Mandatory Criteria to Proceed for Technical Evaluation

S. No.	Requirement	Documents/Evidence Required
1	Minimum number of successfully completed project of similar nature, size and financial worth of 2.0 million and above.	Details of 07 completed projects
2	Minimum number of successfully Completed Project in Business Intelligence, AI, Data Research & Analytics, portals and comprehensive data intensive websites.	Details of 02 completed projects
3	Valid and active Income Tax Registration of bidding company.	The firms shall provide copy of valid and active NTN certificate
4	Valid and active sales tax registration of each of the bidding company.	The firms shall provide copy of valid and active Sale Tax Registration certificate
5	Details of Data Centers locations, both Primary and DR site.	Copy shall be attached
6	Datacenter should be tier-III or tier-IV compliant or certified. Attach reference document.	Copy shall be attached
7	A certificate that the bidder is not blacklisted by any Government Department, or public sector organization in Pakistan.	The bidder shall provide undertaking on Rs. 100 stamp papers.
8	Service Level Agreement (SLA) with 99.9% uptime for hosting services.	Copy shall be attached
9	Mirrored Server, Back-up & Recovery, DNS Hosting provision. Please attached relevant documents.	Details shall be provided
10	Managed Hosting Services	Details shall be provided
11	Web Base Network Monitoring Tools	
12	Web based service management tools like Cpanel	
13	24/7 Technical Support. Copy of SLA shall be attached with the proposal	

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#### Technical Evaluation Criteria

Sr	Description	Max. Score	Marks Allocation	
1	<b>Firm/Bidder Profile of Lead bidder and hosting partner individually</b>	15	01 mark per year from the date of registration with SECP and FBR. Certificates to be provided for the purpose. (Max. 15 Marks)	15
		10	Number of Employees 100 +	10
			Number of Employees 80 to 100	06
			Number of Employees 60 to 80	04
			Number of Employees 40 to 60	02
2	<b>Financial Position (Audited reports of last 02 years)</b>	10	Annual turnover 100+ mil	10
			Annual turnover 50 - 100 mil	06
			Annual turnover 30 - 50 mil	04
3	<b>Relevant Experience:</b> Past experience working on similar projects with strong and innovative design and ideas. Expertise in development of similar type of integrated digital platform.  (a minimum of 7 references preferably from government department / public sector / private sector/organizations)	30	Successfully completed project of similar nature, size and financial worth of 2.0 million and above. (1 Project = 1.0 Marks) Minimum 07 projects are mandatory.	15
			Successfully Completed Project in Business Intelligence, AI, Data Research & Analytics, portals and comprehensive data intensive websites. (1 Project =3.0 Marks) Minimum. 02 projects are mandatory.	15
4	<b>Qualification and Competence of the proposed Team Members</b>	90	Project Lead/Architect (01) Qualification: MS-CS/IT (15 Marks) BS-CS/IT (10 Marks)	15



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	(Full Time)		<p><b>Experience:</b></p> <p>05 - 08 Years' Experience: 08 Marks</p> <p>08 - 10 Years: 12 Marks</p> <p>Above 10 Years: 15 Marks</p> <p><b>Minimum 05 years of proven experience in handling large scale software design and development projects of similar nature. This detail shall be highlighted in the CV.</b></p>	15
			<p><b>Deployed Team Experience:</b></p> <p>Shall have experience in handling the large-scale software design and development projects of similar nature. A proposed composition of minimum team members is:</p> <p><b>System analyst (01)</b>  <b>web developer (02)</b>  <b>System Architect (01)</b>  <b>UI/UX designer (01)</b>  <b>QA/QC engineer (01)</b>  <b>Content writer (01)</b>  <b>App Developers (03)</b>  <b>SEO Expert (01)</b>  <b>Security Expert (01)</b></p> <p>02 mark for each team member</p> <p>03 mark for each member with more than 05 years of experience</p> <p>05 marks for members with exceptional experience</p>	60
5	<p><b>Work Plan:</b></p> <p><b>Presentation &amp; sequencing of activities in logical, timely and technically realistic manner</b></p> <p><b>Efficient implementation of the proposed project that demonstrates flexibility?</b></p>	30	<p><b>Project Plan (05)</b></p> <p><b>WBS with timelines (05)</b></p> <p><b>Addressing all Requirements (05)</b></p>	15
			<p><b>Tools and techniques to be used to keep the project tracked and monitored.</b></p>	15
6	<p><b>Conceptual Design of ILMS</b></p>	40	<p><b>Look and Feel</b></p>	05
			<p><b>Security Techniques</b></p>	05



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			<b>Functionalities</b>	<b>05</b>
			<b>Layout / Ease of Use / Structure</b>	<b>05</b>
			<b>Data Flow Concept</b>	<b>05</b>
			<b>ER Concept</b>	<b>05</b>
			<b>Innovation</b>	<b>05</b>
			<b>Integration Techniques</b>	<b>05</b>
<b>7</b>	<b>Methodology for PSEB Portal development, Implementation and hosting</b>	<b>40</b>	<b>Project Implementation Methodology Quality of the proposed project implementation methodology will be taken into account while awarding score</b>	<b>10</b>
			<b>Software Development Methodology Quality of the proposed software development methodology will be taken into account while awarding score.</b>	<b>10</b>
			<b>Support &amp; Maintenance and hosting Plan. Quality of the proposed support and maintenance plan will be taken into account while awarding score</b>	<b>10</b>
			<b>QA Plan and Methodology</b>	<b>10</b>
<b>8</b>	<b>Transfer of Knowledge</b>	<b>20</b>	<b>Submission of a training plan for PSEB's designated staff</b>	<b>10</b>
			<b>Technical / user manuals* (samples from previous projects must be submitted with the proposal)</b>	<b>10</b>
<b>9</b>	<b>Proposed solution of website Security</b>	<b>20</b>	<b>User Authentication Password (like password criteria, encrypted/simple text, captcha, etc.)</b>	<b>05</b>
			<b>Role Based (like user, module, reports, field based, etc)</b>	
			<b>Data Security Encryption (Symmetric, Asymmetric, DES, AES, Two fish, etc.)</b>	<b>05</b>



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			Secure exchange of data over the network/internet (like SSL, TLS, e2ee techniques, etc.)	
			Data Integrity Creation of User Logs (including user name, date/time, user activity, etc.) Detection & Prevention of Tempering (like request parameters, headers, regular expressions, etc.)	05
			Application Security Details of security applied to the project (like SSL, TLS, session expiry, e2ee techniques, etc.)	05
10	Disaster Recovery Management Plan for hosting	10	Submission of Disaster Recovery Plan (like scope and objective, role and responsibilities of key personals, action plan, etc.)	10
11	Design Samples of Proposed ILMS and Compliance with Requirement	15	Storyboards of at least 03 different and innovative designs 6 marks for each design.	15
12	Technical Bid Completeness	10	Technical bid completeness in accordance with the RFP	10
13	Presentation/ Demonstration of the Proposed Solution	50	Onsite/Online presentation of proposed solution by participating bidder	50
G. Total		390		

**Note: It is imperative to mention here that, Presentation/Demonstration (Serial # 13 of Technical Evaluation Criteria) is very important in the evaluation process. If the evaluation committee concludes that the bidder is incapable of delivering the project, it may disqualify the bidder.**

#### 15.2 Financial Bid Evaluation Criteria

Financial bids of only technically qualified Firms / companies will be opened.

Quoted prices shall include all applicable taxes.

Evaluation of financial bids / Score will be calculated as following:

The weightage of financial proposal is 20% in the total score.

The financial weightage will be calculated by the following formula:

$$= (\text{lowest bid}/\text{bid offered by this firm}) * 20$$

The score achieved by a bidder will be aggregated as follows:

**Total score obtained by a bidder = Technical weightage + Financial weightage**

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**The contract for PSEB Web Portal development shall be awarded to the bidder who achieved the maximum score and shall be considered a Most Advantageous Bidder.**

#### 16. Payment Plan

The project costing shall be based module-wise (each module cost shall be quoted separately. PSEB shall have the right to choose the modules as per its requirements and accordingly, work order of only selected modules will be issued to the selected bidder). If desired by the successful bidder, an advance equal to the 20% of the project estimates can be obtained against bank guarantee/Bank Draft and completion of required codal formalities. The 20% Mobilization advance may be adjusted against any payment phase or as defined under formal contract signed between PSEB and the project awardee. In any case this 20% mobilization advance must be adjusted in total payment of the project. This will be apart from the 10% performance guarantee provided by the successful bidder. Tentative payment plans will be as follows:

Sr. #	Payment	Amount	Terms & Condition
1	1 <sup>st</sup> Release	20%	Phase I: Discovery, Requirements Planning & Site Definition.  SRS and FRS developed, finalized and accepted by the PSEB.
2	2 <sup>nd</sup> Release	20%	Phase II: Development of portal design prototypes. Display of all modules, BI/AI Dashboards, plan for SEO Implementation and any subsequent dependent modules (where required). A functionally complete model in place.  As the Agile Methodology will be used, this 20% payment will be divided into number of tranches equal to number of modules approved on the Staging server.
3	3 <sup>rd</sup> Release	40%	Phase III: Using Agile Methodology, this 40% payment will be divided into number of tranches equal to number of modules approved as final design.
4	Final Release	10%	Phase-IV: On Go-live of complete ILMS Portal and successful penetration testing performed by the firm at their own cost.

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			Followed by successful pen-testing done independently by PSEB.
5	Close of the Project	10%	On Completion / post obtaining completion certificate.

As the ILMS will be developed on Agile methodology, the payment will be made against the each of delivered module separately. Therefore, such details will be finalized while the contract is signed with the successful bidder. All costs associated with the delivery of the project shall 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 touchstone to work out the correct tendered amount.

#### 16.1 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, at their own cost, finalists will be required to complete a detailed Statement of Work that will be part of the implementation contract before contract signing.

#### 17. Detailed Submittal Requirements

To facilitate the analysis of responses to this RFP, 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 RFP. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled. The proposal found in the form of loose paper/untied will be returned at the time of bid opening.

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

Sr. #	Page Title
1	Table of Contents
2	Executive summary
3	Business profile of the bidder
4	Copies of Income Tax and Sales Tax registration certificates
5	PSEB Membership certificate.
6	Exemption certificate (if applicable).

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<b>7</b>	<b>Company background and detail of completed projects</b>
<b>8</b>	<b>Detailed CVs of the proposed project team as per Annexure-I</b>
<b>9</b>	<b>Proposed Methodology for PSEB Portal development, Implementation and hosting</b>
<b>10</b>	<b>Design Samples/storyboard of proposed website and compliance with requirement</b>
<b>11</b>	<b>Maintenance and Support Programs</b>
<b>12</b>	<b>Undertaking on the stamp paper that the firm/company is not blacklisted by any other firm and/or government department.</b>
<b>13</b>	<b>In case of a representative of a company, an authorization letter from the firm/company represented.</b>
<b>14</b>	<b>Client References List along with contact details as per Annex-II</b>
<b>15</b>	<b>Any other document required by PSEB</b>

#### 18. Pre-Bid Meetings

To understand PSEB requirements and address the queries of participating companies, PSEB will hold two pre-bid meetings through the Zoom platform and onsite at PSEB Office to be participated by the desirous firms, as per the following schedule:

**First Pre-Bid Meeting on 14<sup>th</sup> January 2025 at 3:00 pm:**

**Zoom Link for 1st Pre-Bid Meeting:**

<https://zoom.us/j/95137364563?pwd=hvadbS5hpCP288il7TMOB6utnFAKz.1>

**Second Pre-Bid Meeting on 20<sup>th</sup> January 2025 at 3:00 pm:**

**Zoom Link for 2nd Pre-Bid Meeting:**

<https://zoom.us/j/98298686543?pwd=LLnIkFJREDMTG3PC9KbsBggPv3tUNj.1>

All the intended companies are encouraged to join Pre-Bid Meeting.

#### 19. Penalty

For failure to comply with the agreed delivery schedule, liquidated damages will be levied. If the awarded work is not completed within the agreed timelines, the procuring agency (PSEB) reserves the right to cancel the contract and to get the remaining work completed from elsewhere at the risk and cost of the defaulting vendor/firm (Project Awardee)

Sr.#	Major Area	Parameter	Requirements	Penalty
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1	<b>Application System Development, Implementation and go live.</b>	<b>Major milestone during development and implementation as per project plan document.</b>	<b>Agreed timeframe (in Weeks)</b>	<b>Delay up to 4weeks after the scheduled date @0.5% and beyond 4weeks penalty will be 1% of the development cost per week. Week means full week (7 days).  If the delay is more than 8 weeks from the scheduled date, the authority reserves right to cancel the order.</b>
2	<b>Resolution Time (Only for Bug fixing)</b>	<b>Time taken by the bidder to fix the problem</b>	<b>Within 01 hour of reporting</b>	<b>As per Escalation Chart under SLA to be signed between PSEB and Project Awardee</b>
3	<b>Hosting SLA must mention clear escalation charts along with the penalties</b>			

#### 20. Terms and Conditions

- 20.1 Single Stage Two Envelope bidding process will be followed.
- 20.2 Technical and Financial Bids shall be in English language. Single Stage Two Envelop Bidding Procedure of Principal Method of Procurement (i.e. Open Competitive Bidding) will be used by adopting Quality and Cost Based Selection for the subject procurement.
- 20.3 Bids should be submitted electronically ONLY through EPADS. Manual submission of bids is NOT allowed.
- 20.4 For registration and training on EAPDS or in case of any technical difficulty in using EPADS, prospective bidders may contact PPRA Team, Director MIS Room No.109, 1s' Floor, FBC building Sector G-5/2, Islamabad. Contact Number 051-111-137-237.
- 20.5 The bids, prepared in accordance with the instructions in the bidding documents along with bid security instrument (Copy) & Proof of Eligibility documents as specified in bid documents in favor of the undersigned must be submitted through EPADS by 27th January, 2025 at 03:00PM. Bids will be opened on the same date at 03:30 PM.
- 20.6 Technical bid mentioned with "Technical Proposal for The Development of Integrated Labour Management System (ILMS) and Hosting Services"



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containing technical specifications only (without prices) along with a soft copy of the proposal in USB drive. The earnest/bid money of PKR 900,000/- shall also be included in the proposal.

- 20.7 Financial proposal shall be mentioned with "Financial Proposal for The Development of Integrated Labour Management System (ILMS) and Hosting Services" containing the financial proposal.
- 20.8 The earnest money PKR 900,000/- in the shape of Bank Draft / Pay Order shall be in favor of "Pakistan Software Export Board" and shall be included in Technical Proposal.

***Note: Original Bid Security instrument MUST BE submitted to the under signed before closing hours of the bids submission time.***

- 20.9 Complete Bid documents shall be submitted on EPADS before 27<sup>th</sup> January 2025 at 03:00 pm. Only technical bids will be opened on the same day at 03:30 pm at below mentioned address in the presence of vendors/bidders or their authorized representatives who desire to attend the bid opening session. The financial bids will be opened only of those bidders who qualify in the Technical Proposals evaluation. The opening of financial bids will be notified separately once technical evaluation has been completed. Please note that submission date and time will strictly be adhered and it will be bidders' responsibility to ensure the submission of the bid at given date and time.
- 20.10 Prices quoted must remain firm for acceptance up to 90 days at least from the date of bid opening. Quoted price(s) should be in Pak Rupees and inclusive of all applicable taxes. If required, the bidder(s) agrees to extend the bid validity period as well.
- 20.11 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).
- 20.12 The bidding company should be a registered with Income Tax and Sales Tax departments.
- 20.13 The company selected to award the contract shall submit 10% of the total amount as a Performance Bond.
- 20.14 Note: - Any proposal received after the closing date and time for submission will not be accepted/entertained at all. Companies mentioning financial figures in Technical Proposal shall be disqualified.

#### 21. Joint Venture

Joint Venture is allowed between Portal Development and Hosting companies.

#### 22. Disqualifications

- 22.1 Without prejudice to other rights of the company; bidder shall be disqualified if:
- 22.2 They are or have been at any time during the last five years involved in cronic 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.
- 22.3 Its past conduct or execution of work under contract with PSEB has been poor.
- 22.4 The specification and other requirements of the assignment are not properly adhered to or different from the one's mentioned against each deliverable.
- 22.5 The firm/company is not registered with the Income-tax and Sales Tax authorities.
- 22.6 Any other major discrepancy found in the proposal and/or non-compliance of the terms and conditions of RFP's and/or tender notice.
- 22.7 The firm has been blacklisted by any other firm/company and/or government department.
- 22.8 The portal development company is not a valid member of PSEB.

#### 23. Change of Terms and Conditions:

- 23.1.1 To the extent of Technology / Platform for development / architecture, addition of modules / components / functionalities and inclusion of innovation, PSEB may change in sole interest of getting the best value for

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money and providing best services to the users i.e., public interest. LinkedIn has already been indicated to serve as design baseline. Any change in terms and conditions of this RFP shall be will be publicly announced as per rules and regulations permit.

23.1.2 PSEB reserves all the rights to accept or reject all the bids without assigning any reason as per Rule 33(1) of Public Procurement Rules 2004.

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**25. Contact Information**

**Manager Administration**

**Pakistan Software Export Board**

**Ministry of Information Technology and Telecommunication.**

**Government of Pakistan**

**6<sup>th</sup> Floor New Statelife Building, Jinnah Avenue, Blue Area, Islamabad**

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

**Email: [ILMS@pseb.org.pk](mailto:ILMS@pseb.org.pk)**

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#### Annex-I - FORMAT OF CURRICULUM VITAE

<b>Name of Company:</b>	
<b>Name of Staff:</b>	<b>Job Designation:</b>
<b>Qualification:</b>	<b>Certifications:</b>
<b>Role in this project:</b>	<b>Total years of experience:</b>
<b>Years with Company:</b>	<b>Nationality:</b>
<b>Membership in Professional Societies:</b>	

#### **Key Qualifications:**

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

#### **Educational Qualification**

#### **Certifications**

#### **Employment Record:**

*(Starting with present position, list in reverse order every employment held. For experience in last ten years, also give types of activities performed and client references, where appropriate.)*

#### **Description of the projects and individual's role in those projects**

Sr. #	Name and details of project	Role in the project

**Experience relevant to the assignment** *(provide information on experience in relation to Web Portal Development and number of projects completed).*

**Signature:** \_\_\_\_\_ (Staff Member)

**OR**

**Signature:** \_\_\_\_\_ (Authorized Representative)

**Date:** \_\_\_\_\_

# RFP for ILMS Development and Hosting Services

## Annex- II - Reference Form

### WEB PORTALS/ILMS DEVELOPMENT ASSIGNMENTS/PROJECTS COMPLETED DURING LAST 05 YEARS

Please provide references for Web Portal development assignments/projects that closely reflect similar project to the scope of work that has already been completed in the last 05 years. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

Sr. #	Name of Customer	Brief Description of Project	Technology Platform	URL	Project Cost (Million PKR)	Project Completion Duration	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/ Evidence
1								
2								
3								
4								
5								
6								
7								

(Please add records as many as are required)

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**Annexure-III - Integrity PACT**

**(To be submitted on Legal Stamp Paper for successful EMF only)**

**Affidavit**

**Tender Number:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Tender Value:** \_\_\_\_\_

**Tender Title:** \_\_\_\_\_

**[name of Firm] hereby declares that it has not obtained or induced the procurement of any contact, right, interest, privilege or other obligation or benefit from Government of Pakistan or any administrative subdivision or agency thereof or any other entity owned or controlled by it Purchaser through any corrupt business practice.**

**Without limiting the generality of the foregoing, [name of firm] represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of contact, right, interest, privilege or other obligation or benefit in whatsoever form from Purchaser, except that which has been expressly declared pursuant hereto.**

**[The Firm/Contractor] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with the Purchaser and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty / support.**

**[The Firm/Contractor] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty / support. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to the Purchaser under any law, contract or other instrument, be voidable at the option of the Purchaser.**

**Notwithstanding any rights and remedies exercised by the Purchaser in this regard, [the Firm/Contractor] agrees to indemnify the Purchaser for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to the Purchaser in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by [the Firm/Contractor] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from the Purchaser**



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**Authorized Signature & Stamp**

**Subscribed and sworn to me this \_\_\_\_\_ . Day of \_\_\_\_\_ 20\_\_\_\_**

**Verified by the Notary Public**

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**Annexure-IV-Undertaking for EMFs**

**(To be Provided on Judicial Stamp Paper)**

**It is hereby solemnly confirmed that the undertaking is submitted in respect of PSEB's tender titled "Integrated Labour Management System (ILMS) and Hosting Services".**

**Declaration**

**It is to certify that I have read, clearly understood, and agreed upon to all the terms and conditions mentioned in the tender documents. Further, I certify that all of the information provided e.g. (certificates, etc.) in our bid is true and accurate and genuine. If at any stage the information provided is found to be false than I/We and my firm shall be held accountable, and our bid shall be rejected.**

**Statement for Non-Blacklisting**

**I, \_\_\_\_\_s/o Mr.\_\_\_\_\_, Designation of M/s \_\_\_\_\_holding CNIC # \_\_\_\_\_hereby confirms that our firm/company is not blacklisted by any Ministry / Division / Department of the Government / Semi government / Autonomous body of Federal or Provincial Government in Pakistan.**

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**Annexure-V-Format for Performance Security Bond**

**PERFORMANCE BOND GUARANTEE**

Date\_\_\_\_\_

**To: Pakistan Software Export Board (PSEB)**  
**2nd Floor, Evacuee Trust Complex, F-5/1**  
**Islamabad.**

**SIR,**

**Bank Guarantee Number:**

**Contract/Purchase Order No:**

**Name of Guarantor:**

**Address of Guarantor:**

**Amount of Guarantee in relevant currency:**

**Amount in words:**

**Date of Expiry of Guarantee:**

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**Whereas your good self have entered into Contract/Purchase Order No. with (EMF name with address) of hereinafter referred to as our customer and that one of the conditions of the Contract/Purchase Order is the submission of unconditional Bank Guarantee by our customer to your good self for a sum of (Amount in figure and words). In compliance with this stipulation of contract/Purchase Order, we hereby agree and undertake as under: -**

**To pay you unconditionally on demand and/or without any reference to our customer an amount not exceeding the sum of Rs/or relevant currency (amount in figure) as would be mentioned in your written Demand Notice.**

**To keep this Guarantee in force till (expiry date).**

**That we shall inform your office regarding termination of the validity of this Bank Guaranty one clear month before the actual expiry date of Guarantee.**

**That with the consent of our customer you may amend/alter any term/clause of contract/Purchase Order or add/delete any term/clause to/from this contract/Purchase Order without making any reference to us. We do not reserve any right to receive any such amendment/alteration or addition/deletion provided such like actions do not increase our monetary liability under this Bank Guaranty which shall be limited only to Rs/or relevant currency (Amount in figure and words).**

**That the Bank Guarantee herein before given shall not be affected by any change in the constitution of the Bank or Customer/Seller or EMF. That this is unconditional**

**Bank Guarantee, which shall be en-cashed on sight on presentation without any reference to our customer/seller or EMF. Bank Guarantee will not be released unless**



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**No Objection Certificate (NOC) is provided by Headquarter PSEB Procurement Department.**

**Authorized Signature/Stamp**

**Date** \_\_\_\_\_