Request For Proposal (RFP)

for Revamping & Hosting of TechDestination Portal

August 2024

PAKISTAN SOFTWARE EXPORT BOARD

MINISTRY OF INFORMATION TECHNOLOGY AND TELECOMMUNICATION

GOVERNMENT OF PAKISTAN

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

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

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.

1.1 Purpose of this Document

The purpose of this document is to denote/specify the deliverables associated with this project and the procedure/approach, which PSEB will follow to assess, evaluate and select the firm/company capable to provide solution for the revamping of PSEB website and its sub-components as specified in this document.

This document also illustrates the requirements and conditions that shall be adhered to fulfill and qualify for this task.

1.2 Objectives of the Project

The TechDestination platform redevelopment aims to position Pakistan's IT & ITeS industry as a leader on the global stage, offering streamlined services for businesses and professionals. By implementing these enhancements, we anticipate a significant increase in user engagement, member satisfaction, and international recognition of Pakistan's IT & ITeS capabilities.

The web Portal needs to be revamped /developed to provide:

- A fully automated single window platform for the registration of companies/call centers/BPOs/Freelancers.
- Enhancement of existing Online Payment Gateway and integration of new payment gateways as per the requirements.
- Integration of PSEB Portal with SECP, NADRA, FBR, PTA and other government portals.
- A platform to represent the true potential of Pakistan's IT industry to the rest of the world and to connect Pakistan's IT & ITeS companies

with prospective customers around the globe through a virtual platform for b2b matchmaking.

- A platform to connect International companies, local and international investors, Pakistani trade councilors looking for business opportunities and pitch Pakistan as a preferred ICT destination.
- Develop interface for PSEB programs, projects, initiatives and offerings.
- Interface for International companies looking for back office or center of excellence.
- An Interface for International research institutions looking for information about IT & ITeS Sector of Pakistan.
- Option for portal visitor to find specific information about PSEB member companies like technology stack, areas of expertise, etc., or request for more details through Facilitation Desk.
- Provision of highly secure, scalable, and efficient hosting services equipped with latest technological interventions to host the Revamped Portal.

1.3 Key Enhancement Features Required for PSEB Portal

To revamp the TechDestination platform, showcasing the potential of Pakistan's IT & ITeS industry as a unified portal for IT/ITeS business entities. This enhancement aims to modernize the front end, streamline registration and renewal processes, and improve the directory and content management system (CMS) for better information dissemination and accessibility.

To explain what PSEB desires out of this project, a set of minimum features is given as follows:

1.3.1 Front-end and Companies Directory/Cataloging

1. Revamp the front end to accurately showcase the full potential of Pakistan's IT & ITeS industry, transforming it into a comprehensive single-window solution that meets the diverse needs of IT/ITeS businesses.
2. Implement a robust and secure Content Management System (CMS) that allows for regular updates to the portal. The CMS should be capable of managing SEO-related optimizations for every page or category, ensuring the portal remains current and easily discoverable.
3. Develop content in accordance with the guidelines provided by PSEB, ensuring consistency and quality across the platform.
4. Redesign the existing database to optimize the efficiency of information retrieval. This will involve creating a sophisticated and thoroughly tested algorithm capable of importing data from the

existing database and accurately populating it into the new system.

5. Re-engineer the existing processes to simplify the registration experience, making it more user-friendly and enhancing the ease of doing business.

6. Develop a fully automated, end-to-end system on the new website for the registration and renewal of companies, call centers, tech leads, and freelancers. This system should support online payment of processing fees through various methods, including MasterCard, Visa, UnionPay, and mobile wallets.

7. Ensure the system supports a fully automated, minimal-touch process for the registration and renewal of IT businesses, call centers, tech leads, and freelancers.

8. Enable the immediate issuance of certificates featuring QR codes and online verification capabilities.

9. Incorporate two-factor authentication for new user creation via email and SMS to enhance security.

10. Integrate the portal with relevant government platforms, such as SECP, NADRA, FBR, PTA, and others, to streamline data sharing and verification processes.

11. Develop a comprehensive Admin Dashboard that provides complete control over member registration/renewal processes, including the ability to update and amend relevant forms. The dashboard should also allow for the management of user accounts, including adding, deleting, or suspending users, and setting view, read, and write access permissions.

12. Ensure full tracking of membership application processing, with status updates sent to applicants via email and/or SMS until the certificate is issued. The system should automatically notify members of their membership expiration at intervals defined by PSEB, and allow for customization of email content through the CMS.

13. Provide the capability to restore user sessions if disrupted during the registration process, ensuring continuity and convenience.

14. Enhance existing Wiki-pages for member companies, call centers, and freelancers, presenting them in a positive light to facilitate B2B relationships. Include metadata business information to ensure each Wiki-page accurately represents the business to the international community.

15. Improve the directory/catalog functionality to allow for multi-dimensional searches by keywords, technologies, business types, and functional verticals. The service should offer a refined search experience, and Wiki pages should be auto-populated based on information provided during registration, with the option for companies to update their own pages. A template for the proposed Wiki-page format is attached as Annex-IV.

16. Implement a solution for regular backups of the members' database

directory, either scheduled through the management panel or performed manually according to a schedule defined in the Admin Dashboard. A comprehensive database retention plan should accompany the proposal.

17.   Enhance the existing mass mailing/bulk email system, creating a comprehensive dashboard for distributing newsletters, notifications, circulars, surveys, etc., to the industry. The system should include tracking capabilities for delivery and opening rates, and offer an unsubscribe option. Utilizing a third-party tool like MailChimp is preferred to ensure secure and reliable dissemination of information to the IT/ITeS industry.

18.   Enable members, particularly call centers, to provide 3D tours of their facilities or office premises. This immersive feature will help build trust and provide a realistic experience for prospective clients or partners.

19.   Implement advanced security measures, including encryption and multi-layered access controls, to protect sensitive member data and comply with international data protection regulations.

20.   Offer a library of legal document templates, such as NDAs, service contracts, and partnership agreements, tailored specifically to the IT & ITeS industry. These templates should be available for download to assist members in formalizing agreements and ensuring compliance.

1.3.2 PSEB Programs' Participation Application Module
This module aims to streamline the existing application process for PSEB support programs, enhance administrative efficiency, and improve communication with member companies.

1. Enhance the existing functionality of online applications from PSEB Member companies to participate in PSEB programs.
2. To dynamically generate application forms tailored to the specific requirements of each support program, ensuring that PSEB can efficiently gather relevant information from applicants.
3. PSEB management will have the capability to print detailed reports based on application data and utilize these reports to conduct a thorough selection process for program participants.
4. PSEB shall be able to generate its application forms as per the needs of different programs.
5. PSEB management should be able to print reports and do the selection process using that application data.
6. The module will facilitate direct communication with applicants, both individually and in groups, to provide updates, feedback, or request additional information as necessary.
7. A specialized Admin Panel will be available for PSEB designated officials, granting them comprehensive control over the review, modification, acceptance, rejection, or deletion of participation applications.

8. The applicants will receive automated email notifications regarding the status of their application, including acceptance and rejection notices. PSEB administrators will have the flexibility to customize these email notifications through the CMS to ensure clear and timely communication with all applicants

1.3.3 Connecting the Diaspora

The TECHLEADS Sub-Portal/Module serves as a virtual platform to connect the Pakistani diaspora with IT & ITeS companies in Pakistan for fostering B2B relationships and enhancing the country's IT/ITeS sector growth. The current functionalities aim to streamline the registration process for TECHLEADS, promote Pakistani IT/ITeS companies, facilitate interaction between TECHLEADS and companies, and track and reward successful business engagements. To make this module more vibrant and useful, additional functionalities are required to be incorporated as follows:

Additional Functionalities Required

1. Enhanced Profile Customization for TECHLEADS and Companies: Allow for more detailed profiles, including video introductions, detailed project portfolios, and testimonials from previous clients or partners. This will help in providing a more comprehensive overview of capabilities and achievements.
2. Project Collaboration Tools: Incorporate tools for project management and collaboration directly within the portal, including document sharing, project timelines, and task assignments to facilitate smoother project executions.
3. AI-Powered Matching Algorithm: Develop an AI-driven mechanism to match TECHLEADS with Pakistani IT & ITeS companies based on compatibility in skill sets, industry focus, and project needs, optimizing the matchmaking process.
4. Interactive Forums and Webinars: Create forums for open discussions and host webinars on trending topics in the IT/ITeS industry. This would facilitate knowledge sharing and provide continuous learning opportunities for both TECHLEADS and companies.
5. Feedback and Review System: Implement a feedback and review system where companies and TECHLEADS can rate each other post-collaboration. This feedback will be crucial for maintaining quality and trust within the ecosystem.
6. Business Analytics Dashboard: Provide a dashboard offering analytics on the business generated, engagement metrics, and performance statistics for both TECHLEADS and companies, aiding in strategic decision-making.
7. Secure Messaging: Upgrade the communication platform to include secure messaging capabilities, ensuring privacy and enhancing interaction quality.
8. Legal and Compliance Assistance: Offer resources and tools for understanding and navigating the legal and compliance requirements related to international IT & ITeS projects, potentially in collaboration with legal experts.
9. Techlead Ambassador Program: Launch an ambassador program to

recognize outstanding TECHLEADS who significantly contribute to promoting Pakistani IT & ITeS companies abroad, providing them with exclusive benefits and recognition.

10. Real-time Market Insights: Offer real-time insights and analytics on global IT/ITeS market trends, demand in various sectors, and emerging technologies to help TECHLEADS and companies stay ahead in the market.

11. Multi-language Support: To cater to the diverse Pakistani diaspora, introduce multi-language support for the portal, facilitating easier navigation and engagement for non-English speakers.

12. Facilitate a fully automated, minimal-touch process for registration of TECHLEADS.

13. Immediate issuance of certificates with QR codes and online verification capabilities

14. Two-factor authentication for new user creation via Email and SMS

1.3.4 WOMEN IN TECH Module

The WOMEN IN TECH Module will serve as a virtual platform to connect the Pakistani Tech Women with international IT businesses for fostering B2B relationships and enhancing the country's IT sector growth. The module will also serve as a virtual platform to connect Pakistani Tech Women with International fame women entrepreneurs and mentors as well to get guidance, mentoring, couching, and inspiration in the various walks of life especially in the field of IT. To make this module a vibrant and useful place for Pakistani Tech Women, the following functionalities are required to be incorporated as follows:

Key Functionalities and Features Required

1 Networking Hub: Establish a dedicated platform specifically designed for women in technology to create professional profiles, showcase their skills, and present their projects. This hub will serve as a centralized space for connecting with potential international business partners and collaborators. The platform should incorporate matchmaking algorithms to suggest relevant and valuable connections based on users' profiles and interests.

2 Mentorship Program: Implement a structured mentorship program where participants can register to receive personalized guidance and support. The program will feature one-on-one mentoring, coaching sessions, and group learning opportunities. Webinars and interactive sessions will be led by accomplished international women entrepreneurs, covering various aspects of the IT field. The mentorship will cater to different levels of expertise and focus areas within IT, ensuring comprehensive support for professional growth.

3 Learning and Development: Provide access to a comprehensive, curated library of educational resources, including tutorials, case studies, and courses. This library will be specifically designed to support the advancement of women in technology. It will be regularly updated with the latest information on IT trends, emerging technologies, and best practices, ensuring that users have access to current and relevant content.

4 Events and Workshops: Organize and host a series of virtual workshops

and seminars, featuring prominent industry leaders. These events will cover a range of topics, including both technical skills and essential soft skills, such as leadership and communication in tech environments. The goal is to equip participants with a well-rounded skill set to thrive in the tech industry.

5. Success Stories: Create a dedicated section on the platform to celebrate and showcase the achievements of Pakistani women in technology. This area will highlight individuals who have successfully utilized the platform to advance their careers, providing inspiration and demonstrating the platform's effectiveness. These success stories will serve as motivational examples for other users.

6. Feedback and Improvement Mechanism: Implement tools for collecting regular feedback from users, including surveys and other feedback mechanisms. This system will allow for the continuous improvement of the platform by incorporating user insights and addressing their needs and experiences. It will ensure that the platform evolves in response to user demands and remains relevant and useful.

7. Multi-language Support: Introduce support for multiple languages on the platform, making it accessible to a broader audience, including non-English speakers. At a minimum, the platform should support English and Urdu to accommodate the primary languages spoken by the target user base. This feature will enhance usability and engagement for users from diverse linguistic backgrounds.

8. Automated Registration Process: Implement a fully automated and streamlined registration process for women in technology. This minimal-touch system will simplify the process of joining the platform, ensuring a user-friendly experience.

9. Certificate Issuance: Provide an immediate, automated system for issuing certificates with QR codes upon completion of specific milestones or achievements. This system should include online verification capabilities, allowing for the easy validation of credentials.

10. Two-Factor Authentication: Enhance the security of user accounts by implementing two-factor authentication (2FA) during the registration process. This security measure will require users to verify their identity via email and SMS, adding layer of protection to prevent unauthorized access.

1.3.5 Data Node Operations Module

The Data Node Operations Module, as currently outlined, provides a solid foundation for managing internet services, from application to package management, invoicing, and complaint handling. To make this module more vibrant and enhance its utility for users both the members of PSEB and new customers from market, the following additional functionalities are required:

1. User Dashboard with Advanced Analytics: Implement a comprehensive user dashboard offering detailed analytics on bandwidth utilization, and plan for future needs. To provide comprehensive details and controls of billing, all the network devices shall be interfaced with the this module the fetch usage data live from the respective devices

and based on the usage, system shall be capable of generating monthly billing as per billing policy/rules/regulation, let the customer control its usage to avoid excess billing, and let it upgrade/downgrade its package.

2. Automated Bandwidth Usage Calculation: Develop a system to automatically calculate bandwidth usage from existing routers and switches within the data node.

3. Billing Automation: Implement a billing system that automates the invoicing process based on calculated bandwidth usage, ensuring accuracy and transparency.

4. User Alerts: Incorporate functionality to issue alerts to users for over-quota usage, termination, and automatic reinstatement, communicated through a user dashboard

5. Interactive Complaint Resolution Tracker: Develop an interactive system for tracking complaint resolutions, including a visual timeline of the steps taken and the current status. This would provide transparency and improve customer satisfaction.

6. Customer Feedback and Rating System: Incorporate a system for customers to provide feedback and rate the service quality after each interaction or resolved complaint to continually improve service quality.

9. Customer Loyalty Program: A loyalty program offering rewards, discounts, or exclusive benefits based on the customer's tenure or usage patterns to encourage long-term engagement.

10. Integration with Payment Gateways: Enhance the billing and invoicing system with seamless integration with payment gateways for easy payment processing and financial management.

1.3.6 BI/Analytics Enhancement

The requirements outlined for a Business Intelligence (BI)/Analytics out of database/cataloging/Techleads system, and its integration into a management dashboard aims at enabling statistical analysis and web analytics through popular tools and platforms. Here is a summary of features required for clarity and expanded functionality:

1. Integrated BI and Analytics Dashboard: The platform will feature a state-of-the-art Business Intelligence (BI) dashboard that aggregates data from various modules, including the database, cataloguing, and Techleads modules. This dashboard will offer real-time analytics, trend analysis, and predictive insights, enabling decision-makers to access actionable intelligence swiftly. The integrated view will help in understanding the broader landscape and facilitate strategic planning.

2. Versatile Data Analysis Tools Integration: PSEB will have access to a comprehensive suite of advanced statistical and analytical tools, such as Microsoft Power BI, SAS, and R. These tools will enable sophisticated data analysis, including complex data manipulations, visualizations, and model development across multiple parameters. The platform will support robust data analytics capabilities, allowing for in-depth exploration and interpretation of data.

3   Enhanced Web Analytics Capability: The system will be optimized for seamless integration with Google Analytics, providing detailed insights into web traffic patterns, user behaviour, and engagement metrics. It will also support advanced web analytics features, such as conversion tracking, custom event monitoring, and audience segmentation. This functionality will help in measuring the effectiveness of the platform and optimizing user engagement strategies.

4   Custom Reporting and Alerting: The platform will allow PSEB to create custom reports tailored to specific Key Performance Indicators (KPIs). Users will be able to receive automated alerts based on predefined criteria or thresholds, ensuring that critical data and insights are brought to attention promptly. This feature will help in maintaining a proactive approach to data management and decision-making.

5   Predictive Analytics and Machine Learning: The implementation of machine learning algorithms will enable the platform to provide predictive analytics, helping to forecast trends, identify opportunities, and anticipate future performance in the IT sector. This capability will empower PSEB to make informed, data-driven decisions, enhancing its strategic positioning in the market.

6   User Behaviours Analytics (UBA): The platform will incorporate User Behaviours Analytics to monitor and analyze how users interact with the Techleads portal and facilitation desk. This analysis will provide valuable insights into user engagement, allowing PSEB to understand user preferences, identify pain points, and improve the overall user experience. The data gathered through UBA will be instrumental in refining platform features and usability.

7   Data Privacy and Security Compliance: The BI/analytics platform will be designed to comply with international data privacy and security standards, ensuring the protection of sensitive information. Compliance measures will include secure data handling practices, encryption, and regular audits to maintain the integrity and trustworthiness of the platform. This commitment to data security will help maintain user confidence and trust in PSEB's digital offerings.

1.3.6 Enhanced Chatbot and Social Media Integration

To make the existing Chatbot a more dynamic, responsive, and user-centric experience, the following enhancements in the Chatbot/Social Media is required to not only improve user engagement but also contribute to a stronger online presence and greater visibility for the services provided by PSEB to the IT & ITeS businesses in Pakistan.

1. Advanced Multilingual Chatbot Development: Deploy an AI-driven, multilingual chatbot that offers instant, automated interactions with users across multiple messaging platforms. It should also integrate seamlessly with popular social media messaging APIs, such as WhatsApp and similar communication platforms to provide a consistent user experience across platforms.

2. Comprehensive Social Media Integration: Optimize the directory/catalog for social media platforms including Facebook,

Twitter, LinkedIn, and Instagram. Develop a strategy to leverage these platforms for web marketing, content distribution, and user engagement.
3. Automated Customer Support: Utilize the chatbot not only for general inquiries but also for automated customer support, and direct marketing campaigns.
4. SEO and Content Marketing Integration: Ensure that the directory/catalog is optimized for search engines with an up-to-date SEO strategy that includes keyword optimization, backlinking, and content marketing efforts. Integrate these strategies with social media activities to boost organic reach and drive targeted traffic to the website.
5. User Feedback and Continuous Improvement: Collect user feedback through the chatbot and social media platforms to continuously improve the portal functionality and support to the industry.

1.3.7 Enhanced App Store Module/Marketing Collateral Module

By incorporating following improvements, the App Store Module/Marketing Collateral Module will not only provide a secure and user-friendly marketplace for PSEB members to showcase and sell their offerings but also a powerful platform equipped with the latest technological advancements to analyze, manage, and enhance user engagement and sales.
1. Customer Review and Rating System: Incorporate a customer review and rating system to build trust and provide feedback for the products and services offered in the marketplace.
2. Analytics and Sales Dashboard: Equip the module with a robust analytics dashboard that provides insights into sales trends, customer demographics, and product performance metrics.
3. Content Personalization and Recommendation Engine: Implement a recommendation engine that personalizes the marketplace content for users, suggesting products, services, and collateral based on their interests and past behavior.
4. Monetization and Payment Gateway Integration: Integrate a secure payment gateway to enable transactions directly within the marketplace, along with various monetization models such as subscriptions, pay-per-download, or in-app purchases.

1.3.8 Enhanced Mobile App

To provide a more comprehensive, user-friendly, and engaging experience, the following enhancements are required in the existing Mobile App. Current mobile tech stack is flutter. It will serve as a valuable tool for PSEB's stakeholders to stay informed, engaged, and connected with PSEB's programs and initiatives.

1. 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.
2. 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.

3. In-App Document Handling: Facilitate the uploading, viewing, and management of documents necessary for company registration and renewal directly within the app.

4. Customizable User Dashboard: Include a personalized dashboard that aggregates relevant information for the user, such as registration status, program involvement, and event participation.

5. 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.

6. Offline Accessibility: Enable key features of the app to be accessible offline, such as viewing registration details and downloaded documents.

7. Any other feature necessary for a mobile app.

1.3.9 Advanced Search Engine Optimization

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

1. 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).

2. 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.

3. 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.

4. 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. Local SEO: Incorporate local SEO practices to optimize the portal for local searches, ensuring that the portal reaches the target audience in specific locations.

6. Mobile Optimization: Ensure the portal is fully optimized for mobile devices, considering the increasing prevalence of mobile search and Google's mobile-first indexing.

7. Accessibility and Compliance: Ensure the portal is accessible to users with disabilities, aligning with web content accessibility guidelines (WCAG), which also contribute to SEO.

8. Voice Search Optimization: Optimize content for voice search queries, which are becoming increasingly popular, by including conversational keywords and FAQs.

9. 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.
10. Secure Sockets Layer (SSL) Certificate: Ensure the portal has an SSL certificate for secure browsing, which is a positive ranking factor for search engines.
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.

1.3.10   Optimization of Portal Features and Functionality

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/functionalities are required:

1. 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.
2. 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.
3. 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.
4. 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. 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.
6. 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.
7. 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.
8. Comprehensive Analytics Integration: Embed advanced analytics tools for real-time user interaction tracking, allowing data-driven decisions for content and design updates.
9. Security Protocols: Employ the latest security protocols, including

SSL/TLS, web application firewalls, and regular security audits to safeguard against cyber threats.

10. AI Optimization: Utilize AI for predictive loading of content and resources, personalizing the user experience and conserving resources by anticipating user actions.

11. Automated Performance Testing: Establish automated testing routines for continuous performance monitoring, ensuring that the portal operates optimally at all times.

12. 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.

13. 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.

14. Multi-language Support: To cater to the diverse portal users, introduce multi-language support for the portal, facilitating easier navigation and engagement for non-English speakers.

A sample feature sheet is attached at Annex-I.

1.3.11 B2B Meeting Module:

A cutting-edge B2B meeting scheduling module tailored to streamline interactions of national IT businesses with international investors/business in the field of IT and other business verticals. This aims to enhance networking efficiency, foster collaboration, and facilitate seamless connections between businesses. With intuitive features and robust functionality, this module will empower users to effortlessly schedule, manage, and participate in high-impact B2B meetings, ultimately driving growth and innovation in the industry. The minimum required functionality is as follows:

1. Secure user registration process with Two-factor authentication.
2. Options for both individual and corporate account registrations.

3. Profile management capabilities allowing users to update and maintain their information.
4. Efficient interface for scheduling, managing, and participating in B2B meetings.
5. Automated notifications and reminders regarding venue selection, scheduling/rescheduling of the meeting to ensure timely participation and follow-ups.
6. Integration with calendar applications (e.g., Google Calendar, Outlook) for seamless scheduling.
7. Real-time messaging and chat functionality for instant communication between participants.
8. Virtual meeting rooms with video conferencing capabilities for remote interactions.
9. Feedback and rating system to evaluate the quality of B2B meetings and foster continuous improvement.

10. Option for users to create and share customizable meeting agendas for more structured discussions.
11. Functionality to block the platform user(s) involved in breach of confidentiality, violations of terms & conditions and data privacy. Additionally, it will alert organizers to facilitate the complainant which can be local business or foreign delegation.
12. Post meeting forms shall be available to add notes/minutes of meetings for both sides.
13. Mobile application version of the portal for on-the-go access and convenience.
14. Integration with social media platforms for easy sharing and promotion of upcoming B2B meetings.
15. Secure document sharing and collaboration features for sharing files and documents related to B2B meetings.
16. The system should support the management of multiple events simultaneously, enabling users to register and participate in various events or conferences through a single sign-on feature.
17. White labeling of Event(s) for other sister organizations.
18. The system should allow the admin to designate events as public or private at any time. Additionally, administrators should have the capability to archive and offload data from past events to prevent the production database from becoming overwhelmed with historical data.
19. Post-event report generation including the number of meetings, meeting details, minutes of meetings etc.
20. Admin shall have the right to reschedule the meeting, and edit/change the meeting venue.
21. Meeting participants shall be allowed to upload information regarding MOU's signed, leads/business generated in B2B meetings.

2   Development Methodology

The portal shall be developed using Agile Methodology.

Current technological platform:

The current portal is also developed on Agile Methodology with the following technological platform.

- Technology: Laravel
- PHP version: 7.3 or 8.0
- Laravel framework version: 8.54
- Laravel/sanctum version: 2.11
- Laravel/tinker version: 2.5

3   Technical Specification

3.1   Technology Enhancement

The current portal, techdestination.com, is built on Laravel Framework

with a secure CMS and hosted on-premises. The portal has been incorporated with features, such as Web 3.0, HTML5 compatibility, CSS3 compliant design, secure financial transaction systems, cross-platform responsiveness, cross-browser compatibility, and W3C compliant code. To align with the latest web standards and to deliver a secure, efficient, and seamless user experience, the following enhancements are required to make it ready for the demands of modern web users and adaptable to future technological advancements:

1. Cutting-Edge CMS Selection: Evaluate the latest stable releases of suggested CMS platforms for security features, ease of use, and developer support. Also, consider headless CMS options for greater flexibility and future scalability.
2. Comprehensive SSO Implementation: Implement a Single-Sign-On (SSO) solution that integrates with existing enterprise identity providers to streamline user access across all modules.
3. Adoption of Progressive Web 3.0 Features: Utilize modern Web 3.0 functionalities, ensuring a semantic web approach for enhanced usability and machine-readability.
4. HTML5 and CSS3 Standards: Ensure the site is built using the latest HTML5 standards for multimedia and script compatibility and CSS3 for advanced styling and responsive design.
5. Secure Payment Gateway Integration: Partner with reputable payment gateway services to provide robust encryption and security measures, such as PCI DSS compliance, for financial transactions.
6. Universal Design and Accessibility: Ensure the portal's design is responsive and mobile-friendly across devices. Incorporate principles of universal design to cater to all user groups, including those with disabilities.
7. Extended Browser Support: Test and ensure compatibility with all major browsers and their versions, including legacy browsers where necessary, through graceful degradation or polyfills.
8. W3C Compliance and Validation: Validate all XHTML/CSS/HTML code against W3C standards to ensure best practices in web development and compatibility.
9. Dynamic, Scalable Architecture: Develop a microservices-based architecture, if feasible, to allow for dynamic scaling and integration of legacy systems and future technologies.
10. Integration with Emerging Technologies: Explore the incorporation of AI, machine learning, and blockchain where beneficial, to enhance user experience and provide state-of-the-art services.
11. API-First Approach: Design with an API-first mindset to ensure all functionality is accessible through well-documented and secure APIs, allowing for extensibility and third-party integration.
12. Automated Testing and CI/CD: Implement automated testing frameworks and a continuous integration/continuous deployment (CI/CD) pipeline to ensure code quality and ease of updates.
13. Monitoring and Analytics: Integrate comprehensive monitoring tools and analytics to track performance, user engagement, and security in real-time.

3.2 Website Security Enhancement

To improve the existing security parameters of PSEB portal and to ensure its adherence to best practices in cybersecurity, be prepared to counter emerging threats, providing a robust defense against a wide spectrum of potential attacks, the following measures shall in implemented:

1. Advanced Authentication Security: Implement multi-factor authentication (MFA) using biometrics, OTPs, or mobile authenticators to reinforce access security.

2. Comprehensive XSS and Injection Protection: Use content security policy (CSP) headers to mitigate XSS risks and parameterized queries or prepared statements to prevent SQL and LDAP injections.

3. Robust Object Reference Checks: Employ access control checks and user role validation to ensure secure direct object references.

4. Universal HTTPS Enforcement: Implement HTTP Strict Transport Security (HSTS) to ensure that all pages are accessed via HTTPS only, eliminating HTTP access.

5. Data Protection Strategies: Encrypt sensitive data both in transit and at rest, and mask data displayed on the user interface to minimize exposure.

6. Dynamic Access Control: Develop fine-grained access control policies, ensuring function-level permissions are dynamically enforced based on the user's context and role.

7. CSRF Defense Mechanisms: Incorporate anti-CSRF tokens in web forms and consider Same Site cookies to protect against cross-site request forgery.

8. Vulnerable Component Scanning: Implement automated scanning for outdated or vulnerable components uploading.

9. Secure Redirection and Forwarding: Validate and sanitize all URLs to prevent invalidated redirects and forwards, and use allow-lists for URL redirection.

10. Ransomware Mitigation Techniques: Regularly back up the website and maintain a disaster recovery plan. Implement file integrity monitoring and access restrictions to critical systems.

11. Web Application Firewall (WAF): Deploy a WAF with custom rule sets tailored to the specific threat profile of the website..

12. API Security: Secure all APIs with OAuth, tokens, or API gateways, and ensure rigorous testing of all endpoints.

13. Any other parameter/feature required to enhance the portal security.

4 What must be included in the proposal?

To make the revamped TechDestination Portal well-positioned for success, with a robust foundation for design, development, deployment, and long-term operations, please include the following set of requirements in the proposal:

1. Innovative Design Presentation: The proposal should feature a creative design presentation that includes at least three distinct design layouts, showcasing a range of aesthetics and user experiences. The bidding firm should account for the cost of

developing these high-fidelity prototypes within their bid.

2. Comprehensive Cybersecurity Audit Strategy: A detailed cybersecurity audit plan must be included, detailing the methodologies, standards, and practices that the third-party auditor, pre- approved by the PSEB, will employ. The plan should articulate the timing of the audits, particularly before the go-live phase of each module, and outline the criteria for successful audit clearance.

3. Design and Development Blueprint: Provide an exhaustive design and development plan that maps out the architectural framework, technology stack, and development methodologies to be utilized. The plan should also include a timeline, resource allocation, and milestones.

4. Testing and Quality Assurance Protocol: Outline a rigorous pre-commissioning, operational, and user acceptance testing (UAT) plan, detailing the testing phases, methodologies, tools, and user groups involved. Include provisions for bug tracking, reporting, and resolution processes.

5. Deployment and Delivery Roadmap: Present a clear delivery and deployment plan that specifies the steps for moving from development to production, including beta releases, phased rollouts, and final launch.

6. End-User and Staff Training Program: Describe a comprehensive training plan for both end-users and PSEB staff, highlighting the training modules, delivery methods (e.g., workshops, e-learning), materials, and schedules.

7. Operations and Management Strategy: Propose an operations and management plan that covers routine maintenance, monitoring, content updates, and ongoing optimization initiatives.

8. Dedicated Technical Support Framework: Commit to a technical support plan that outlines the support structure, SLAs, helpdesk operations, and escalation procedures during the support tenure.

9. Source Code Repository and Documentation: Confirm the creation of a well-organized source code repository on PSEB servers. The repository should be easily deployable and compile-able, with detailed documentation and version control.

10. Deployment Documentation: Produce a deployment document providing comprehensive instructions for deploying the repository on PSEB-selected servers. This should include a list of all necessary software and environments, versions, dependencies, and step-by-step guidance for installation and setup.

11. Mirror Site and Database Deployment: Include plans for the deployment of a fully functional mirror site and database at the PSEB data center, outlining synchronization mechanisms, data integrity checks, and failover processes.

12. Disaster Recovery and Business Continuity Plans: Incorporate strategies for disaster recovery and business continuity to maintain service in the event of unforeseen disruptions.

13. Functional Specification Testing: A detailed plan must be included, detailing the methodologies, standards, and practices that the third-party auditor, pre-approved by the PSEB, will employ to verify/validate the functional requirements specifications (FRS) of the portal. The plan should articulate the timing of the audits,

particularly before the go-live phase of each module, and outline the criteria for successful FRS clearance.

4.1 Miscellaneous Considerations

1. Development and Staging Environments: The developer will utilize its own servers for the website's development phase, followed by transitioning to PSEB's servers after rigorous quality control (QC) and testing, ensuring a secure and efficient development workflow.

2. Multilingual Support and Localization: The website will support English and Urdu by default, with additional multilingual capabilities for languages such as Arabic, French, Spanish, and Chinese to cater to an international audience and global stakeholders.

3. Innovative and Unique Design: The website's design will be crafted with originality, ensuring no templates or pre-existing designs are reused. Creativity and uniqueness will be a cornerstone of the design philosophy.

4. Demonstrable Experience: Preference will be given to developers that can provide comprehensive and fully operational online samples demonstrating their capability to deliver high-quality web solutions.

5. Content Strategy: The developer is expected to propose a strategic content arrangement and navigation plan that enhances user experience, using the existing website as a benchmark for improvements.

6. Social Media Integration: Social Media integration is desired for disseminating the latest news about the Pakistani IT industry, with automated postings to PSEB's social media platforms such as Twitter and Facebook.

7. Multiple Payment Gateways: Integration of 1-3 major payment gateways to facilitate a variety of online financial transactions, ensuring secure and convenient payment options for users. Payment can be received from national and international clients for which best payment gateway can be suggested by the bidder.

8. Innovation Opportunities: The bidders are encouraged to propose cutting-edge features or technologies that may give PSEB a competitive advantage.

9. Digital Inclusivity: Define how the portal will address digital inclusivity, ensuring it reaches and is usable by a diverse set of users, including those with limited internet access.

10. Community Engagement Features: If relevant, include features that support community engagement such as forums, user groups, and collaboration tools to strengthen the community around the PSEB ecosystem.

Deliverables will include a fully functional, ready-to-run website, with all associated software installed on the designated platforms. Comprehensive documentation will be provided, detailing the installation process, necessary permissions, and operational procedures. Complete source files will also be delivered to ensure PSEB has the ability to

modify and update the website in the future.

5 Timelines

Project will be based upon agile development, However, the time to build the portal and deploy the initial version for QA and Testing should be 20 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 20 weeks and will be finalized at the time of contract signing A high-level project plan with milestone dates must be included in the technical proposal.

6 Software License

- Suppose copyright or license is applicable for graphics, images, flash, media content or on any part of the web portal. In that case, the vendor shall pass on to the PSEB a perpetual, nontransferable, nonexclusive license/copyrights. The PSEB shall not be required to pay the vendor any additional licensing fee or other fees for using the developed web portal. The bidder shall be responsible for any copyright infringement or violation found within the project.
- PSEB shall be the sole owner of web portal complete source code developed by the developer company.

PSEB shall be granted the right 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. The PSEB shall also be permitted to maintain the software on multiple machines for its own use for back-up purposes.

6.1 Software Maintenance Fees

The vendor shall clearly mention the period for which it will waive the software maintenance. The PSEB will not pay annual maintenance fees in advance of software being accepted. Services provided under ongoing post implementation software maintenance agreements shall include telephone support, onsite support and software upgrades for the modules purchased by the PSEB.

6.2 Software and Maintenance Agreement

Contractor must provide draft software maintenance agreement which will be signed between the successful vendor and the PSEB after mutual consents valid for one year initially starting from the go live date of the complete portal. This agreement will be renewal for other similar tenures with mutual consents.

7	Hosting Service – A minimum set of Requirements

The successful bidder must ensure that the hosting infrastructure for the revamped TechDestination 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 enhance accessibility and interoperability. By addressing these hosting needs comprehensively, the bidder will contribute to the seamless operation and success of the TechDestination platform in promoting Pakistan's IT industry.
A minimum set of requirements is as follows:

7.1 General Requirements:

a. Mirrored Server, Back-up & Disaster Recovery at a different site, DNS Hosting.

b. Managed local cloud-based hosting and/or 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.

c. Web-based portal performance monitoring tools.

d. Web-based service management tools like cPanel or Plesk Panel.

e. Tier-I bandwidth connectivity as per portal requirements.

f. SLA with 99.9% uptime and infrastructure guarantee.

g. 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.

h. SSH and SFTP Access to root user to all machines.

i. All application and database servers will be interacting with each other through private network IPs rather than public IPs.

j. SSL Certificates for the portal.

k. SMTP service to deliver emails to internal and external customers of the portal.

l. 24/7 Technical Support of the hosting infrastructure.

m. Hosting of multiple domains and sub-domains.

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 Security Requirements
   a. Virus and Malware Protection
   b. IPS (DoS/DDoS Mitigation) – Network + Server level
   c. Spyware Control
   d. Web Server Security Protocols
   e. Database Protection
   f. Server-Side Scripting Protection
   g. Firewall Protection
   h. Ransomware protection
   i. To keep the OS and other platform applications updated with security patches as per the requirements of the Application vendor.

7.3 Hardware Requirements
A comprehensive solution to host PSEB Portal either on Local cloud Platform or in 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.

Please provide costing of hosting solution with cost breakup of each component/service. 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 Technical and Financial Proposals Points Allocation/Selection Criteria
The Company will use "Quality and Cost Based Selection Method" under "Single Stage Two Envelope Methods" under Public Procurement Rules, the technical proposals/bids must be submitted in conformance with the format given under Clause#8.5 and Technical Bid Criteria. The evaluation shall be carried out keep in view the following criteria:

   1. The weightage of Technical Proposal =80%.
   2. The weightage of Financial Proposal = 20%

8.1 Technical Bid Criteria
The bidding companies securing 80% or more score will be considered as technically responsive and subsequently selected for financial bid opening.

Sr#	Description	Max. Score	Marks Allocation

1.	Firm/Bidder Profile	05	01 mark per year (Max. 05 Marks)	05
		05	Number of Employees 30 +	05
			Number of Employees 20 to 30	03
			Number of Employees 10 to 19	02
2.	Financial Position	10	Annual turnover +50 mil	10
			Annual turnover 31-50 mil	07
			Annual turnover 20-30 mil	05
3.	Relevant Experience of the firm in similar projects in terms of size, and cost	30	Successfully completed project of similar nature and size (1 Project= 2.0 Marks) Mini. 05 projects are mandatory.	15
			Successfully Completed Project in Business Intelligence, AI or Data Research & Analytic (1 Project =3.0 Marks)	15
4.	Qualification and Competence of the proposed Team Members- Full Time/Part time/ On-call	20	Relevant work experience of team lead in similar nature of work. (One project=1.0 marks)	10
			Relevant experience of the team deployed on project (designer, content writer, developer, QA/QC, time allocation for development)	10
5.		20	Submission of work plan with timelines	10

	Component wise work plan & Timelines		Submission of resource assignment with work breakdown structure.	10
6.	Proposed Methodology for PSEB Portal development, Implementation and hosting.	25	Project Implementation Methodology Quality of the proposed project implementation methodology will be taken into account while awarding score	10
			Software Development Methodology Quality of the proposed software development methodology will be taken into account while awarding score.	10
			Support & Maintenance and hosting Plan. Quality of the proposed support and maintenance plan will be taken into account while awarding score	05

7.	Transfer of Knowledge	15	Submission of training plan for PSEB's designated staff	10
			Technical / user manuals* (samples from previous projects must be submitted with the proposal)	05
8.	Proposed solution of website Security	20	User Authentication • Password (like password criteria, encrypted/simple text, captcha, etc.) • Role Based (like user, module, reports, field based, etc.)	05
			Data Security • Encryption (Symmetric, Asymmetric, DES, AES, Twofish, etc.) • Secure exchange of data over the network / internet (like SSL, TLS, e2ee techniques, etc.)	05
			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
9.	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
10.	Design Samples of Proposed Website and Compliance with Requirement	15	Story boards of at least 03 different and innovative designs	15

11.	Technical Bid Completeness	10	Technical bid completeness in accordance with the RFP	10
12.	Presentation/Demonstration of the Proposed Solution	35	Onsite presentation of proposed solutions by participating bidders	35
	G. Total	220		

For technical bid compliance 80% score is mandatory.

8.2 Financial Bid Evaluation Criteria

The financial bids of only technically qualified companies will be opened. The pricing shall include all applicable taxes.
The evaluation of financial bids will be calculated as follows:

- The weightage of the financial proposal is 20% in total score.
- The financial weightage will be calculated by the formula as given below:
  = (lowest bid/bid offered) *20

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

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

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.

8.3 Payment Plan

8.3.1 Portal Development Cost:

The costing of the project shall be based on module wise (each module cost shall be quoted separately. PSEB shall have the right to choose the modules as per its requirements). Tentative payment plans will be as follows :

a. Phase I: Discovery, Requirements Planning & Site Definition (10% of project cost)

b. Phase II: On development of web design and prototype. (10% of project cost)

c. Phase III: After successful test deployment, testing, pentest and functional testing of beta version (40% of project cost, the cost shall be segregated according the clause 1.3 of the portal sub modules)

d. Phase IV: Go live of the Web Portal on (40% of project cost, the cost shall be segregated according the clause 1.3 of the portal

sub modules)

If requested by the project awardee, 20% mobilization advance to be paid upon signing of the agreement and project awardee shall submit an un-conditional bank guarantee/Pay Order equivalent to the amount of 20% mobilization advance before the release of mobilization advance.

Important Note: The Portal Development cost shall be specified separately, with a complete breakdown and the cost of one-year support services. It is important to mention that PSEB may ask the project awardee to place the development team in PSEB premises. In this scenario, PSEB will provide sitting arrangements along with the required facilitation.

8.3.2 Hosting Cost

The hosting cost shall be specified separately, with a breakdown for one, two, and three years.

The payment plan will be finalized both for hosting and development, at the time of contract signing. 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.

8.4 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, 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.

8.5 Detailed Submittal Requirements

In order to facilitate the analysis of responses to this RFP, vendors are required to prepare their proposals in accordance with 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.

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
5	Detailed CVs of proposed project team.
6	Proposed Methodology for PSEB Portal development and Implementation
7	Design Samples/story board Of Proposed Website and Compliance with Requirement

8	Copies of Income Tax and Sales Tax registration certificates
9	Maintenance, Support and hosting details
10	Undertaking on the stamp paper that the firm/company is not blacklisted by any other firm and/or government department.
11	In case of representative of a company, authorization letter from the firm/company represented.
12	PSEB Membership certificate of Poral Development partner
13	Exemption certificate (if applicable).
14	CVs of project team as per Annex-II
	Client References List along with contact details as per Annex-III
15	Any other document required by PSEB

8.6 Pre-Bid Meetings

To understand PSEB requirements and to address queries of participating companies, PSEB will hold pre- bid meetings through Zoom platform. as per the following schedule:

Bid Meeting: 12th August 2024 at 03:00pm.

Please use following link to join meeting:

https://zoom.us/j/94617584531?pwd=RQWq98zDq9krwt40V9fSUKaywmbZX0.1

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

9 Penalty

For failure to comply with the agreed delivery schedule, liquidated damages will be levied.

If the work/ job(s) is not completed before the given time, the procuring agency (PSEB) reserves the right to cancel the contract and to get complete the required work from elsewhere at the risk and cost of the defaulting vendor/firm.

Sr. #	Major Area	Parameter	Requirements	Penalty
1	Application System Development, Implementation and go live.	Major milestone during development and implementation as per project plan document.	Agreed timeframe (in Weeks)	Delay up to 4weeks after scheduled date @1.0% and beyond 4weeks penalty will be 2% of the development cost per week. Week means full week (7 days). If delay is more than 8 weeks from the scheduled date, authority reserves right to cancel the order.
2	Resolution Time (Only for Bug fixing)	Time taken by the Bidder to fix the problem	Within 12 hours of reporting	As per Escalation Chart under SLA to be signed between PSEB and development firm.
3	Hosting SLA must mention clear escalation charts			
	along with the penalties			

10 Terms and Conditions

10.1 Submission of Bids
1. The technical and financial bids shall in English language.
2. The bidders must submit the bid security/earnest money for Rs. 250,000/- in the shape of demand draft/ pay order from the schedule bank in the favor of Pakistan Software Export Board.
3. Bids should be submitted electronically ONLY through EPADS.
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, 1st Floor, FBC building Sector G-5/2, Islamabad. Contact Number 051-111-137-237.
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 PSEB must be submitted through EPADS by August 19th, 2024 at 03:00 pm. Technical bids only 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 desires to attend the bid

opening session. The financial bids will be opened only of those bidders who qualifies in 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 shall be strictly adhered, and it will be bidders' responsibility to ensure the submission of bid at given date and time.

6. Note: Original Bid Security instrument MUST BE submitted to the undersigned before closing hours of the bids submission time.
7. Only those bids will be entertained who applied through EPADS https://eprocure.gov.pk
8. Prices quoted must remain firm for acceptance up to 90 days from the date of its opening. Quoted price should be in Pak Rupees and inclusive of all applicable taxes.
9. 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).
10. The bidding company should be a registered with Income Tax and Sales Tax departments.
11. The company selected to award the contract shall have to submit 10% of total amount as performance Bond.

10.2 Joint Venture
Joint Venture is allowed only between a Portal Development and a Hosting companies.

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

1. 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.
2. Its involvement in litigation is chronic.
3. Its past conduct or execution of work under contract with PSEB has been poor.
4. The Specification and other requirements of the assignment are not properly adhered to or different from the one's mentioned against each deliverable.
5. The firm/company is not registered with the Income-tax and Sales Tax authorities.
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.
7. The firm has been blacklisted by any other firm/company and/or government department.
8. Company is not a valid member of PSEB.

11 Contact Information

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Manager Administration
Pakistan Software Export Board
(G) Limited Plot # 61, 06th
Floor, New State Life Tower,
Jinnah Avenue, Blue Area,
Islamabad.
Telephone: +92-51-9202295,
Website: https://techdestination.com/
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Similar Features Requirements.   Annex-I

1. User Experience (UX) and Design
   o Responsive Design: Ensure the website is fully responsive, providing an optimal viewing experience across all devices, including desktops, tablets, and smartphones.
   o Modern UI Framework: Utilize modern UI frameworks such as React, Vue.js, or Angular to create an interactive and engaging user experience.
   o UI/UX Best Practices: Follow UI/UX best practices, including the use of whitespace, typography, and colour schemes that align with the brand's identity.
   o Accessibility: Implement WCAG 2.1 guidelines to make the website accessible to all users, including those with disabilities.

2. Performance and Scalability
   o Fast Loading Times: Optimize image sizes and use lazy loading for images and scripts to ensure fast loading times.
   o Content Delivery Network (CDN): Utilize a CDN to distribute the load, reduce latency, and improve the speed of content delivery globally.
   o Scalable Architecture: Use a scalable architecture like microservices to ensure that the website can handle increasing traffic and data volume efficiently.

3. Search Functionality
   o Advanced Search Options: Enhance the search functionality with filters, faceted search, and autocomplete suggestions to help users find information quickly.
   o Search Engine Optimization (SEO): Implement SEO best practices to improve visibility in search engine results pages (SERPs).

4. Security
   o Secure Payment Gateways: Ensure that all payment gateways comply with the latest security standards such as PCI DSS to protect sensitive financial information.
   o Data Protection: Implement strong data protection measures, including encryption, secure access controls, and regular security audits.
   o GDPR Compliance: Ensure the website is GDPR compliant, particularly in handling user data, consent, and privacy policies.

5. Content Management and Features
   o Dynamic Content Management System (CMS): Implement a robust CMS that allows for easy updating of content, including blogs, news, and event calendars.
   o Interactive Elements: Incorporate interactive elements such as polls, surveys, and forums to engage users.
   o Video and Image Gallery: Use modern libraries to create responsive and interactive galleries that enhance the visual appeal of the website.

6. Technological Integration

- API Integration: Facilitate integration with third-party services via APIs, including SMS messaging, email marketing tools, and social media platforms.
- Artificial Intelligence (AI): Leverage AI for chatbots to provide 24/7 customer support and personalized user experiences.
- Blockchain: Explore the use of blockchain for secure document management and verification processes.

7. Analytics and Feedback
   - Analytics: Implement comprehensive analytics to track user behaviour, engagement, and website performance.
   - Feedback Loops: Integrate feedback tools to gather user input for continuous improvement of the website.

8. Training and Documentation
   - Staff Training: Provide training for staff on managing the website, ensuring they are equipped to update content, manage inquiries, and utilize the CMS effectively.
   - Documentation: Offer detailed documentation on website management, security protocols, and best practices for content creation.

9. It should have minimum following set of components
   - Member's Registration
     - e-Registration – A complete automation of members registration
   - Member's Directory
   - Directory Search
   - Online program participation and selection process
   - Event Calendar
     - Event management system
   - Wiki pages
   - Search
   - Latest News / News Flash – News ticker/ scroll
   - Press Releases
   - Ajax based Image carousal / Image sliders
   - Image Gallery
   - Video Gallery
   - Payment gateways (working in Pakistan and Internationally as well)
   - Knowledge base
   - Newsletter / Bulletins Management System/Mass mail
   - SMS-based messaging solution.
   - Users Feedback management
     - Survey management system
   - Document management system
     - Case studies
     - Member's Portfolios (flipping book style)
     - Research Journals
     - Brochures and Flyers
     - Tenders and TORs

- o Options for standard 3rd party ads
- o An integrated URL shortening system (like bit.ly)
- o Facilitation Desk
  - e-Ticketing (complaint/query management system)
  - ID with both parties
- o Integrated chat applet
- o Career
- o Blog
- o Forum

FORMAT OF CURRICULUM VITAE

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

o 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)

o Educational Qualification.

o 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.)

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

Signature : _____ (Staff Member)
OR
Signature : _____ (Authorized Representative)

Date: _____

Reference Form
WEB PORTALS 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 which have already been completed in past. Please use the following format in submitting references and attached evidence/support documents in favor of record provided below:

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

(Please add records as many as are required)

Template Performa Proposed for Wiki-Pages

Company Name:_____

Video-Intro

Introduction:

LOGO
Formed year:
Type of Company:
CEO:
Revenue:
Staff Members:
Contact Details:
Google Map Links:

_____
Major Products:

_____
Major Projects:

_____
Clients:

_____
Technology Stack:

HR & Capabilities:

Any Publication Links:

Integrity PACT   **Annexure-V**

(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 time 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

_____
Authorized Signature & Stamp
Subscribed and sworn to me this_____. Day of _____20____
Verified by the Notary Public

Undertaking

(To be Provided on Judicial Stamp Paper)

It is hereby solemnly confirmed that the undertaking is submitted in respect of PSEB's tender titled <Tender Name>.

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.

Format for Performance Security Bond - Annexure-V-

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:

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

Authorized Signature/Stamp   Date_____