

EXPRESSION OF INTEREST (EOI)

for

**ENGAGEMENT OF CONSULTANCY FOR DEVELOPMENT OF  
ROADMAP AND ACTION PLAN FOR SUSTAINABLE ICT  
EDUCATION&TRAINING ECO-SYSTEM IN PAKISTAN  
BASED ON THE SHENZHEN MODEL**

**EOI NO. A (01)/PSEB/2025-19**

**Last submission date: 18<sup>th</sup> August, 2025**

**PAKISTAN SOFTWARE EXPORT BOARD**  
MINISTRY OF INFORMATION TECHNOLOGY &  
TELECOMMUNICATION GOVERNMENT OF PAKISTAN

## GOVERNMENT OF PAKISTAN

### Table of Contents

#### Table of Contents

1. Introduction .....	1
2. Instructions for EOI .....	1
3. Objectives of the Assignment.....	2
4. Scope of Work .....	2
5. Criteria for selection of consultant .....	3
6. Additional Considerations.....	5
7. Submission Requirements.....	5
8. Evaluation Process.....	5
9. Mandatory Eligibility Criteria:.....	8
10. Point of Contact:.....	Error! Bookmark not defined.
11. EOI Opening Address: .....	8

## 1. Introduction

The Ministry of Information Technology & Telecommunication (MoITT) is the national focal ministry and enabling arm of the Government of Pakistan, responsible for creating an environment for development and improvement of ICT in the country for enhanced productivity and socio-economic growth. The ministry fulfills its responsibilities through integrated planning, formulation and implementation of policies, and establishment of a legal framework. The ministry promotes ICT infrastructure for enhancing productivity; facilitating good governance; improving delivery of public services and contributing towards the overall socio-economic growth of the country. The vision of the ministry is to empower the people of Pakistan through seamless access to accurate information and reliable services by means of ICT applications and telecom platforms. It fosters establishment of a knowledge-based economy and undertakes efforts to initiate and launch Information Technology programs and projects aimed at economic development of the country. The Ministry aims at not only modernizing the governance techniques through transparency induced methods but also at increasing the digital literacy of the citizens. MoITT is committed to effectively and efficiently provide IT services and infrastructure to the citizens, and stakeholders in the public and private sector.

Pakistan Software Export Board (Guarantee) Limited (PSEB) is the apex body of the Ministry of Information Technology & Telecommunication, Government of Pakistan, with the mandate to enhance export revenue of Pakistan's IT/ITeS industry, create employment opportunities and provide enabling environments for the growth of Pakistan's IT/ITeS sector at multiple levels.

## 2. Instructions for EOI

- 2.1 Quality and Cost-Based Selection procedure will be followed. The electronic EOI document, containing detailed requirements, terms and conditions is also available on e-Pak Acquisition and Disposal System (EPADS) at (<https://eprocure.gov.pk>) website.
- 2.2 The electronic EOI shall only be submitted through EPADS not later than **18<sup>th</sup> August, 2025 at 1500 hours PST**. Manual EOIs shall not be accepted. The electronic EOI shall be opened on the same day through EPADS by 1530 hours PST.
- 2.3 For registration and training on EPADS 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.
- 2.4 Only those bids will be entertained who applied through EPADS <https://eprocure.gov.pk>
- 2.5 In terms of the Rule 48 of Public Procurement Rules, 2004 Grievance Redressal Committee (GRC) has been constituted for subject consultancy. GRC is provided on EPADS at (<https://eprocure.gov.pk>).
- 2.6 The organization should possess proven qualification for technical expertise as well as financial competence in the domain. Details of the qualification and experience should be provided in the EOI.

- 2.7 The organization will state the key considerations, envisaged scope of work, development methodology and deliverables in its proposal against EOI for the following objectives and ToRs, and any additional warranted objectives and terms that may be envisaged significant for effective dispensation of the consultancy.
- 2.8 The organization will be short-listed based on the ‘Evaluation Criteria’ as mentioned in section 5. The EOI should accordingly provide relevant information in sufficient detail covering the aspects mentioned therein to aid evaluation.
- 2.9 The Request for Proposals (RFP) will only be shared with the short-listed organizations at subsequent stage.

### 3. Objectives of the Assignment

The EOI is aimed at identifying a firm capable of:

- Conducting assessment of the existing ICT education and training eco-system in Pakistan with reference to the eco-system of Shenzhen, aimed at identifying areas of focus for turning Pakistan into a hub of ICT exports
- Ensuring a gap analysis covering assessment of institutional arrangements pertaining to ICT education at primary, secondary and higher education level, inter-linkages with industry, R&D, regulatory and policy-making entities
- Developing a roadmap and phased action plan primarily using Shenzhen’s ICT education model, enabling sustainable availability of ICT talent for industry, particularly export related industry, supporting phased implementation including pilot rollouts and national scaling.
- Developing frameworks for enhancing curriculum, teacher training, infrastructure, and certification systems keeping in view the demands of building capacities in emerging technologies including AI, blockchain, and quantum computing, and aligning with growth in sector-specific capacities particularly ICT capacities related to agriculture, health, education and financial sectors.
- Ensuring that frameworks, roadmaps and action plans suggested are contextualized to provide concrete measures for enabling employability and international recognition of ICT education and training in the country, including ways of turning schools into talent pools for coding, making universities export R&D hubs, using STZs as talent foundries.
- Suggesting appropriate governance and incentive mechanisms and actions in any other relevant areas related to or derivable from Shenzhen Model.

### 4. Scope of Work

The selected firm will undertake activities in the following four verticals:

#### 4.1 Higher Education

- Audit and benchmarking of ICT curricula against global and regional standards.
- Introduction of Shenzhen’s education framework for potential adoption.

- Propose framework to strengthen linkages between academia and industry.
- Propose lab and classroom setup based on Shenzhen Model.
- Design and propose faculty training modules, including content outlines, delivery methods, and implementation frameworks.
- Standardize examination and assessment frameworks.

#### **4.2 Polytechnical and Vocational Education**

- Conduct nationwide infrastructure and curriculum assessments.
- Identify skill gaps and develop industry-aligned training programs.
- Propose framework for joint partnerships with vocational institutes for joint campuses.
- Design Train-the-Trainer program frameworks, including curriculum, delivery models, and implementation strategies for adoption by training institutions.
- Propose a model for pilot training centers, including location criteria, operational frameworks, and startup facilitation strategies, for implementation by relevant stakeholders.
- Recommend a framework for mobile or satellite training units, detailing technical specifications, deployment models, and sustainability mechanisms for rural outreach.

#### **4.3 School Education**

- Propose frameworks to integrate ICT foundation courses into primary and secondary education.
- Design pilot program frameworks, including objectives, target groups, evaluation criteria, and implementation guidelines for execution by relevant authorities.
- Propose teacher enablement and digital infrastructure upgrades.
- Propose lab and classroom setup.
- Propose policy framework to capitalize on HEC's established PERN – a comprehensive framework to certain potential of cloud in primary secondary and higher education of the country.

#### **4.4 National ICT Certification**

- Identify top 10 globally in-demand ICT certification areas based on the assessments
- Develop a unified national certification framework aligned with best practices and by referring to the existing Shenzhen model.
- Devise the way forward for Pakistan's ICT training eco-system to partner with global certification regimes.
- Propose guidelines for establishing worldclass testing centers and remote certification options.

## 5. Criteria for selection of consultant

### 5.1 Mandatory Eligibility Criteria

#### a. Experience in Shenzhen ICT Digital Government, Educational Institutions, or ICT Enterprise Collaboration Experience

- The applicant must demonstrate direct experience in conducting research, analysis, or implementation of programs specifically within ICT Digital Government, Educational Institutions, or ICT Enterprise Collaboration Experience of Shenzhen, China. This includes, but is not limited to, collaborations with local educational institutions, government agencies, or ICT enterprises in Shenzhen.
- Evidence of such experience should include published research, case studies, or documented program outcomes relevant to Shenzhen's ICT education sector.

#### b. Delivery of Pilot Program/Assignment

- The applicant must have successfully delivered at least one program or consultancy assignment under the scope of ICT education in Shenzhen. Evidence of such experience should include contracts with relevant institutions or descriptions of project outcomes.
- This may include pilot projects in curriculum development, teacher training, industry-academia collaboration, research on Shenzhen model, or technology integration in education.
- Documentation of pilot program deliverables, outcomes, impact assessments, or third-party evaluations be provided as supporting evidence.

### 5.2 Technical Evaluation Criteria

#### a. Organizational Capacity

- Demonstrated capacity to undertake large-scale research or program delivery in international education ecosystems, with a preference for prior work in Shenzhen or similar high-tech urban environments.
- Availability of a multidisciplinary team with expertise in ICT education, policy analysis, and local context of Shenzhen.
- Capacity to undertake extensive assessment work in Pakistan.

#### b. Methodological Approach

- Clearly articulate the research methodology or model relevant to this consulting project to ensure it aligns with Pakistan's national conditions and can be successfully implemented.
- Ability to customize approaches to align with the Ministry's objectives and Pakistan's context.

### 5.3 Partnerships and Local Networks

- Evidence of established partnerships or collaborations with Shenzhen-based educational institutions, ICT enterprises, or government agencies.
- Contracts or recommendation letters from stakeholders in Shenzhen will be considered as an advantage.
- Applicants with experience in China's digital government cooperation projects will be considered as an advantage.

### 5.4 Applicants with experience in applying Shenzhen's practices to other cities or fields will be considered as an advantage.

#### Track Record and References

- Proven track record of delivering similar assignments for government agencies, multilateral organizations, or leading educational institutions.
- At least two references from previous contract to the quality and impact of the consultant's work in ICT education.
- Applicants may provide relevant award certificates, proof of requisite registrations (local & International), and proof of international standing/ Project delivery, which will be considered as advantages

## 6. Additional Considerations

### 6.1 Compliance and Ethics

- Commitment to ethical research practices, data privacy, and compliance with local and international regulations.
- No record of blacklisting or poor performance in previous assignments.

### 6.2 Financial and Operational Stability

- Demonstrated financial stability and operational capacity to deliver the assignment within the stipulated timeframe.
- Submission of audited financial statements for the last three years.
- The average annual financial revenue over the past three years must not be less than 500 million Pakistani Rupees, with priority given to those exceeding 1 billion Rupees

## 7. Submission Requirements

Applicants must submit the following as part of their Expression of Interest (EOI):

- Company profile and legal registration documents.

- Describe relevant experiences in Shenzhen's ICT digital government, educational institutions, or ICT enterprises, and provide supporting evidence. Documentation of pilot programs delivered in Shenzhen.
- Methodological approach and work plan for the proposed study.
- Team composition and CVs of key experts.
- Contract or recommendation letter from Shenzhen partners.
- Relevant media coverage, award certificates, or proof of local & International Programs and its media coverage, and Digital content covering Project delivery/ media coverage by the applicant. Financial statements and proof of operational capacity.

## 8. Evaluation Process

All EOIs will be evaluated based on the above criteria. Only those meeting the mandatory eligibility requirements and scoring highest on technical and organizational capacity will be shortlisted for further consideration.

**Summary Table: EOI Selection Criteria**

S.No	Evaluation Criteria	Sub Marks	Total Marks
1	<p><b>Organization Profile (Registered age, and financial position)</b></p> <p><b>1. Registered Age (Lead Firm)</b></p> <p>a. 20 + Years (5 Marks)</p> <p>b. 10 to 20 Years (3 Marks)</p> <p>c. Less than 10 Years (1 Mark)</p> <p><b>2. Financial Turnover for the last 2 years (Lead Firm)</b></p> <p>a. More than 5 billion PKR (5 Marks)</p> <p>b. 1-5 billion PKR (3 Marks)</p> <p>c. 500 million to 1 billion PKR (1 Mark)</p>	5  5	<b>10</b>
2	<p><b>Relevant &amp; General Experience of the Firm</b></p> <p>1. Experience of conducting assessment studies of <b>similar</b> nature i.e. <i>Direct research/programs on Shenzhen ICT digital Government, education ecosystem</i> as scope outlined for this project.</p> <ul style="list-style-type: none"> <li>▪ 5 marks per Study/Research Project on Shenzhen ICT <i>digital Government</i> or education eco-system <b>maximum up to 20 Marks</b></li> </ul> <p>2. Experience of conducting assessment studies of <b>general</b> nature (on ICT eco-systems)</p> <ul style="list-style-type: none"> <li>▪ 1 mark per Study/Research Project <b>maximum up to 5 Marks</b></li> </ul>	20  05	<b>25</b>

3	<b>Proposed Approach &amp; Research Methodology, Understanding of the Terms of Reference, Proposed Work Plan</b>		
	1. Proposed Process, Research Methodology & Design & Project Plan		
	<ul style="list-style-type: none"> <li>a. Completeness in Understanding of Project Requirements &amp; Terms of Reference</li> <li>b. Proposed Research Methodology &amp; Design, Approach</li> <li>c. Project Execution Plan, including Project Time Management, Quality Assurance Plan, &amp; Risk Management Plan etc.</li> </ul>	10	<b>35</b>
4	<b>Qualification and Competence of the proposed Project Management Team</b>		
	<ul style="list-style-type: none"> <li>a. Number of personnel with over 15 years of experience &gt; 40% (20 Marks)</li> <li>b. Number of personnel with over 10 years of experience &gt; 40% (10 Marks)</li> </ul>	20	<b>20</b>
5	<b>Presentation by Firm (Mandatory)</b> Presentation of all proposed aspects of the project outlined in Evaluation Criteria as mentioned Sections (I – IV) above.	10	<b>10</b>
	<b>Total Marks</b>		<b>100</b>
	<b>Minimum Qualification Marks Required (70%)</b>		<b>70</b>

**Note:** Pakistan Software Export Board (PSEB) reserves the right to request additional information or clarification from applicants at any stage of the evaluation process.

## 9. Mandatory Eligibility Criteria:

Criteria	Description	Evidence Required
Shenzhen ICT Digital Government, Educational Institutions, or ICT Enterprise Collaboration Experience	Directly participate in projects of Shenzhen's ICT digital government, educational institutions, or ICT enterprises.	Reports, publications, case studies, Contract or Case Descriptions
Pilot Program Delivery	At least one pilot program delivered in ICT education vertical	Program reports, evaluations
Organizational Capacity	Ability to deliver large-scale research/programs	Company profile, team CVs
Methodological Approach	Clearly articulate the research methodology or model relevant to this consulting project, in alignment with Pakistan's national conditions.	Executable methodology or model elaboration
Local Partnerships	Active collaborations with Shenzhen stakeholders, Collaborate with China's Government	Contract
Shenzhen Methodology Spillover Application	Applying Shenzhen's Experience to Other Cities or Fields	Contract
Performance Record	Previous similar project experience	Contract
Track Record & References	Proof of social status or awards	Award certificates, news media coverage
Compliance & Ethics	Adherence to ethical and legal standards	Declaration, compliance documents
Financial Stability	Sufficient financial and operational resources. The average annual financial revenue for the past three years must not be less than 1 billion PKR Pakistani Rupees.	Audited financial statements

## 10. EOI Opening Address:

### Manager Administration

Pakistan Software Export Board, Ministry of Information Technology & Telecom

Plot# 61, 6<sup>th</sup> Floor, New State life Tower, Blue Area, Islamabad