



Expression of Interest (EoI)

for

**PERFORMANCE ASSESSMENT OF PAKISTAN  
SOFTWARE EXPORT BOARD (PSEB)**

November 2024

**TENDER NO. A (01)/PSEB/2024-46**

**Pre-bid meeting:** 21<sup>st</sup> November, 2024 at 03:00 pm

**Last submission date:** 28<sup>th</sup> November, 2024 at 03:00 pm

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



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## 1. Introduction to PSEB

Pakistan Software Export Board (Guarantee) Limited (PSEB) is a Public Sector Company under the Administrative control of Ministry of Information Technology & Telecommunication, Government of Pakistan. The main functions of the company are to act as a one stop on behalf of Government of Pakistan in matters relating to the development and export of IT/ITeS exports from Pakistan and to take all actions as may be required for the promotion and growth of IT development and increase in exports. Over the last five years, PSEB has launched several programs and initiatives aimed at enhancing Pakistan's IT export capabilities and fostering local IT talent.

The global IT industry is valued at USD 7 trillion. In Pakistan, the IT and IT-enabled Services (ITeS) sector has seen remarkable growth, with exports reaching \$3.2 billion in the fiscal year 2024. This represents a 24% increase from the previous year. Pakistan's IT exports continue to expand, primarily due to policy changes, foreign market expansion, and increased demand for IT services in regions like the Gulf Cooperation Council (GCC). There is optimism that the sector will achieve exports of around \$3.5 billion in fiscal year 2025. Pakistan Software Export Board (PSEB) plays a pivotal role in branding Pakistan as a prime tech destination, building a robust IT workforce, and developing strategic infrastructure to support the IT industry. Its functions are critical to achieving the ambitious export target of \$25 billion in the next five years set by the Government of Pakistan. Some of its key initiatives are as under:

1. Branding Pakistan as a Tech Destination on International Fora
2. Augmenting the IT workforce through trainings and related support
3. Developing strategy and policy interventions to enhance IT exports
4. Provision of IT enabled office space
5. Facilitating the IT industry in the ease and cost of doing business

## 2. Instructions for EoI

- 2.1 The electronic EOI document, containing detailed requirements, terms and conditions is available on e-Pak Acquisition and Disposal System (EPADS) at (<https://eprocure.gov.pk>), PPRA ([www.ppra.org.pk](http://www.ppra.org.pk)) and PSEB (<https://pseb.org.pk>) websites.
- 2.2 The Electronic EOI shall only be submitted through EPADS on or before on 28<sup>th</sup> November, 2024 at 1500 hours PST. Manual bids shall not be accepted. The electronic EOI shall be opened on the same day through EPADS at 1530 hours PST.
- 2.3 In terms of Rule 48 of Public Procurement Rules, 2004 Grievance Redressal Committee (GRC) is constituted for subject consultancy. Notification of said GRC is provided on PSEB website (<https://techdestination.com>) and on EPADS at (<https://eprocure.gov.pk>).
- 2.4 The Consultancy Firm(s) firm should possess proven qualification for technical as well as financial expertise in the domain. Details of the qualification and experience should be provided in the EOI.
- 2.5 The Consultancy Firm(s) will state the key considerations, the envisaged scope of work, development methodology and deliverables in its proposal against EOI for the following Objectives and ToRs, and any additional warranted, envisaged for "Performance Assessment of Pakistan Software Export Board (PSEB) based on the requirements defined in the objectives (available at [www.pseb.org.pk](http://www.pseb.org.pk)) and the best international practices.
- 2.6 The Consultancy Firm(s) will be short-listed based on the 'Evaluation Criteria'

comprising Qualification, Experience as mentioned in section 4. The EOI should accordingly provide relevant information in sufficient detail covering the aspects mentioned therein to aid evaluation.

- 2.7 The Request for Proposals (RFP) will only be shared with the short-listed Consultant(s)/ Consultancy Firm(s) at later stage

### 3. Objectives of the Assessment

The objective of this assignment is to assess the efficiency, effectiveness, and impact of PSEB's operations in enhancing export of Pakistan's IT & ITeS industry over the last five years (FY 2019-20 to FY 2023-24). The assessment will evaluate:

- 3.1 alignment of vision, mission and objectives of PSEB with the IT & ITeS export targets set by the Government of Pakistan.
- 3.2 the efficacy of the initiatives undertaken by PSEB in line with its vision, mission and overall targets set by its Board under the directions of the Government of Pakistan.
- 3.3 how effectively has PSEB designed and implemented its initiatives and programs.
- 3.4 the level of success in meeting its performance goals related to software exports and targets set by the Board.
- 3.5 the efficiency, skills, and competency of human capital at PSEB.
- 3.6 PSEB's effectiveness as an IT export enabler and any functional overlaps with entities like TDAP.
- 3.7 the operating model, governance structure and compliance with applicable regulations, policies and best practices.
- 3.8 the operations (including HR, financial allocations, technology adoption, etc.) to identify key areas hindering PSEB in achieving its objectives (if any) and develop an organizational transformation plan.
- 3.9 Propose future roadmap for PSEB in light of the growth targets set by the Govt.

### 4. Evaluation Criteria

The evaluation shall be carried out keeping in view the following criteria:

Sr#	Description	Max. Score	Marks Allocation
1	Firm's Experience and Profile	40	The firm's experience in management consulting and strategic performance evaluations. (1 mark for each year of experience, max 10 marks)
			Projects completed similar to the scope of this RFP (2 mark per project, max 20 marks).
			Demonstrated experience working with public sector organizations or IT/ITeS companies (2 mark per project, max 10 marks).



2	Financial Position (Audited annual report of last 3 years to be provided)	20	Annual turnover 100+ mil	20
			Annual turnover 50 - 100 mil	15
			Annual turnover 30 - 50 mil	10
			Annual turnover below 30 mil	5
3	Project Methodology and Work Plan	40	Detailed work plan and methodology for conducting the performance evaluation of PSEB. Marks based on the clarity, feasibility, and logical sequencing of the proposed activities. Project work Plan & Methodology (20) WBS with timelines (20)	40
<b>G. Total</b>		<b>100</b>		

**(Appropriate verifiable documents to be attached as evidence)**

Profile of the firm and any other document which the applicant deems appropriate to support its proposal for qualification shall be attached with the proposal. A firm must obtain a minimum of 70 marks to be shortlisted.

**5. Point of Contact**

For all queries: [sali@pseb.org.pk](mailto:sali@pseb.org.pk)

Phone#+92-51-9219075

**6. Pre Bid Meeting:**

The Pre Bid Meeting is going to be held on 21<sup>st</sup> November, 2024 at 1500 hrs. at following link  
<https://tinyurl.com/5n7mxju3>

**7. Bid Opening Address**

**Manager Administration**

Pakistan Software Export Board

6<sup>th</sup> Floor, State life Building, Blue Area, Islamabad

Phone # +92-51-9215098.