

Request for Proposal (RFP)

FOR

**THE PROVISIONING OF HUMAN RESOURCE AT
PAKISTAN SOFTWARE EXPORT BOARD**

A(01)/PSEB/2024-42

October, 2024

**PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
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 Telecommunications.

Since the date of its inception, being the apex body within the Government charged with the task of accelerating/enhancing Pakistan's IT and IT enabled services (ITeS) industry PSEB has done a tremendous job by providing timely and relevant policy input and by supporting the IT industry through the introduction of several projects and programs in the areas of Infrastructure Development, Human / Intellectual Capital Development, Company Capability Certification, International Marketing and Image Building, etc.

2. MAJOR FUNCTIONS OF PSEB

Since its inception, PSEB has been facilitating the overall development of the IT/ITeS industry and accelerating exports of software and IT-enabled services in particular. Major functions are as follows:

- Formulate and implement policy frameworks and incentive packages for the IT/ITeS industry.
- Act as an interface between the Government and the IT/ITeS industry.
- Interact with the relevant regulatory bodies to develop the enabling infrastructure.
- Conceptualize and execute projects for the development of the Industry.
- Enhance the quality of IT education and carry out HR capacity development programs.
- Resolve problems/concerns of the IT/ITeS industry with relevant government quarters.
- Address queries by overseas investors or direct them to the appropriate channels.
- Maintain the competitiveness of the local IT/ITeS industry in the international market by creating a viable domestic environment.
- Market Pakistan as a viable and preferred Tech Destination globally.
- Monitor developments within the global IT/ITeS sector and formulate/implement policies to adjust to the changing environment.
- Accelerate the growth of the domestic IT/ITeS Sector.

3. INTRODUCTION TO THE WORK

To effectively manage the activities across various departments of PSEB, the organization intends to hire outsourced staff for a period of two years. Below are the deliverables outlined for each department.

4. DELIVERABLES

Proposals are invited for the provision of the following HR of respective departments:

Sr. #	Location	Positions	Head Count
1	Islamabad,	Graphic Designer	02
2		Content Writer	02
3	Lahore and	Video Editor Photographer	01
4	Karachi	Social Media Officer	01
5		Web Developer	01

6		Domestic Business Coordinator	04
7		Relationship Officer	02

Provision of Staff: The outsourcing company will provide required staff through qualified resources deputed at PSEB. The staff would include and must meet minimum criteria as under:

i. GRAPHIC DESIGNER

No. of Positions: 2

Location: Islamabad

Salary: PKR 200,000/-

Mandatory Requirement:

- 16 years' education recognized by HEC, with 03 years of relevant post qualification experience or 14 years' education with 5 years of relevant post qualification experience

Job Description:

- Develop graphics and select colors, images, text style, and layout for product illustrations, logos, websites, social media posts and other marketing collateral.
- Produce creative and innovative designs using Photoshop, illustrator, InDesign, coral draw, and any other appropriate medium.
- Conduct picture research and maintain image library/catalogue.
- Conceptualize visuals based on requirements and prepare rough drafts and present ideas
- Advise on strategies to reach a particular audience
- Test graphics across various media and amend designs after feedback.
- To be self-driven, creative and have the ability to think outside the box.

Other duties assigned by the Supervisor

ii. CONTENT WRITER

No. of Positions: 2

Location: Islamabad

Salary: PKR 200,000/-

Mandatory Requirement:

- 16 years' education recognized by HEC.
- Minimum 03 years of relevant post qualification experience

Job Description:

- Research industry-related topics (combining online sources, interviews and studies)
- Prepare well-structured drafts, research reports and articles, while ensuring quality, vocabulary, relevance to the topic and interest of the intended audience.
- Proofread and edit content before publication
- Submit work to Supervisor/ Manager for input and approval
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed.
- To be self-driven, creative and have the ability to think outside the box.
- Other duties assigned by the Management.

iii. VIDEO EDITOR/PHOTOGRAPHER

No. of Positions: 1

Location: Islamabad

Salary: PKR 200,000/-

Basic Requirement:

- 16 years' education recognized by HEC. With 02 years of post-qualification experience
or
- 14 years' education with 4 years of experience

Job Description:

- Determine the scope of a project/ assigned task
- Hands-on experience in video editing, clip masking, photography, creating/editing images/videos that convey a message
- Making posts, conceptualizing visuals based on requirements, preparing rough drafts and presenting ideas
- Portray designs to determine a message, select colors, images, text style, and layout
- Advise on strategies to reach a particular audience, amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

iv. SOCIAL MEDIA OFFICER

No. of Positions: 1

Location: Islamabad

Salary: PKR 110,000/-

Mandatory Requirement:

- 16 years of education recognized by HEC.
- Minimum 03 years of relevant post qualification experience

Job Description:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections
- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Conduct simple keyword research and use SEO guidelines to attract traffic.
- Moderate all user-generated content
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments/team members to manage reputation, identify key players and coordinate actions.
- To be self-driven, creative and have the ability to think outside the box.
- Other duties assigned by the Management.

v. WEB DEVELOPER

No. of Positions: 1

Location: Islamabad

Salary: PKR 200,000/-

Mandatory Requirement:

- Masters/ bachelor's degree in computer science or information technology (at least 16 years of education) or equivalent
- Minimum 03 years of relevant post qualification experience

Job Description:

- Know HTML, CSS, JavaScript, PHP, and other relevant web design coding languages
- Have hands-on experience in website security, SEO, database connectivity and web designing.

- Have hands-on experience with web tools and the latest web technologies.
- Have hands-on experience to maintain the functionality, appearance, content, and performance of a website.
- Troubleshoot website problems
- Maintain and update websites and monitor website traffic
- Stay up-to-date on technology
- Any task assigned by the management

vi. DOMESTIC BUSINESS COORDINATOR

No. of Positions: 4

Location: Islamabad (02), Lahore (01) and Karachi (01)

Salary: PKR 110,000/-

Basic Requirement:

- 16 years' education recognized by HEC. With 02 years of post-qualification experience
- Minimum 02 years of relevant post qualification experience

Job Description:

- Reports to Director, Operations & Industry Facilitation/Manager Industry Facilitation
- Ensuring the accuracy of IT industry and member companies' data available in PSEB records
- Maintaining database, providing information, creating periodical reports and conducting analysis of IT industry and member companies as required by PSEB management.
- Liaison with the industry for getting the latest information about the company and its operations, expertise, Human Resources etc. whenever required
- Assists management in implementing PSEB programs, encompassing areas such as domestic facilitation of IT investors/customers and IT companies, international marketing initiatives, international company certifications, professional training, internship program, and establishment of software technology parks.
- Provides industry facilitation services to the IT industry, facilitates the process of PSEB registration of IT companies, and call centers in the region.
- Facilitate other PSEB departments in their operation whenever deemed necessary.

vii. RELATIONSHIP OFFICER

No. of Positions: 2

Location: Islamabad and Karachi

Salary: PKR 90,000/-

Basic Requirement:

- 16 years' education recognized by HEC. With 02 years of post-qualification experience
- Minimum 02 years of relevant post qualification experience

Job Description:

- Keep and maintain the record of office correspondence.
- Coordinate with Management.
- Receive and make Calls of clients (must have the convincing power).
- Professionally administer all incoming calls.
- Ensure phone calls are redirected accordingly.
- Possess excellent interpersonal and communication skills

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- Fulfill the Office Management tasks.
- Keep and maintain the record of office correspondence as assigned by respective C-level.
- Coordinate with Management.
- Maintaining database, providing information, creating periodical reports as required by PSEB management.
- Possess excellent interpersonal and communication skills
- Fulfill the Office Management tasks.
- Assists management in implementing new initiatives as directed by Chief Officers

Any other task assigned by the management.

Note:

- a. PSEB reserves the right to increase or decrease the number of posts depending upon its requirements at the time of issuance of staff requisition.
- b. The provided staff will be the responsibility of the vendor/service provider. Any sort of damage/loss that occurred due to manhandling of equipment/assets by the staff of the vendor will be the responsibility of the vendor to take care of and compensate on an actual basis.
- c. The deputed staff will be under the administrative control of PSEB management.
- d. The vendor is to propose a lump sum service charges in percentage inclusive of sale tax (GST) and others all applicable taxes including EOBI Charges. (The deduction and submission of income tax on salary, EOBI, etc., if applicable, to Govt treasury shall be the sole responsibility of the vendor).
- e. The provided staff will be on the responsibility of vendor/service provider. Any sort of damage/loss occurred due to manhandling of equipment/assets by the staff of vendor will be the responsibility of vendor to take care and compensate on actual basis.
- f. The operational expenses like utility bills, stationery, entertainment, and network cabling will be borne by PSEB itself. Any expense done by the vendor without prior approval of PSEB will not be reimbursed to the vendor.
- g. Taxi claims will also be paid as per PSEB rules and regulations
- h. Outstation travel will be allowed in case of tasks assigned by the management and expenses will be borne by PSEB.
- i. No Medical facility will be provided by PSEB.
- j. 03 leaves per month will be allowed.

5. SUBMISSION OF BIDS:

1. Single Stage Two Envelope Bidding Process

A single stage two envelope bidding process will be followed and bids have to be submitted online through E-Pad as laid down by PPRA Guidelines.

The earnest money in the shape of Demand Draft and Pay Order in the favor of Pakistan Software Export Board with an amounting to Rs. 500,000/-.

2. Bid Submission and Opening

Bids should be submitted electronically ONLY through EPADS. 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.

The bids, prepared in accordance with the instructions in the bidding documents along with bid security instrument (Copy) & Proof of Eligibility documents as specified in bid documents in favor of the undersigned must be submitted through EPADS by **19th November, 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.

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

Only those bids will be entertained who applied through EPADS <https://eprocure.gov.pk>

6. **SELECTION CRITERIA**

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

The weightage of Technical Proposal = 80%.

The weightage of Financial Proposal = 20%

Sr. No.	Evaluation Grounds	Max. Score	Marks Allocation	
1.	Company Portfolio	10	Registered Age - Relevant field Less than 5 years	02
			Registered Age - Relevant field 5 to 10 years	05
			Registered Age - Relevant field 10+ years	10
	1.a For Pvt Ltd or SMC-Pvt Ltd Companies (Documents are mandatory)	5	Article of Associations / Form 29	01
			Memorandum	01
			Certificate of Incorporation	01
			CNIC of director/directors	01
			NTN, STN certificates	01
			Partnership deed (For partnership firms only)	03
			CNIC of director/directors/ Partners	01
NTN, STN certificates of firm			01	
For Partnership firms (Documents are mandatory)				
2.	Relevant experience of completed projects with similar resources/ positions. Unrelated projects or resource deployment will not be considered for marking /scoring. (Successfully completed project letters from clients must be attached for these points)	10	Successfully completed projects of similar nature / provisioning of relevant outsourced staff (02 Point=1 Project) Minimum one project is mandatory.	10



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3.	Client List of current or ongoing projects with similar resources/ positions. Unrelated projects or resource deployment will not be considered for marking /scoring. (Satisfactory letters from every ongoing clients must be attached for these points)	10	References required of each ongoing project of similar nature / provisioning of relevant outsourced staff (02 Point=1 project, References are mandatory).	10
4.	Annual Turnover of previous financial years (The turnover will only be calculated and scored from audit report, audit report must be attached for any of FY 2022-23, FY 2023-24.	20	Annual Turnover of up to 50 Million	05
			Annual Turnover of 51-100 Million	10
			Annual Turnover of 100+ Million	20
5.	Timeline for providing of resources	15	Within 7 days	15
			8 to 14 days	10
			15 to 20 days	05
6.	Timeline for providing replacement of resources	15	Within 5 days	15
			6 to 10 days	10
			11 to 15 days	05
7.	No. of Outsourced Staff in similar categories (List of Employees including name designation and placement company is must to get these points).	15	10-30 employees placed.	05
			31-60 employees placed.	10
			61-100+ employees placed.	15
Grand Total		100		

Note:

Achieving 70% marks is mandatory to qualify for financial bid opening. Financial bids of technically compliant companies will be opened on an informed day in the presence of company representatives of short- listed companies.

Financial Evaluation to be filled in Bid submission form
Service charges inclusive of Sale Tax/GST and others applicable taxes on gross invoice amount paid by the PSEB.
Note: - Sales Tax as applicable will be charged on gross amount of the Invoice.

Sealed Financial Bid and Earnest money shall be submitted as under:

S. No.	Description		Remarks/Clarity
A	Tentatively Total Gross Monthly Salary of all positions	-----/-	
B	Quoted Percentage Rate of the services charges inclusive of sales tax and others all applicable taxes.	%age	Should be quoted in Percentage (%)
C	Quoted Amount of the Services Charges against quoted percentage rate inclusive of Sales tax and others all applicable taxes.		C= B x A
D	Total amount inclusive of salary plus services charges		D=C+A

E	Total amount per annum charges (Inclusive of salary +service charges)		$E=D \times 12$
F	Amount of earnest money to be deposited by the bidder		PKR 500,000-

Financial Bid Evaluation Criteria

The bidders must have to submit the financial proposal on the basis of monthly services charges (quoted amount) including sales taxes and all other applicable taxes.

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 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 will be awarded to the bidder who achieved the maximum score and shall be considered as **Most Advantageous Bidder**.

7. TERMS & CONDITIONS

- Prices quoted must remain firm for acceptance up to 180 days from the date of its opening.
- Quoted service charges should be in Pak rupees and inclusive of all applicable taxes. 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).
- PSEB reserves the rights to hire resource to fix the salary based on employee experience but not exceeding maximum salary limit as mentioned in above, service charges will be calculated on the basis salary given to the employees.
- The initial contractual period will be for a period of two (02) years and extendable for further period of one (01) year subject to the satisfactory performance.
- Annual 10 % increase in the salaries will be given to employees after the completion of each year of service with PSEB.
- The contract can be terminated by PSEB at any time with sixty (60) days advance notice and without assigning any reason.
- The company should be registered with Income Tax and Sales Tax Departments.
- The HR hired under the subject RFP shall ensure compliance with PSEB's administrative policies such as punctuality of office timings, code of conduct and ethics policies, communication protocols and assigned responsibilities.
- The Service Provider/Company shall submit an invoice on monthly basis along with a list of deployed HR with payment acknowledgement made to the deployed HR each month.
- The Technical Proposals will be opened in the presence of all those candidate companies that wish to attend the bid opening meeting.

- Must ensure timely payments to deployed HR according to contract by 5th of every month positively.
- PSEB may reject all the bids and cancel the invitation at any stage of bidding process as per PPRA rule 33.
- It is very important that bids should be submitted carefully with right information and document, in case any document or information is fake/wrong in the submitted bid then earnest money shall be forfeited in favor of PSEB.
- Bids shall be evaluated as per evaluation criteria prescribed in bidding document /RFPs.
- The proof of companies/firms as a legal entity.
- The vendor /company will keep close liaison with PSEB HR department in the whole selection process of the candidates including shortlisting, evaluation and final selection.
- Bidder must have to submit following on stamp paper of Rs. 100/-, failing which the bid shall be rejected: -
 - Affidavit that the document/information/details submitted is true and liable to be rejected if proven false and, in that case, legal action on that bidder.
 - Affidavit that the bidder has never been blacklisted by any National/ International organization.
 - The bidder is to provide an undertaking stating that he/she is not a current employee of PSEB and none of his/her immediate family members or company Directors have relation/ association with the procuring agency (PSEB).
 - The bidder should provide an undertaking that he/she is not a partner of any employee of procuring agency (PSEB).
- In case of false information, PSEB reserves the right to initiate a legal action.

8. BIDDER'S QUERIES.

Any queries by the Bidders must be addressed at least five (05) working days before the bid submission deadline, otherwise PSEB will not be liable to respond.

9. MAILING ADDRESS / CONTACT INFORMATION

The following address will be used for all correspondence;

Manager Administration

Pakistan Software Export Board (G) Limited
6th Floor, New State Life Tower (Adjacent to Saudi Pak Tower),
Jinnah Avenue, F-7/4, Islamabad
Islamabad.
Telephone: + 92-51-9202295
Direct #: +92-51-9215098
Email: rarif@pseb.org.pk
URL: <https://www.techdestination.com>

Annexure-I - Undertaking for Bidders

(To be Provided on Judicial Stamp Paper)

It is hereby solemnly confirmed that the undertaking is submitted in respect of PSEB's tender titled "The Provisioning of Human Resource at Pakistan Software Export Board".

a. 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.

b. 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.