



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

**PROVISIONING OF HUMAN RESOURCE OUTSOURCED
SERVICES/ STAFF FOR PSEB OFFICES**



TERMS OF REFERENCE (TOR)
FOR THE PROVISIONING OF HUMAN RESOURCE OUTSOURCED SERVICES/ STAFF REQUIRED FOR PSEB
OFFICES AT ISLAMABAD, LAHORE & KARACHI



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SERVICES/ STAFF FOR PSEB OFFICES



TABLE OF CONTENTS

1.	PAKISTAN SOFTWARE EXPORT BOARD (G) LTD, AN INTRODUCTION.....	3
	Major Functions of PSEB:	3
2.	INTRODUCTION TO THE WORK	3
3.	DELIVERABLES	4
i.	Content Writer-PSEB (1 Position -Islamabad).....	4
ii.	Social Media Officer (2 Positions), (1-Islamabad, 1- Lahore)	4
iii.	Graphic Designer (1 Position -Islamabad)	5
iv.	Web Developer (1 Position -Lahore)	5
v.	Domestic Business Coordinator (3 Positions), (1-Lahore, 1-Karachi, 1-Islamabad).....	6
vi.	Relationship Officer 1 Position, (1-Karachi)	7
4.	PROPOSAL	8
5.	SELECTION CRITERIA	8
6.	PROPOSAL SUBMISSION	10
7.	TERMS & CONDITIONS.....	10
8.	MAILING ADDRESS / CONTACT INFORMATION	11



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES



1. PAKISTAN SOFTWARE EXPORT BOARD (G) LTD, AN INTRODUCTION

Pakistan Software Export Board (PSEB) is the entity within Government charged with the task of accelerating growth in the Information Technology (IT) and Information Technology enabled Services (ITeS) industry.

PSEB is a guarantee limited company totally owned and funded by the Government of Pakistan. It is under the administrative control of the Federal Ministry of Information Technology and Telecommunications, and has a non-Executive Board of Directors that is chaired by the Federal Minister of IT and Telecommunications.

Through its many support programs, PSEB aims to help Pakistani IT companies and IT professionals in obtaining a greater share of the global IT and ITeS marketplace.

Major Functions of PSEB:

Since 1995, PSEB has been facilitating the overall development of the IT industry in general, and the export of software as well as IT enabled services in particular. Major functions are as follows;

- Formulate and implement policy frameworks and incentive packages for the IT industry.
- Act as an interface between the Government and the IT 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.
- Resolve problems/concerns of the IT industry with relevant government quarters.
- Address queries by overseas companies or direct them to the appropriate channels. Maintain the competitiveness of the local IT industry in the international market by creating a viable domestic environment. Bring IT companies under one platform.
- Market Pakistan as a viable IT Destination.
- Monitor developments within the global IT sector and formulate / implement policies to adjust for the changed environment.
- Accelerate the growth of the domestic IT Sector.

2. INTRODUCTION TO THE WORK

To facilitate the development of the local IT industry by extending all possible help to prospective foreign and domestic investors, the International Marketing and Business Development Department of PSEB seeks to enhance public/private sector cooperation in the IT sector with entities around the world and to enhance export earnings of Pakistan by facilitating local IT companies, enhancing brand image of Pakistan's IT sector and removing any issues that may hinder the ability of the local IT sector to secure business.

In addition to regular activities, the international marketing department initiates and supports time bound projects that have the potential to enhance exports and bring investment into Pakistan. The department supports all local marketing related activities and seeks to facilitate interaction between the IT Industry and other stakeholders as part of its efforts to bolster local demand generation and generate dialogue on making IT industry grow on sustainable basis.



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES



As mentioned above PSEB is making efforts in enhancing Pakistan's image globally and projecting Pakistan as viable and feasible IT outsourcing destination. PSEB intends to hire required human resource/ staff through outsourcing. The contract may likely continue for a period of ONE year and extendable for maximum one-year subject to the provisioning of satisfied services. PSEB may terminate this service by giving sixty (60) days advance notice period at any time. In lieu of this, Expression(s) of Interest is invited to provide technical & support staff.

3. DELIVERABLES

The deliverables are categorized as follows;

1. Provision of Staff:

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

i. Content Writer-PSEB (1 Position -Islamabad)

Basic Requirement:

- 16 Years of education (MA in English, MBA, Journalism or related field from a university/institute recognized by HEC).
- Minimum 02-03 years of relevant experience

Job Description:

- Research industry-related topics (combining online sources, interviews and studies)
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit content to posts before publication
- Submit work to in-line Manager and Director for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- 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 and other duties assigned by the Supervisor.

ii. Social Media Officer (2 Positions), (1-Islamabad, 1- Lahore)

Basic Requirement:

- 16 years of education in computer or business-related field from a university/institute recognized by HEC.
- Minimum 02 years of relevant experience



PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES

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
- 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
- Other duties assigned by the Supervisor.

iii. Graphic Designer (1 Position –Islamabad)

Basic Requirement:

- Bachelor degree in designing (BS-IT/BS-CS/BS-SE) from a university/institute recognized by HEC.
- Minimum 02-03 years of relevant experience

Job Description:

- Determine the scope of a project
- Study design briefs and Determine requirements
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Advise on strategies to reach a particular audience
- Determine the message, the design should portray
- Create images that convey a message
- Develop graphics for product illustrations, logos, and websites
- Select colors, images, text style, and layout, present the design to the director
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand
- File work as and when instructed
- Other duties assigned by the Supervisor.

iv. Web Developer (1 Position -Lahore)

Basic Requirement:

- Master in Computer Science or Information Technology, BS-IT/BS-CS/BS-SE from a university/institute recognized by HEC (at least 16 years of education)



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES



- Minimum 05 years of relevant experience

Job Description:

- Know HTML, CSS, JavaScript, PHP, and other relevant web design coding languages
- Have hands on experience of website security, SEO, database connectivity and web designing.
- Have hands on experience of web tools and latest web technologies.
- Have hands on experience to maintain functionality, appearance, content, and performance of a website.
- Ability to handle the New media including web, social media
- Ability to develop content for local and international print and electronic media campaigns
- Ability to develop content for audio and video assignments
- Ability to write report
- Ability to develop content for presentations using latest technologies
- Ability to write content for the company website and newsletters on a regular basis.
- Ability to write articles and press releases
- Troubleshoot website problems
- Maintain and update websites
- Monitor website traffic
- Stay up-to-date on technology
- To support the marketing department for all relevant activities

v. Domestic Business Coordinator (3 Positions), (1-Lahore, 1-Karachi, 1-Islamabad)

Basic Requirement:

- Bachelors' degree or above (minimum 16 years of education from HEC recognized University) with specialization in Business, Marketing, Public Administration, IT or equivalent is required.
- Minimum 1-2 years of relevant experience

Job Description:

- Reports to Director, Operations & Administration/Manager Domestic Business
- Ensuring the accuracy of IT industry and member companies' data available in PSEB records. Continuous and regular contact with the industry is mandatory for getting the latest information about the company and its operations, expertise, HR etc. whenever required and facilitate other PSEB departments in their operation whenever deemed necessary.
- Represents PSEB in their region of appointment and assists PSEB management in coordination with the government & private bodies such as the Trade Development Authority of Pakistan (TDAP), State Bank of Pakistan, Provincial authorities, Pakistan Software Houses Association (P@SHA) etc.
- 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 trainings, internship program, and establishment of software technology parks.
- Provides domestic facilitation services to the IT industry, facilitate the process of PSEB registration of IT companies, and call centers in the region.



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES



vi. Relationship Officer 1 Position, (1-Karachi)

Basic Requirement:

- Bachelors' degree from a university/institute recognized by HEC.
- Minimum 01 years of relevant 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.
- Fulfill the Office Management tasks.

2. Current requirement of staff

Currently PSEB's requirement of staff is as under which may increase or decrease as per its requirements.

S No.	Job Title	Positions	Station
1	Content Writer	1	Islamabad
2	Social Media Officers/ Communication Officers	2	1 –Isl, 1 Lhr
3	Graphic Designer	1	Islamabad
4	Web Developer	1	Lahore
5	Domestic Business Coordinator	3	1- Isl, 1- Lhr, 1- Khi
6	Relationship Officer	1	Karachi
	Total	09	

Note:

- 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.
- The operational expenses like utility bills, stationary, entertainment, 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.
- The vendor is to propose lump sum service charges in percentage exclusive of sales tax (GST). (The deduction and submission of income tax on salary, EOBI, Social Security Services, Medical Insurance, Gratuity etc., if applicable, to Govt. treasury will be the sole responsibility of the vendor).**
- The deputed staff will be under the administrative control of head of respective PSEB departments.
- Any extra duty performed by the staff will be paid as overtime as per rules.
- Taxi claims will also be paid as per PSEB rules and regulations
- No Medical facility will be provided by PSEB.



PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES

h) Per Month 3 paid leaves will be allowed to the staff, other than gazette holidays.

4. PROPOSAL

The technical and financial proposals must be enclosed in separate envelopes properly labeled. The both envelopes should further be sealed in a single envelope marked **“FOR THE PROVISIONING OF HUMAN RESOURCE OUTSOURCED SERVICES/ STAFF REQUIRED FOR PSEB OFFICES AT ISLAMABAD, LAHORE & KARACHI.**

The completed Technical and Financial Proposals must be delivered at the submission address on or before the time and date stated in the Data Sheet. Any proposal received after the closing time for submission of proposals shall be returned unopened.

5. SELECTION CRITERIA

Evaluation of received bids will be carried out as per following criteria.

Sr. No.	Evaluation Grounds	Max. Score	Marks Allocation	
1. 1.a	Company Portfolio	5	Registered Age - Relevant field Less than 5 years	02
			Registered Age - Relevant field 5 to 10 years	03
			Registered Age - Relevant field 10+ years	05
	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	
For Partnership firms (Documents are mandatory)	01			
2.	Relevant experience of completed projects in similar resources/ positions. (Janitorial, Security resources/projects will not be considered for marking/scoring)	10	Success fully complete project of similar nature / provisioning of outsourcing technical staff (01 Point=1 Project) Minimum 1 project is mandatory	10
			3.	Client List of current or ongoing projects in Similar Resources/ positions. (Janitorial, Security resources/projects will not be considered for marking/scoring)



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES



4.	Annual Turnover	10	Annual Turnover of up to 50 Million	04
			Annual Turnover of 50-100 Million	06
			Annual Turnover of 100+ Million	10
5.	Timeline for providing of resources	10	Within 7 days	10
			8 to 14 days	06
			15 to 30 days	04
6.	Timeline for providing replacement of resources	10	Within 7 days	10
			8 to 14 days	06
			15 to 30 days	04
7.	No. of Employees	10	10-30 employees in the organization of all three cities	03
			31-60 employees in the organization of all three cities	07
			60-100+ employees in the organization of all three cities	10
8.	Companies presence in 3 cities	10	Company Presence in Islamabad	3.33
			Company Presence in Lahore	3.33
			Company Presence in Karachi	3.33
Grand Total		80		

Note:

Achieving 48 marks out of 80 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 exclusive of Sale Tax/GST on gross invoice amount paid by the PSEB.

Note: - Sales Tax as applicable w.r.t each location will be charged on gross amount of the Invoice.

Sealed Financial Bid and Bid security shall be submitted as under:

S. No.	Description		Remarks/Clarity
A	Tentatively Total Gross Monthly Salary of all positions	4,40,000/-	
B	Quoted Percentage Rate of the services charges exclusively of sales tax	%age	Should be quoted in Percentage (%)
C	Quoted Amount of the Services Charges against quoted percentage rate exclusively of Sales tax		C= BxA
D	Quoted Amount of the service charges from December 1, 2020 to June 30 th , 2021 (07 months)		D=Cx 7
E	Amount of bid security to be deposited by the bidder		E =2 % of D



PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES

Note:

- Any bidder who will not provide the information in required format shall be rejected.
- **The lowest financial bid i.e. lowest quoted percentage rate of services charges exclusive of sales tax, shall be awarded the contract.**
- Bidder shall quote lump sum service charges (in percentage) excluding sales tax for all positions From **December 01, 2020 to June 30, 2021.**
- Sales tax as applicable w.r.t each location will be charged on gross amount of the invoice.

6. PROPOSAL SUBMISSION

The complete proposal has to be submitted latest by **11:00 AM on Tuesday, November 10, 2020 which will be opened on the same date at 11:30 AM** at the PSEB office in Islamabad as mentioned in section 8. Any proposal received after the closing time for submission of proposals shall not be entertained.

7. TERMS & CONDITIONS

- Prices quoted must remain firm for acceptance up to 90 days from the date of its opening.
- The Lowest financial bid i.e. lowest quoted percentage rate of service charges exclusively of sales tax shall be awarded the contract according to selection criteria mentioned at Sr # 5 .**
- PSEB management will conduct and select the candidates for relevant positions through interviews.
- Quoted price should be in Pak rupees and exclusive of sale tax. Prices quoted without any tax remarks will be treated as inclusive of income tax. Any change in Government duties or taxes shall be borne by the successful bidder(s).
- In case the selected service provider /bidder is not willing to provide required services on quoted rates then its bid security submitted with the bid will be retained/forfeited in favor of PSEB and second lowest /advantageous evaluated bid will be considered.
- The estimated budget for salaries of all positions should not exceed Rs. 3.08 (M) exclusively of sale tax and service charges for specific period of (07) months.**
- Tax shall be deducted/withheld as per applicable sales tax and income tax law. If selected service provider is not in ATL at the time of payment then his payment shall be stopped till he files his mandatory returns and appears on ATL of FBR.
- The initial contractual period will be effective from December 01, 2020 to June 30th, 2021 which may be extended with 10% annual increase for maximum one year, subject to satisfactory performance and with mutual consent but can be terminated by PSEB at any time with sixty (60) days advance notice and without assigning any reason.
- The service providers/company should be a registered with Income Tax and Sales Tax Departments and active tax payers on FBR website for eligible to provide services.
- The Technical Proposals will be opened in the presence of all those bidders/ companies that wish to attend the bid opening meeting.
- A 2% earnest money/bid security (refundable) according to total bid value as per financial format at Serial # 5 in** the shape of Bank Draft / Pay Order in favor of "Pakistan Software Export Board" SHOULD



PROVISIONING OF HUMAN RESOURCE OUTSOURCED

SERVICES/ STAFF FOR PSEB OFFICES

BE INCLUDED IN THE FINANCIAL PROPOSAL and should not be disclosed in Technical Proposal in any manner. The Proposal without/short of earnest money will be directly rejected.

- xii. Must ensure timely salaries to staff/employees according to contract.
- xiii. PSEB reserves the right to increase or decrease the number of posts depending upon its requirements at the time of issuance of staff requisition and reject all bids and cancel this invitation at any stage of the bidding process as per PPRA rule 33.
- xiv. **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 bid security shall be forfeited in favor of PSEB.**
- xv. **Bids shall be evaluated as per evaluation criteria prescribed in bidding document /TORs.**
- xvi. **The proof of companies/firms as a legal entity.**
- xvii. **Bidder must have to submit following on stamp paper of Rs. 100/-, failing which the bid shall be rejected: -**
 - a. **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.**
 - b. **Affidavit that the bidder has never been blacklisted by any National /International organization.**
 - c. **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).**
 - d. **The bidder should provide an undertaking that he/she is not a partner of any employee of procuring agency (PSEB).**
 - e. **In case of false information, PSEB reserves the right to initiate a legal action.**

8. MAILING ADDRESS / CONTACT INFORMATION

Following address will be used for all correspondence;

Manager Administration/HR

Pakistan Software Export Board (G) Limited

2nd Floor, Evacuee Trust Complex, F-5 Aga Khan Road Islamabad.

Telephone: + 92-51-9201422 Fax:

051-9204075

e-mail kbanagsh@pseb.org.pk

URL: <http://www.pseb.org.pk>