



**PROVISIONING OF MARKETING OUTSOURCED
SERVICES/ STAFF FOR PSEB**

REQUEST FOR PROPOSALS (RFP)

FOR THE PROVISIONING OF MARKETING OUTSOURCED SERVICES/ STAFF FOR PSEB

OFFICES AT ISLAMABAD, LAHORE, KARACHI & QUETTA

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PAKISTAN SOFTWARE EXPORT BOARD (G) LTD, AN INTRODUCTION

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

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

Through its many support programs, PSEB aims to help Pakistani IT companies and IT professionals obtain a more significant share of the global IT and ITeS Significance.

MAJOR FUNCTIONS OF PSEB:

Since 1995, PSEB has been facilitating the overall development of the IT industry in generating, 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 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 directs 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 to the changing environment.
- Accelerate the growth of the domestic IT Sector.

INTRODUCTIONION TO THE WORK

To facilitate the development of the local IT industry by extending all possible help to prospective domestic/ foreign investors and Potential Clients, 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 the 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 the IT industry grow on a sustainable basis.

Salient Activities of the Department

1. Newsletter
2. Online Social Media (LinkedIn, Facebook, Twitter)
3. PSEB Website
4. PSEB Industry Portal
5. Press Releases
6. Local and International Exhibitions
7. Conferences, Seminars, Brain Storming Events
8. In & Outbound delegations (Country focused events)
9. Business Matchmaking and networking (Micro/Macro level networking/marketing/interaction)
10. Publicity of the IT Industry (Press releases and magazine articles)
11. Correspondence and relationship building with world-class companies, foreign missions in Pakistan, trade associations, etc.
12. Marketing and communication collateral (brochures, flyers, standees, giveaways and all other forms of collateral)
13. Promotion of Success stories and other industry-related news
14. Inter-Ministerial Correspondence
15. Public Relationships and registration management
16. Recommendations submission for all JECs
17. Interaction with IT companies to have primary stakeholder feedback
18. Support all feasible time-bound projects
19. Memorandum of Understandings with countries around the globe.
20. Analysis of incentives given to the IT Industry around the globe and their possible implementation in Pakistan.
21. Interaction with institutions, entities, and trade organization around the globe.
22. Documentaries, videography and advertisements.

Core Focus Areas of the Department

- **GLOBAL PENETRATION**
Improving the perception of Pakistan in key International markets. Promoting Pakistan as a quality destination for the global IT industry.
- **PROJECTION**
Promoting Pakistan as a competitive, viable choice for the outsourcing of IT-related work.
- **COLLABORATION**
Enhancing IT industry-specific cooperation and collaboration between Pakistan's public/private sector entities and international counterparts.
- **FACILITATION**
Enabling & facilitating the interaction of Pakistan based IT companies with key international stakeholders such as investors & potential clients.
- **MARKETING/NETWORKING**
Providing marketing/networking opportunities to local IT Industry in both local & international markets. Providing support to PSEB in marketing various projects, events, services, campaigns and other marketing-related activities of the organization at the domestic level.
- **SUPPORT PRIVATE-SECTOR IDEAS**

Supporting /encouraging private sector initiatives that have the potential of playing a role in bolstering Pakistan's IT industry, foreign exchange earnings & improving global IT market share.

1. As mentioned above PSEB is making efforts in enhancing Pakistan's image globally and projecting Pakistan as a viable and feasible IT outsourcing destination. PSEB intends to hire technical and support staff through outsourcing. The contract may likely continue for a period of ONE year and extendable on yearly basis subject to the provisioning of satisfactory services. PSEB may terminate this service by giving sixty (60) days advance notice period at any time. In lieu of this, Request for Proposals (RFP) is invited to provide technical & support staff.

DELIVERABLES

The deliverables are categorized as follows;

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. CONTENT WRITER

No. of Positions: 2

Location: Islamabad

Salary: PKR 120,000

Basic 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, researches 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.

ii. SOCIAL MEDIA OFFICER/COMMUNICATION OFFICER

No. of Positions: 1

Location: Islamabad

Salary: PKR 80,000

Basic 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.

iii. GRAPHIC DESIGNER

No. of Positions: 2

Location: Islamabad

Salary: PKR 120,000

Basic 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.

iv. WEB ADMINISTRATOR

No. of Positions: 1

Location: Islamabad

Salary: PKR 150,000

Basic Requirement:

- Masters/ Bachelors' degree in Computer Science or Information Technology (at least 16 years of education)
- 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

v. DOMESTIC BUSINESS COORDINATORS**No. of Positions:** 4**Location:** Islamabad, Lahore, Karachi, Quetta**Salary:** PKR 60,000**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 & Administration/Manager Domestic Business
- 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 domestic 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.

vi. RELATIONSHIP OFFICERS /RECEPTIONISTS**No. of Positions:** 2**Location:** Lahore & Karachi**Salary:** PKR 60,000**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
- Fulfill the Office Management tasks.

vii. **VIDEO CONTENT CREATOR CUM PHOTOGRAPHER**

No. of Positions: 1

Location: Islamabad

Salary: PKR 150,000

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

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
1	Content Writer	2
2	Social Media Officer / Communication Officer	1
3	Graphic Designers	2
4	Web Administrator	1
5	Domestic Business Coordinators	4
6	Relationship Officers/Receptionists	2
7	Video Editor / photographer	1
	Total	13

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.**
- e. 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.
- f. Any extra duty performed by the staff will be paid as overtime as per rules.
- 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. Per Month 3 leaves will be allowed to the staff.

PROPOSAL

Single Stage Two Envelop Procedure will be followed, the technical and financial proposals must be enclosed in separate envelopes and properly labelled and marked as **“Request for Proposals for Provisioning of Marketing Outsourced Services/Staff for PSEB Offices”**.

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.

SELECTION CRITERIA

The proposals will be evaluated on the basis of the evaluation criteria given below;

Sr. No.	Evaluation Grounds	Max. Score	Marks Allocation	
1.	Company Portfolio	5	Registered Age - Relevant field 1 to 5 years	02
			Registered Age - Relevant field 5 to 10 years	03
			Registered Age - Relevant field 10+ years	05
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

	For Partnership firms (Documents are mandatory)		Partnership deed (For partnership firms only)	03
			CNIC of director/directors/ Partners	01
			NTN, STN certificates of firm	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)	10	References required of each ongoing project similar nature / provisioning of outsourcing technical staff Contact person name, designation, email, land line No. and cell No. (01 Point=1 Reference) References are mandatory	10
4.	Annual Turnover of last two 02 financial years (The turnover will only be calculated and scored from audit report, audit report must be attached)	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 inclusive of Sale Tax/GST and others applicable taxes 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	1,220,000/-	
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.		$C = B \times A$
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 bid security to be deposited by the bidder		$F = 2 \% \text{ of } E$

PROPOSAL SUBMISSION

The complete proposal has to be submitted latest by **1500 hours on June 24th, 2022 and will be opened on the same date at 1530 hours**, 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.

TERMS & CONDITIONS

- Prices quoted must remain firm for acceptance up to 180 days from the date of its opening.
- Quoted price 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).
- The lowest financial bid i.e. lowest quoted percentage rate of service charges inclusive of sale tax and others applicable taxes shall be awarded for contract according to selection criteria mentioned in TORS.
- The initial contractual period will be for Two (02) years from 1st July , 2022 to 30th June 2024 , extendable with a 10% annual increase on a yearly basis, after the completion of initial contract period the contract may be extended 1 time (maximum one year) , subject to satisfactory performance and with mutual consent but can be terminated by PSEB at any time within sixty (60) days advance notice and without assigning any reason.
- The company should be registered with Income Tax and Sales Tax Departments.

- The outsourced staff 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 staff with payment acknowledgement made to the outsourced staff each month.
- The Technical Proposals will be opened in the presence of all those candidate companies that wish to attend the bid opening meeting.
- **A 2% earnest money of the total value of quoted bid in** the shape of Bank Draft / Pay Order in favor of “Pakistan Software Export Board” SHOULD BE INCLUDED IN THE FINANCIAL PROPOSAL and should not be disclosed in Technical Proposal in any manner. The 2 % bid money should be submitted as per above format.
- Must ensure timely salaries to staff/ employees according to contract.
- PSEB 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 bid security 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.

MAILING ADDRESS / CONTACT INFORMATION

The following address will be used for all correspondence;

Manager Administration

Pakistan Software Export Board (G) Limited
2nd Floor, Evacuee Trust Complex, F-5 Aga Khan Road
Islamabad.

Telephone: + 92-51-9204074, Ext:117

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