

# Expression of Interest (EOI)

FOR

## The Hiring of Company for Travelogue & Organizing Product Competition

May 2021

PAKISTAN SOFTWARE EXPORT BOARD  
MINISTRY OF INFORMATION TECHNOLOGY  
GOVERNMENT OF PAKISTAN

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## 1 Pakistan Software Export Board (G) Ltd - An Introduction

The Government of Pakistan established the Pakistan Software Export Board (PSEB) for the facilitation and development/advancement of the local IT industry. It is a guarantee-limited company owned and funded by the Government of Pakistan working under the Federal Ministry of Information Technology (IT & Telecommunication Division). The company has its 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 Purpose of this Document

The purpose of this document is to denote/specify the deliverables associated with this project and the procedure/approach, which will be followed by PSEB to assess, evaluate and select the firm/company capable of recording and to produce a video about the scope and exposure of Pakistan's Tech Industry in 15 cities, called a "Travelogue."

## 3 Objectives of the Project

### Introduction to the Project:

This project aims to highlight the IT industry of Pakistan to encourage foreign and domestic investors to invest in our IT industry to increase the export earnings of Pakistan. Travelogue should be a detailed description, impressions, and attractions of places in the mentioned cities, as they will travel from place to place. It will also be providing a glimpse of the events that occurred or it can. This travelogue aims to be a true account of the development and potential of our country, experiences traveling, descriptions of what the traveler sees, hears, tastes, smells, and feels while traveling. It will strengthen the brand image of the IT sector in Pakistan. The travelogue will showcase the developments being done in the Pakistan IT industry to portray a positive image across the world. The smaller IT companies within Pakistan's IT ecosystem will be recognized for their achievements. This is a country-wide technology product and services hunt. A competition will be held in Islamabad for the finale. This project is divided into two categories, i.e., a travelogue and product competition

### 3.1 Travelogue:

Fifteen cities of Pakistan will be covered, and it will be series of travelogue. Each city will be covered in episodes.

Following are the cities to be covered:

S #	City	S#	City
1	Lahore	9	Gujranwala & Sialkot
2	Islamabad	10	Multan
3	Karachi	11	Bahawalpur
4	Rawalpindi & Wah Cantt	12	Hyderabad & Jamshoro
5	Peshawar	13	Sukkur
6	Quetta	14	Abbottabad
7	Faisalabad	15	Swat
8	Gilgit		

### 3.2 Joint Venture

A company can also apply in a joint venture for Event Management (in case of JV undertaking of formation of JV on legal paper is required clearly mention principal and partner financial of principal will be considered).

### 3.3 Theme:

The basic theme of the travelogue is product discovery, showing the depth of the IT industry and spreading awareness regarding the developments being done by the IT industry in Pakistan, encouraging diaspora Pakistani's from these cities to invest in the IT sector in their town.

### 3.4 Language:

The language of the travelogue will be English/Urdu and subtitles as our core objective is to promote Pakistan's IT industry across the world.

### 3.5 Duration:

The duration of each episode of the travelogue shall not exceed 30 minutes, consisting of 16-17 episodes (the company can recommend the number of episodes as per their production plan). However, it is desired that the activity shall not exceed beyond 06 months to conclude (Unless unforeseen situation prevents this).

### 3.6 Areas to be covered:

This travelogue will cover

- Some important places and specialty of the cities
- Scenery of Pakistan
- IT universities from smaller cities
- Technology ecosystems in each of the cities
- Coverage of locally developed IT products and services
- Success stories of local entrepreneurs and freelancers
- Opportunities for youth
- SOTs (Interviews) of CEOs/Directors of the company

### Host:

Two hosts are a must (one international vlogger and one female ideally).

### 3.7 Technical Specification

Following technical specifications should be preferred for travelogue production.

### 3.8 Video Resolution:

1. The travelogue must be shot with a high-definition camera.
2. Display Resolution must be 4K.

### 3.9 Music:

Music used in the travelogue should be original and royalty-free.

### 3.10 Other Requirements

- The script should be open for changes in content and other adjustments.
- Language of video can switch between English/Urdu. (With English subtitle of Urdu)
- Movies must be shot with a high-definition camera. Display Resolution should be 4K.
- All movies must be new/fresh, i.e., not displayed anywhere before the competition.
- All music used should be royalty-free or exclusively produced for a travelogue.
- All content submitted subsequently will be the exclusive and intellectual property of PSEB.

## 4 Product Competition:

Apart from video coverage, the company will also search for products in these cities and recommend products for a final competition held in Islamabad. A panel of Judges will select the best product among these shortlisted ones. Trophies will be also be awarded to the winners.

### 4.1 Theme:

The basic theme of this competition is to promote and showcase the products being developed by the IT industry of Pakistan. It will also encourage the IT companies to come up with innovative IT products.

### 4.2 Product Presentation:

The product should be presented in the form of a presentation.

### 4.3 Areas to be covered:

The following description should be included in the presentation:

- General description of the product.
- Product's importance.
- The potential value gained by the potential customers.
- Product's innovativeness, i.e., how it solves a problem in a new way.
- Uniqueness and features of the product.
- Technical importance
- Commercialization Strategy, i.e., a strategic plan for the product to have a competitive advantage.
- Customers profile
- Projected market size.
- Financials.

PSEB will be providing judges for the evaluation of products in all the cities; the company is responsible for searching the products and presenting them to judges.

### 4.4 Final Competition:

Bidder will organize a grand final competition in Islamabad. All the best products winners will present, and judges will announce the national winner, and they will be awarded trophies.

A bidder is required to organize the event; they may partner with any event management company to organize this event. (In case of partnership event organizer profile and consent to work with the bidder is required)

The following must be included in the event management proposal:

1. Complete event run down with proposed event flow and management plan.
2. Event structure (furnishing, equipment, etc.)
3. Details of all the branding elements, including entrance, stage, backdrops, media walls, and seating.
4. Videography: complete recording of the event. Must include editing, sound mixing, subtitles, audio & color correction.
5. Audio/visual set-up

Following are terms and conditions for Event Management Company

1. The bidder must possess valid registration under Sales & Income Tax Authorities, including where relevant SECP or any other government authority-local, provincial or federal, Relevant Provincial Tax Authorities if operational in a province and with other relevant bodies where applicable.
2. The bidders under a declaration of ineligibility for corrupt and fraudulent practices issued by any Government (Federal, Provincial or Local) or a public sector organization are NOT ELIGIBLE. The firm must provide an undertaking as required to this effect.
3. The bidder should not be involved in litigation with any Government department. The firm must provide an undertaking as required to this effect.
4. The Firm/Companies should have relevant experience providing similar services for the last (Five) 05 years in event management. They should have organized at least three (03) similar events with VVIPs, Head of States/ Head of Government/ Foreign Delegates.
5. The bidder must be active on FBR's active taxpayer's list. [a certificate to this effect shall be provided].
6. Please provide references for assignments/projects that closely reflect similar project to the scope of work which has already been completed in the past. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

## 5 What must be included in the Travelogue proposal?

- Prototype presentation with a comprehensive storyboard.
- Project Organization and Management Plan
- The pre-production work (Idea, Script, significant places of the cities to be covered, scope of the areas decided, duration of a single episode)
- Production plan
- Production Team details (No. of members, skills, experience)
- Production Equipment details
- Traveling plan
- The estimated time in which the project could be completed.

## 6 Timelines

The hired company will provide a timeline for the completion of the travelogue.

It is preferred that the project is completed in 06 months, including post-production activities and broadcast-ready content. Competition data should be concluded in these six months, too; the final competition date will be announced later.

The duration of the presentation for the product competition should not exceed 3 minutes.

## 7 Copyright

All the content (including footage, images, props, etc.) should be original and developed for PSEB.

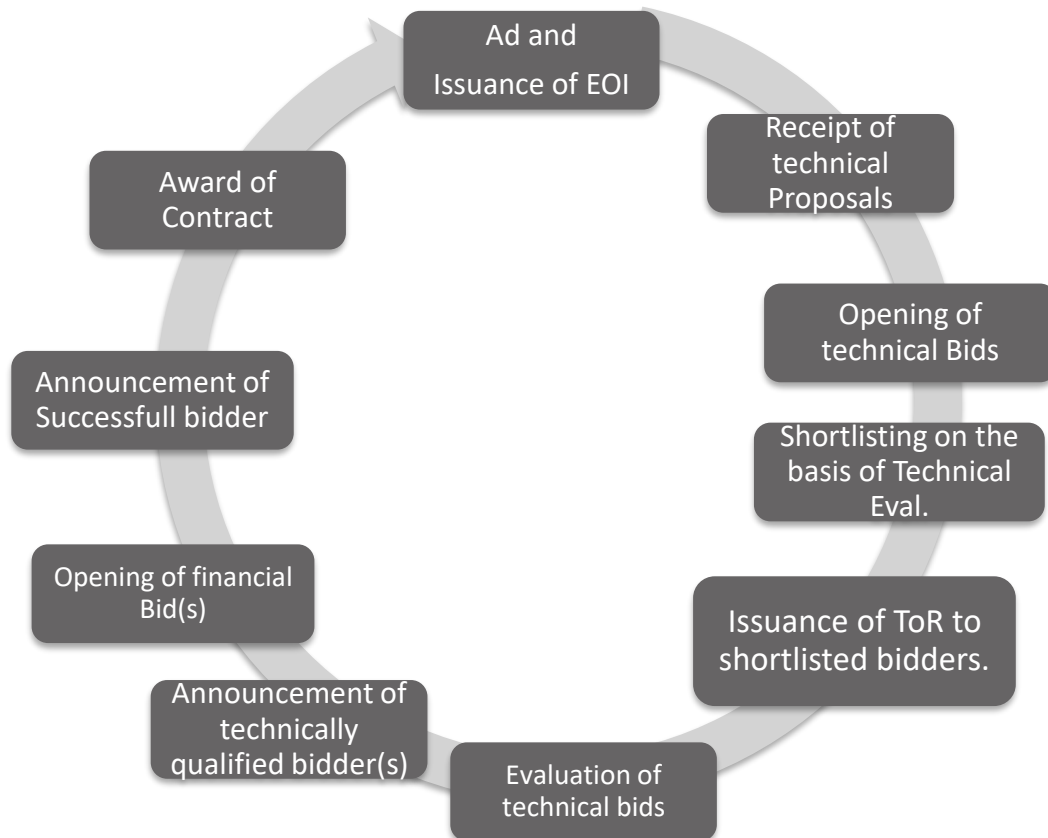
All the music used in the travelogue should be original and royalty-free.

To use any copyright or trademarked content, the company needs to seek permission first. Entries containing any unauthorized content will be disqualified.

The bidder will transfer all the rights to PSEB; PSEB reserves all rights to use all the content at any platform.

## 8 Bidding Process

A two-stage bidding procedure will be followed



## 9 Technical Proposal Points Allocation/Selection Criteria

The technical proposals/bids must be submitted in conformance with the format give under #8.3 and Technical Bid Criteria for the Portal

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile	5	01 mark per year (Max. 10 Marks)	5
2	Financial Position (Last year audited report is must for turnover points)	5	Annual turnover +30 million	5
			Annual turnover +20 million	4
			Annual turnover +10 million	2
3	Relevant experience of the firm in similar projects	20	Successfully Completed Project in Making Drama/Film/Documentary/Travelogue of minimum 30 minutes post-production content. Min. 10 Projects (1 Project =1 Marks)	20
4	Qualification and Competence of the proposed Team Members–Full Time/Part-time/ On-call  (Attach list of team members, resumes of Production and post production team, Editing team, Screen writer, Sound Dept. Camera Dept. and Direction team as per the Annex-1 Format)	30	Relevant work experience of Production lead (One project=1.0 marks)	10
			Relevant work experience of Direction lead (One project=1.0 marks)	10
			Relevant experience of the team deployed on a project (content writer, producer/Director) (One project=1.0 marks)	10
5	Component wise work plan & Timelines	5	Detailed submission of the work plan with timelines	5
6	Story Board	10	Storyboards of at least 03 different cities	10
7	Technical Bid Completeness	10	Includes but not a professional presentation of the bid in line with EOI	10
8	Presentation/Demonstration	20	Presentation of proposal	20
9	Profile of potential International and local hosts (with the willingness to travel by road to all cities)	20	Successfully hosted similar Project. Min. 10 Projects (1 Project =1 Marks)	20
10	Product Competition /Talent Hunt Program Experience	10	Completed competitions (2 competition = 2 Marks)	10
11	Final Competition Event Plan	15	The proposed innovative idea for the event, Event Management Plan,	15
12	Previous experience in corporate event management	20	Successfully Completed Corporate Events, Min. 10 Projects (1 Project =1 Marks)	20
13	Experience of large scale corporate events (300+ guests) and VVIP events	10	Successfully Completed Large scale Corporate events, Min. 03 Projects (1 Project =2 Marks)	10
	<b>G. Total</b>	<b>180</b>		<b>180</b>



### 9.3 Technical Evaluation Criteria

The minimum percentage for technical qualification shall be 70% Firms securing this evaluation score or more will be considered technically responsive and subsequently shortlisted.

### 9.2 Incurred Cost

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the PSEB to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, for providing additional information when requested by the PSEB, or for participating in any selection demonstrations or interviews including contract negotiations. Furthermore, finalists will be required to complete a detailed **Statement of Work** at their own cost that will be part of the implementation contract before contract signing. The cost of the finale should also be mentioned.

### 9.3 Detailed Submittal Requirements

To facilitate the analysis of responses to this EOI, vendors are required to prepare their proposals following the instructions outlined in this part. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements of the EOI. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.

Vendor responses shall be in the following format and numbered with tabs as shown:

Section	Title
Sr.#	Title Page
1	Table of Contents
2	Executive Summary
3	Scope of Services
4	Company Background and detail of completed projects (Projects should be mentioned separately with reference details)
5	Detailed CVs of the proposed project team. (Projects should be mentioned separately with reference details)
6	Proposed Methodology for Travelogue Production
7	Storyboard of Proposed Production and Compliance with Requirement
8	Copies of Income Tax and Sales Tax registration certificates
9	Undertaking on the letterhead of the firm/company that the firm/company is not blacklisted by any other firm and/or government department.
10	In the case of a representative of a company, an authorization letter from the firm/company is represented.
11	Exemption certificate (if applicable).
12	Client/Project References
13	Any other document required by PSEB or supporting your proposal.
14	Host's profile
15	Finale event Plan in Islamabad
16	Undertaking by host for travel by road in Pakistan for this recording

For any query, please contact at [shassan@pseb.org.pk](mailto:shassan@pseb.org.pk)

## 10 Terms and Conditions

### 10.1 Submission of Bids

The proposal shall be in the English language. A two-stage bidding procedure will be opted as per PPRA rules to receive and evaluate bids. In 1<sup>st</sup> stage, EoI will be called to have technical proposals only. Bids must be provided in a sealed envelope; the evaluation process includes presentations of bidders as well. Based on evaluation criteria, the most suitable bidders will be. Proposals shall contain technical solutions only (without price & earnest money) and a soft copy of the bid (s) on a USB drive.

In the 2<sup>nd</sup> stage, RFP will be issued to only bidders who will be qualified in the 1<sup>st</sup> stage. Shortlisted bidders will submit comprehensive revised technical proposals along with financial proposals.

The complete Bid documents (only technical solution as per 1<sup>st</sup> stage) shall be submitted on or before **June 30, 2021 at 3:00 pm**, which will be opened on the same day at **03:30 pm** at below mentioned address.

Note: - Any proposal received after the closing date and time for submission will not be entertained.

### 10.2 Opening of Bids

Technical offer(s) will be opened on the stipulated date and time as mentioned in the tender notice, in the presence of vendors/bidders or their authorized representatives who desire to attend the bid opening session.

### 10.3 Disqualifications

Without prejudice to other rights of the company; the bidder shall be disqualified if:

- They are or have been at any time during the last five years involved in litigation, arbitration, or any other dispute or event that may in the company have material adverse effects on the bidders' ability to perform the contract.
- Its involvement in litigation is chronic.
- Its past conduct or execution of work under the contract has been poor.  
The Specification and other requirements of the assignment are not properly adhered to, or it is different from those mentioned against each deliverable.
- The firm/company is not registered with the Income-tax and Sales Tax authorities.
- Any other significant discrepancy found in the proposal and non-compliance of the terms and conditions of EOI's and tender notice.
- The firm has been blacklisted by any other firm/company and/or government department.

### 10.4 Issuance of RFP

RFP will be issued only to those bidders who qualify 1<sup>st</sup> stage as per evaluation criteria given in this EoI.

Vendor demonstrations are an integral part of the selection process. Vendors that cannot demonstrate their proposed software and hosting solution during the dates prescribed by the PSEB may be eliminated. The agenda for demonstrating the proposed solution will be distributed to vendors shortlisted for demonstrations well ahead of schedule.

## 11 Contact Information

Manager Administration  
**Pakistan Software Export Board**  
Ministry of Information Technology and Telecommunication.  
Government of Pakistan  
2<sup>nd</sup> Floor Evacuee Trust Complex, F-5/1, Islamabad  
Phone # +92-51-9204074 Fax# +92-51-9204075

## Annex-I

### FORMAT OF CURRICULUM VITAE

Name of Company:	
Name of Staff Member:	Job Designation:
Role in this project:	Total years of experience:
Years with Company:	Nationality:

#### 1. Key Qualifications and certifications:

*(Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe the degree of responsibility held by the staff member on relevant previous assignments and give dates and locations)*

#### 2. Educational Qualification.

#### 3. Other Skills

#### 4. Work Experience:

##### • Employment Record:

*(Starting with present position, list in reverse order every employment held. For experience in the last ten years, give types of activities performed and client references at least three(Name, Email, Phone number, Company Name.)*

- **Significant Projects** (Project Name, details, your Role, significance of the project)
  - **Any International Project**, if yes (Please mention project name, details, your role and significance of the project)
  - **Experience relevant to the assignment**
- #### 5. A complete Profile Consisting of
- Total no of projects so far
  - Project tenure
  - Expertise and roles in those projects

Signature: \_\_\_\_\_ (Staff Member)

OR

Signature: \_\_\_\_\_ (Authorized Representative)

Date: \_\_\_\_\_

## Annex- II

### Reference Form ASSIGNMENTS/PROJECTS VIDEO COMPLETED DURING LAST 05 YEARS

Please provide references for assignments/projects that closely reflect similar project to the scope of work which has already been completed in the past. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

Sr. #	Name of Customer	Details of Project	Media	URL	Project Cost (Million PKR)	Project Completion Date	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/ Evidence
1								
2								
3								
4								
5								

(Please add records as many as are required)

## Annex- III

### Reference Form Event Management Experience

Please provide references for the event Management project to the scope of work that has already been completed in the past. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

Sr.#	Name of Customer	Details of Event	Event Media	Project Cost (Million PKR)	Number of Participants	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/ Evidence
1							
2							
3							
4							
5							