



Ministry of Information Technology  
& Telecommunication

**DIGITAL PAKISTAN**

## Industry Vertical Coverage

PAKISTAN

**PSEB**

SOFTWARE  
EXPORT BOARD

# Terms of References (TORs)

For

# Industry Vertical Coverage



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S O F T W A R E  
E X P O R T B O A R D

## PAKISTAN SOFTWARE EXPORT BOARD MINISTRY OF INFORMATION TECHNOLOGY GOVERNMENT OF PAKISTAN

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## 1 PSEB 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 guarantee limited company totally owned and funded by the Government of Pakistan working under the auspices of the Federal Ministry of Information Technology (IT & Telecommunication Division). 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.

### 1.1 Major Functions of PSEB

The aims and objectives for the establishment of PSEB 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 domestic IT Sector.



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## 2 The Industry Vertical Coverage

### 2.1 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. The winning firm is to work with representatives of PSEB and industry organizations to develop a working list of companies from within the membership of organizations and PSEB in all the major cities of Pakistan more likely those in Karachi, Lahore and Islamabad who could be contacted for researching the content for these whitepapers. This document also illustrates the requirements and the conditions, which shall be adhered to, to fulfill and qualify for this task.

Whitepapers are more marketing in nature than an exhaustive research-based approach and should present graphics, illustrations and photos as part of the overall content. The content must be well written and well structured.

The Industry vertical coverage will consist of taking the following verticals and developing a 3-5-page whitepaper on these segments.

These segments are envisioned to be (PSEB reserve the right to change any vertical as deemed necessary),

1. New Media and Mobile applications (mobile software, Social Media applications)
2. Fintech: including but not limited to trading platforms and technologies, core banking solutions, leasing solutions, financial analytics and data warehousing, risk management, system integration of Financial Services platforms, technologies and components.
3. HealthCare
4. Emerging Technologies (AI, IoT, Block Chain, Machine Learning)
5. Cloud Technologies
6. Information Security
7. Digital (Animation, Games and digital content development)
8. E-commerce and Web technologies
9. Chip design and coding
10. Industrial Automation
11. Big data and Data analytics
12. Education Technologies
13. BPO
14. Gov. Tech
15. Green Tech



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### 2.2 Project Details:

The work carried out under this project would include:

1. Doing the research to summarize the capability, structure, segment size, testimonials and achievements of the industry verticals.
2. Testimonials from overseas buyer and customers of Pakistani IT firms. Where exact name of a customer can't be mentioned, phrases like "did this work for a top 5 automobile manufacturer of the world" etc.
3. Major projects undertaken (summary) in this industry segment along with significant achievements.
4. The industry vertical whitepapers should be delivered in both; electronic as well as a high and a low resolution (pdf file).
5. The bidder may suggest additional content that they feel would make this whitepaper exercise more meaningful. The cost of this may be included as separate item in the financial proposal.
6. All content needs to be of top-notch quality and should be developed with a knowledge and understanding of the technology sector.
7. All content must be either original or royalty-free or permission should be obtained from the company or owner of the content for its use in writing. This includes text, photos, graphics, images, animated, video and any types of media content.

### What must be included in the proposal?

The following items must be part of this proposal in addition to other items that the bidder may want to include:

- a. Detailed presentation/evidence of past relevant work and expertise.
- b. One sample of how the vertical study/whitepaper will have (content) and how it will be organized (graphical layout). This could be fictitious data or a relevant document that is close enough to the specification in this section.
- c. Details of organizational strength and a proposed team structure for undertaking this project (resumes of key individuals/project leads may be included).

## 3 Organizational Strength

Organizational Strength and a proposed team structure for undertaking this project.

1. The Company should deliver industry vertical whitepapers an electronic layout design tool (QuarkXPress, in Design or equivalent as well as a high and a low-resolution pdf file).



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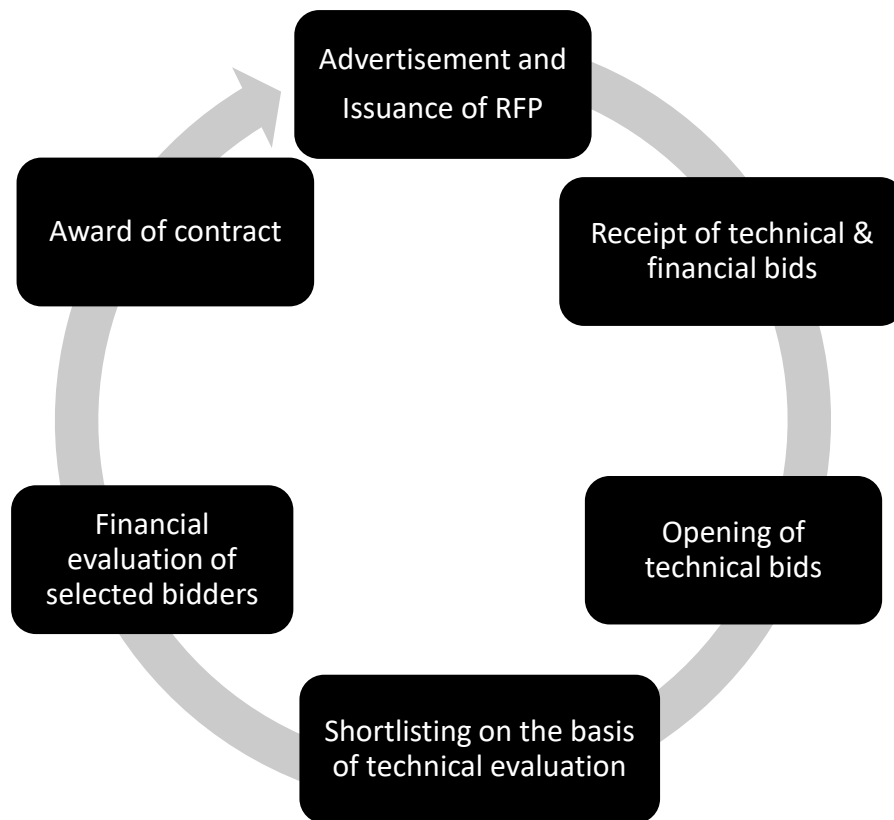
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2. All content must be either original or royalty-free or permission should be obtained from the company or owner of the content for its use in writing.
3. Company may suggest additional content that they feel would make this whitepaper exercise more meaningful.
4. Detailed evidence of past relevant work and expertise.

### 4 Bidding Process



### 5 Technical & Financial Proposal Points Allocation/Selection Criteria

The technical proposals/bids must be submitted in conformance with the format give under # 5.1 and technical evaluation of the firms/companies will be carried out keeping in view the following details:

Technical Evaluation: 70%

Financial Evaluation: 30%



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## 5.1 Technical Bid Criteria

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile	10	Registered age- 7+ years	10
			Registered age - 3 to 7 years	5
			Registered age - less than 3 years	2
2	Financial Position	10	Annual turnover above 50 Million	10
			Annual turnover 21-50 Million	5
			Annual turnover up to 20 Million	2
3	Relevant Experience of the firm in similar projects	20	Successfully completed Project of similar nature and size (1 Project= 10 Marks) Mini. 1 project is mandatory.	20
4	Qualification and Competence of the proposed Team Members	25	Relevant Work Experience and projects previously delivered by the team (One project=5 marks)	25
5	Work plan & Timelines	10	Submission of work plan with timelines	10
6	Technical Bid Completeness	15	Compliance with Technical Specifications but not professional presentation of the bid in line with RFP	15
7	Presentation/Demonstration of the Proposed Solution	10	Presentation of proposed solutions by participating bidders	10
	G. Total	100		

Achieving 70 marks out of 100 in technical evaluation 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.





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### 5.2 Financial Bid Criteria

The financial bids of only technically qualified companies will be opened. List pricing (including all applicable taxes) for:

All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. In case of any arithmetic error in the total tender amount, quoted item rate will be taken as touchstone to work out the correct tendered amount. Cost must be given as per vertical basis. (PSEB reserves the right to change the number of Verticals)

The evaluation of financial bids will be calculated as follows:

- The weightage of financial proposal is 30% in total score.
- The financial weightage will be calculated by the formula as given below:  
$$= (\text{lowest bid}/\text{bid offered}) * 30$$

The aggregate points of the financial and technical evaluation for each company will be calculated. The contract will be awarded to the company that secures the maximum points.

### 5.3 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, at their own cost, finalists will be required to complete a detailed **Statement of Work** that will be part of the implementation contract before contract signing.

### 5.4 Detailed Submittal Requirements

In order to facilitate the analysis of responses to this RFP, vendors are required to prepare their proposals in accordance with 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 RFP. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.



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

Section	Title
<b>Sr.#</b>	<b>Title Page</b>
1	Table of Contents
2	Executive Summary
3	Scope of Services
4	Company Background and detail of completed projects
5	Detailed CVs of proposed project team.
6	Component wise work plan & Timelines
7	Copies of Income Tax and Sales Tax registration certificates
8	Undertaking on the letterhead of the firm/company that the firm/company is not black listed by any other firm and/or government department.
9	In case of representative of a company, authorization letter from the firm/company represented.
10	Audit reports of last 03 years as proof of financial stability.
11	Sample Work
12	Exemption certificate (if applicable).

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

## 6 Terms and Conditions

### 6.1 Submission of Bids

The technical and financial bids shall be in English language and must be provided in separate sealed envelopes bearing "Tender for Industry Vertical Coverage" The technical bid envelope should contain the technical specifications only (without prices) along with soft copy of the proposal on USB drive. Bids must be delivered through courier or dropped at the PSEB office. **2% earnest money of total value of quoted bid** in the shape of Bank Draft / Pay Order in favor of "Pakistan Software Export Board" must be enclosed with the financial proposal along with soft copy on USB drive, and should not be disclosed in Technical Proposal in any manner.

The complete Bid documents along with 2% earnest money should be submitted on or before **Thursday, November 19, 2020 at 2:30 pm** which will be opened on the same day at **03:00 pm** at below mentioned address.

Prices quoted must remain firm for acceptance up to 90 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 bidding company should be a registered with Income Tax and Sales Tax departments.



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

### 6.2 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 desires to attend the bid opening session.

### 6.3 Performance Guaranty

- The successful bidder will be required to furnish 10% performance guarantee of the total bid value in the shape of CDR / Bank Guarantee in favor of the PSEB at the time of signing of the contract, which will be released after satisfactory completion of the one-year maintenance period.
- The Bank Guarantee must be issued by a scheduled bank.
- The successful bidder shall provide undertaking that the work shall be completed as per terms and conditions of the agreement and that the developer company shall be responsible to complete all the given tasks with in a given time frame.
- The developer company shall provide Technical support throughout the one-year maintenance period.
- In case the vendor fails to complete the warranty / guarantee period successfully, the performance guarantee will be forfeited in favor of PSEB.

### 6.4 Payments

Reference to Clause#5.2, Financial Bidding Criteria, and payment breakup shall be as follows:

Sr.#	Payment	Amount	Terms & Conditions
1	1 <sup>st</sup> Release	20%	After acceptance of documentation required under clause# 5.4
2	2 <sup>nd</sup> Release	30%	On development of 50% whitepaper's
3	3 <sup>rd</sup> Release	50%	Successful completion

The payment for the work completed by the successful bidder shall be released within 30 days of the receipt of invoice provided that:

- The invoice is complete, accurate and the entire satisfaction of the procuring agency/client;
- Work is delivered/installed according to the instructions/requirements of PSEB;



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- Satisfactory inspection report is provided by PSEB designated officer; so as to ascertain that the work delivered conform to the specifications/requirements of the PSEB;
- All payments shall be made in the Pak rupees

### 6.5 Disqualifications

Without prejudice to other right of the company; 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 contract has been poor.  
The Specification and other requirements of the assignment is not properly adhered to or it is different from the one's mentioned against each deliverable.
- The firm/company is not registered with the Income tax and Sales Tax authorities.
- Any other major discrepancy found in the proposal and/or non-compliance of the terms and conditions of RFP's and/or tender notice.
- The firm has been blacklisted by any other firm/company and/or government department.

### 6.6 Award of Contract

Contract will be awarded to compliant companies after evaluation of Technical and financial bids.

## 7 Contact Information

### Manager Administration/HR

#### Pakistan Software Export Board (G) Limited

2<sup>nd</sup> Floor, Evacuee Trust Complex, F-5 Aga Khan Road Islamabad.

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051-9204075

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