



TRANSPARENCY INTERNATIONAL-PAKISTAN

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26th April 2010

Director International Marketing,
Pakistan Software Export Board,
2nd Floor, Evacuee Trust Building,
F-5/1, Agha Khan Road,
Islamabad

Tel: 051 9204074 ; Fax 051 9204075

Subject: Violation of Public Procurement Rules, 2004 Request for Proposal for Hiring of Consultants for "Designing Portal, Company Directory & Industry Verticals Coverage"

Dear Sir,

The Request for Proposal for Hiring of Consultants for "Designing Portal, Company Directory & Industry Verticals Coverage published in Dawn dated 25th April 2010 is in violation of Rule No 23 of Public Procurement Rules 2004 quoted below.

23. Bidding documents.- (1) Procuring agencies shall formulate precise and unambiguous bidding documents that shall be made available to the bidders immediately after the publication of the invitation to bid.

PSEB shall provide as set of bidding documents which shall include (a) invitation to bid; (b) instructions to bidders; (c) form of bid; (d) form of contract; (e) general or special conditions of contract; (f) specifications and drawings or performance criteria (where applicable); (g) list of goods or bill of quantities (where applicable); (h) delivery time or completion schedule; (i) qualification criteria (where applicable); (j) bid evaluation criteria; (k) format of all securities required (where applicable); (l) details of standards (if any) that are to be used in assessing the quality of goods, works or services specified; and (m) any other detail not inconsistent with these rules that the procuring agency may deem necessary.

Transparency International Pakistan request PSEB cancel and re-invite the tender and make all its procurement Transparent, and in accordance with the requirements of Public Procurement Rules 2004 prepare Tender Documents required under Rule 23, including the evaluation criteria.

The above information is forwarded for the purpose to avoid the mis-procurement charge under Rule No 50, and to re- invite the Expression of Interest, which shall be based on the procedures prescribed by Public Procurement Rules, 2004

With Regards,


Syed Ali Gilani
Chairman,

Copy forwarded for the information and appropriate action on the violation,

1. Chairman Public Accounts Committee, Islamabad
2. Auditor General Pakistan, Islamabad
3. Managing Director PPRA, Islamabad
4. Chairman, PSEB, Islamabad

REQUEST FOR PROPOSALS

Member Company Web Directory and Marketing Portal

Pakistan Software Export Board (PSEB) is the Government agency mandated to promote the Pakistani IT industry. The IT industry holds great promise as an engine of economic growth, earner of foreign exchange and creator of jobs. A major initiative of PSEB is to facilitate business development and sales for its companies. In today's connected electronic world, effective web presence is a must for any entity doing business internationally. To facilitate effective marketing, sales and business development for its member companies, PSEB wants to build an effective web 2.0 based member company directory and portal. This will consist of the following three components.

The Portal: The portal component is a software development project where current state of the art technologies must be used to build a web 2.0 based company directory. The portal must also support multi-media content as well as a workflow to approve content submitted to PSEB by its member companies. The portal must be optimized for search engines. PSEB is especially looking for software development firms that are interested in placing their logo on each page of the site in order to minimize the development cost to PSEB.

The Company Directory Content: For this component PSEB is looking for companies with expertise in content development to work with PSEB member companies to create effective company introductions, highlight company's technical and functional capabilities, develop visually appealing content depicting the company (for example, photos of its work environment), build case studies of the work the company has performed in the past and create video content related to the company. Such interviews with the company CEO or a past customer, for example. PSEB is also looking for creative ideas from the media company to project a positive image of the Pakistani IT & ITes industry. Such ideas and implementation details should be part of the proposal that the company submits.

Industry Verticals Coverage: The third part of this project is to develop short whitepapers on certain industry verticals. Examples of such industry verticals are eHealthcare, Financial Services, Gaming and Animation, BPO and Enterprise Application development etc. These whitepapers will summarize the capability of Pakistani IT companies in these areas, summarize the problems that have been solved in this industry vertical and mention of significant initiatives. Some reference to customers served in these verticals will be very useful.

PSEB is looking for reputable consulting firms and individual to undertake this project. The three components for this project listed above should be bid separately since each of these components involves a distinct set of expertise and one company may not have all this expertise under one roof. A detailed Terms of Reference along with an explanation of the selection process can be found at <http://www.pseb.org.pk/tors>

Proposals must reach PSEB on or before Monday May 10, 2010 before 10:00 a.m. which will be opened on the same day at 11:00 a.m. at the address given below. Request for Proposal is also available at PPRA website: www.ppra.org.pk.

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