

GOVERNMENT OF PAKISTAN
MINISTRY OF INFORMATION & BROADCASTING
DIRECTORATE OF ELECTRONIC MEDIA & PUBLICATIONS (DEMP)

REQUEST FOR PROPOSAL (RFP)

**PRE-QUALIFICATION-CUM-SELECTION OF A THIRD-PARTY FIRM FOR
PROVISION OF CONTRACTUAL / OUTSOURCED MANPOWER SERVICES**

RFP No.: 29-07/2026-DEMP /

Date of Issue / Publication	01.07. 2026
Pre-Proposal Meeting	10. 07 2026, 1100 hrs
Last Date & Time of Submission	16 .07.2026, 1100 hrs
Opening of Technical Proposals	16.07.2026, 11:30 hrs
Mode of Advertisement	PPRA website (www.ppra.org.pk), DEMP website & print media
Procurement Method	Single Stage – Two Envelope (PPRA Rule 36(b))
Bid Security	One(1) million (refundable)

Issued by:

Directorate of Electronic Media & Publications, Islamabad

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SECTION 1: INVITATION FOR PROPOSALS

The Directorate of Electronic Media & Publications (DEMP), Ministry of Information & Broadcasting, Government of Pakistan (hereinafter the “**Directorate**” or “**Client**”), invites sealed proposals from well-reputed, financially sound and experienced firms duly registered in Pakistan for **pre-qualification-cum-selection of a Third-Party Service Provider (TPSP) for the provision of contractual / outsourced manpower services** to support the operations of the Directorate and its Central Monitoring Unit (CMU).

1. This procurement is being undertaken under the **Public Procurement Rules, 2004** (as amended) and the regulations issued by the Public Procurement Regulatory Authority (PPRA) thereunder.
2. The selection shall be carried out on a **Single Stage – Two Envelope** basis in terms of Rule 36(b) of the Public Procurement Rules, 2004. Each proposal must comprise a separately sealed **Technical Proposal** and **Financial Proposal** enclosed in a single outer sealed envelope.
3. Bidding documents may be obtained from the address given below, or downloaded from the PPRA / Directorate website,
4. Interested firms may obtain further information during office hours from the office of the undersigned. Proposals must be delivered to the address below on or before 16 .07. 2026, 11:00 hrs. Technical Proposals shall be opened on the same day at 11:30 hrs in the presence of bidders or their authorised representatives who choose to attend.

Bids received after the prescribed deadline shall not be entertained and shall be returned unopened. The Directorate reserves the right to accept or reject any or all bids in accordance with Rule 33 of the Public Procurement Rules, 2004.

(S/d.)
Kh. Maaz Tariq

SECTION 2: DEFINITIONS & ABBREVIATIONS

Unless the context otherwise requires, the following terms shall have the meanings assigned to them below:

Term	Meaning
Client / Directorate	The Directorate of Electronic Media & Publications (DEMP), the procuring agency.
Bidder / Firm	A legal entity submitting a proposal in response to this RFP.
TPSP / Contractor	The successful Third-Party Service Provider with whom the Directorate enters into a contract.
Contract Staff	Personnel deployed by the TPSP at the Directorate against the categories and numbers specified in Annex-A.
Service Charge	The management/agency fee charged by the TPSP, over and above the actual cost of staff remuneration and statutory contributions.
PPRA	Public Procurement Regulatory Authority.
Rules	The Public Procurement Rules, 2004 (as amended).
EOBI / SESSI	Employees' Old-Age Benefits Institution / Social Security Institution.

SECTION 3: BACKGROUND & SCOPE OF SERVICES

3.1 Background

The Directorate operates the Central Monitoring Unit (CMU) and allied functions which require a range of technical, administrative and support personnel on a contractual basis. To ensure transparency, statutory compliance and administrative efficiency, the Directorate intends to engage a single Third-Party Service Provider (TPSP) for the recruitment, payroll administration and management of contract staff, rather than engaging individuals directly.

3.2 Objective

The objective is to pre-qualify and select a competent firm capable of providing, deploying, replacing and administering qualified human resources of the categories and in the numbers specified in Annex-A, in full compliance with applicable labour and tax laws of Pakistan.

3.3 Scope of Services

The selected TPSP shall, inter alia, be responsible for the following:

- Sourcing, screening and providing qualified personnel against each category set out in Annex-A, in accordance with the qualification and experience criteria specified by the Directorate.
- Issuing appointment / engagement letters to deployed personnel and maintaining their complete service and personnel records.
- Timely disbursement of monthly remuneration to deployed staff (irrespective of the date of receipt of payment from the Directorate, subject to the agreed payment cycle).
- Deduction and deposit of all statutory contributions and taxes, including income tax, EOBI, social security and any other levy as applicable under the laws of Pakistan, and provision of documentary proof thereof.
- Providing prompt replacement of any deployed person on resignation, removal, absence or at the request of the Directorate, within the time specified in the contract.
- Maintaining attendance, leave and discipline of the deployed staff in coordination with the focal person nominated by the Directorate.
- Furnishing monthly invoices supported by salary sheets, attendance records and proof of statutory deposits.
- Indemnifying the Directorate against any claim, liability or dispute arising out of the employer-employee relationship between the TPSP and its deployed personnel.

SECTION 4: ELIGIBILITY & PRE-QUALIFICATION CRITERIA

4.1 Mandatory Eligibility (Pass / Fail)

A bidder must satisfy ALL of the following mandatory requirements. A bidder failing to meet any one of these requirements shall be declared non-responsive and shall NOT be evaluated further. Documentary evidence must be enclosed against each item.

#	Mandatory Requirement	Evidence Required
1	Legal entity registered in Pakistan (Sole Proprietor / Partnership / Private or Public Limited Company).	Registration / Incorporation certificate; partnership deed / Form-A & C (SECP).
2	Active National Tax Number (NTN) and Sales Tax Registration (where applicable).	NTN certificate; STRN; FBR Active Taxpayer status.
3	Registration with EOBI and Social Security Institution.	EOBI & SESSI/PESSI registration certificates.
4	Minimum five (05) years of relevant experience in providing manpower / outsourcing / HR services.	Work orders / contracts / completion certificates.
5	Average annual turnover of at least Rs. 50 million during the last three (03) financial years.	Audited financial statements (last 3 years).
6	Firm must NOT be blacklisted by any Federal/Provincial Government, autonomous body or PPRA.	Affidavit on stamp paper (Annex-F).
7	Bid Security and cost of bidding document furnished as required.	Pay order / bank draft / bank guarantee.
8	Signed Integrity Pact (for contracts above Rs. 10 million).	Annex-G duly signed & stamped.
9	Firm must NOT be involved in any litigation, dispute, arbitration or legal proceedings with the Directorate (DEMP), Pakistan Television Corporation (PTV), the Ministry of Information & Broadcasting, or any of their attached departments / entities.	Affidavit on stamp paper (Annex-F).

4.2 Technical Evaluation (Merit Scoring)

Bidders meeting the mandatory eligibility shall be technically evaluated out of **100 marks** on the criteria below. A bidder must score a minimum of 70 marks to be declared technically qualified; only the financial proposals of technically qualified bidders shall be opened.

#	Evaluation Parameter	Basis	Max. Marks
1	Relevant Experience	2 marks per completed year beyond minimum (cap applies)	25
2	Financial Strength (avg. annual turnover)	Pro-rated against highest responsive bidder	20
3	Similar Assignments (Govt./public-sector clients)	3 marks per comparable contract (cap applies)	20
4	Organisational Capacity (offices, HR/payroll systems, dedicated team)	Documentary / methodology assessment	15
5	Methodology & Replacement / SLA Plan	Quality of approach for deployment & replacement	10
6	Statutory Compliance Record (tax, EOBI, SS)	Completeness & currency of compliance	10
TOTAL			100

SECTION 5: INSTRUCTIONS TO BIDDERS (ITB)

5.1 Preparation of Bids

5. Bids shall be prepared in the English language. All pages of the proposal shall be serially numbered, signed and stamped by the authorised representative of the bidder.
6. The proposal shall be submitted in **two separately sealed envelopes** – one clearly marked **“TECHNICAL PROPOSAL”** and the other **“FINANCIAL PROPOSAL”** – both placed inside a single outer sealed envelope bearing the RFP reference number, the name of the procurement, and the words **“DO NOT OPEN BEFORE [date & time]”**.
7. **Technical Proposal** shall contain all eligibility and pre-qualification documents (Section 4), bidder profile (Annex-B), pre-qualification compliance form (Annex-C), technical proposal (Annex-D), affidavit (Annex-F), integrity pact (Annex-G), bid security and cost of document. **It must NOT contain any price information.**
8. **Financial Proposal** shall contain only the priced Financial Proposal on the format at Annex-E.

5.2 Bid Security

9. Each bidder shall furnish bid security of 1 million, in the form of a pay order / demand draft / bank guarantee from a scheduled bank, in favour of DEMP Bids not accompanied by the prescribed bid security shall be rejected.
10. Bid security of unsuccessful bidders shall be released after the contract is signed with the successful bidder. The bid security of the successful bidder shall be released upon submission of the performance guarantee.
11. The bid security shall be forfeited if the bidder withdraws the bid during its validity, or fails to sign the contract or furnish the performance guarantee within the stipulated time.

5.3 Bid Validity

12. Bids shall remain valid for a period of ninety (90) days from the date of opening of the technical proposals.

5.4 Pre-Bid Meeting & Clarifications

13. A pre-bid meeting shall be held on 10. 07 2026, 1100 hrs at the office of the Directorate to address queries. Requests for clarification may be submitted in writing up to same date. Clarifications and any consequent amendments shall be issued to all bidders and uploaded on the PPRA / Directorate website.

5.5 Submission, Opening & Rejection

14. Bids must be delivered to the address specified by the deadline. Late bids shall be returned unopened.

15. Technical proposals shall be opened publicly at the notified time. Financial proposals shall be kept sealed and unopened until completion of the technical evaluation.
16. The Directorate may reject all bids or proposals at any time prior to the acceptance of a bid, and shall, upon request, communicate the grounds for its decision, in terms of Rule 33 of the Rules. The Directorate shall not be liable for any costs incurred by bidders in the preparation of bids.

5.6 Redressal of Grievances

17. Any bidder feeling aggrieved may lodge a written complaint to the Grievance Redressal Committee of the Directorate within three (3) days of the announcement of the bid evaluation report, in accordance with Rule 48 of the Rules.

5.7 Documents to be Submitted with the Technical Proposal

The Technical Proposal shall include, at a minimum, the following documents, duly signed and stamped. Incomplete submissions are liable to rejection:

- Company profile.
- National Tax Number (NTN) certificate.
- GST / Sales Tax registration and FBR Active Taxpayer List (ATL) proof (where applicable).
- Experience certificates / work orders.
- List of major clients / projects.
- List of technical / managerial staff, with qualifications.
- Office address proof (utility bill / tenancy agreement / ownership document).
- Bank statement / financial proof, together with audited financial statements for the last three (03) years.
- Affidavit regarding non-blacklisting and non-litigation (Annex-F).
- Bid security, cost of bidding document, and signed Integrity Pact (Annex-G).
- Any other relevant supporting documents.

SECTION 6: EVALUATION & AWARD OF CONTRACT

18. Bids shall first be examined for mandatory eligibility (Para 4.1). Responsive bids shall then be technically scored (Para 4.2).
19. Financial proposals of only those bidders who achieve the minimum qualifying technical score shall be opened publicly. The Directorate shall announce the date, time and venue of the opening of financial proposals to the technically qualified bidders.
20. As the remuneration of deployed staff is fixed by the Directorate (Annex-A), financial competition shall be confined to the **Service Charge** quoted by the bidder. The contract shall be awarded to the **lowest evaluated responsive bidder**, i.e. the technically qualified bidder quoting the lowest service charge.

Important: Bidders quoting a service charge that is **zero, negative, or abnormally low** to the extent that it raises doubts about the bidder's ability to meet statutory wage and contribution obligations may be asked to justify the rate; an unsatisfactory justification may render the bid non-responsive.

21. The successful bidder shall be issued a Letter of Award. The contract shall be signed within the period specified, failing which the bid security shall be forfeited and the next lowest evaluated bidder may be considered.

SECTION 7: GENERAL TERMS & CONDITIONS OF CONTRACT

7.1 Contract Duration

22. The contract shall be for an initial period of one (01) year, extendable on the same terms and rates for a further period subject to satisfactory performance, availability of funds and mutual agreement, in compliance with the Rules.

7.2 Performance Guarantee

23. Within fifteen (15) days of issuance of the Letter of Award, the successful bidder shall furnish an unconditional performance guarantee equal to ten percent (10%) of the total annual contract value, from a scheduled bank, valid for the contract period plus ninety (90) days, which shall be forfeited in case of breach or unsatisfactory performance.

7.3 Payment Terms

24. The TPSP shall raise monthly invoices supported by salary sheets, attendance sheets and documentary proof of deposit of statutory contributions for the relevant period.
25. Payment shall be released within fifteen (15) working days of receipt of a complete and verified invoice, subject to applicable tax deductions at source. The Directorate shall not be responsible for any delay attributable to incomplete documentation.
26. The TPSP shall pay salaries to deployed staff by the agreed date of each month regardless of the timing of receipt of payment from the Directorate, and shall be solely responsible for such payment.

7.4 Replacement of Personnel

27. The TPSP shall provide a suitable replacement for any deployed person within seven (07)] days of a request by the Directorate or of the person ceasing to be available, at no additional cost.

7.5 Statutory & Legal Compliance

28. The TPSP shall comply with all applicable labour laws, minimum wage notifications, tax laws, EOBI and social security laws, and shall keep the Directorate fully indemnified against any liability arising therefrom.
29. The deployed personnel shall remain employees of the TPSP. Nothing in the contract shall be construed to create any employer-employee relationship between such personnel and the Directorate / Government of Pakistan.

7.6 Penalties & Termination

30. Liquidated damages may be imposed for delay or default in deployment, replacement or salary disbursement at the rate of 0.5% per week, up to 10% of the value of the affected service.
31. The Directorate may terminate the contract by thirty (30) days' written notice for unsatisfactory performance or breach, and forthwith in cases of fraud, corrupt practice or blacklisting, and may forfeit the performance guarantee.

7.7 Confidentiality

32. The TPSP and all deployed personnel shall maintain strict confidentiality of all information accessed in the course of the assignment and shall execute non-disclosure undertakings as required by the Directorate.

7.8 Dispute Resolution

33. Disputes shall first be resolved amicably. Failing settlement, disputes shall be referred to arbitration under the Arbitration Act, 1940, with the seat of arbitration at Islamabad. The courts at Islamabad shall have exclusive jurisdiction.

7.9 Integrity Pact

34. The successful bidder shall abide by the Integrity Pact (Annex-G) executed under Rule 30 of the Rules. Any violation shall render the contract void and attract forfeiture of guarantees and blacklisting.

7.10 Validity of Pre-Qualification

35. The pre-qualification of a firm shall remain valid for a period of one (01) year from the date of notification, unless otherwise revised by the Directorate, and may be extended at the discretion of the competent authority.

7.11 No Guarantee of Award

36. Pre-qualification shall not constitute, or be construed as a guarantee of, the award of any work, assignment or contract to a pre-qualified firm.

ANNEX-A: JOB DESCRIPTIONS, CATEGORIES, POSITIONS

General Duties and Working Environment

The Central Monitoring Unit (CMU) is the Government of Pakistan's national media monitoring facility, providing round-the-clock (24/7/365) media monitoring and analytical services to the Federal Government. CMU continuously monitors national and international television channels, print, digital, and social media platforms to generate news clips, transcripts, media summaries, analytical reports, and other information products for Ministries, Divisions, and other Government stakeholders to support informed decision-making.

To ensure uninterrupted operations, CMU requires two broad categories of human resources: (i) Media Monitors and Media Analysts, responsible for media monitoring, content production, analysis, and reporting; and (ii) Information Technology Professionals, responsible for the operation, maintenance, and optimization of CMU's software, hardware, network infrastructure, and media streaming systems. As CMU operates on a continuous basis, employees are required to work in rotating morning, evening, and night shifts. The general job descriptions for each position are provided below. However, all personnel shall be expected to willingly undertake any additional duties or assignments entrusted by the management in accordance with organizational requirements. The working environment is dynamic, demanding, and mission-critical, requiring a high degree of professionalism, adaptability, flexibility, and the ability to perform effectively during evening, night, weekends, and public holiday shifts. Following are the detail job description of each post.

JOB DESCRIPTIONS

Post	Qualifications/Experience/Skills	Age	Job Description
Media Asset Manager (2)	- At Least BS in Computer Science/Software Engineering/ Information Technology from HEC recognized university. - More than 5 years of system Integrator experience, and min 1 year of experience in any media monitoring related Company. - A candidate must have certifications in CCNA, MCSA, MCSE, Fortinet NSE 1,2 firewall, Cloud Certification AWS, azure Oracle, VMware, Actus, emams and Veeam. - Hands on experience on Content Management / Media Asset Management/ Digital Asset Management Platform. - A candidate must have hands-on experience in Operating Systems including, Windows (10), Server 2012, Server 2019, and Linux SUSE SLED11 - A candidate must be familiar and must have hands-on experience on Hyper-V, VMWare vSphere, vCenter to administrate, maintain and upgrade, - A candidate must be familiar and must have hands-on experience VMware features like HA, Vsan, Vmotion, DRS and load balancing - A candidate must be familiar and must have hands-on experience on Veeam Backup and replication and other Veeam Products, maintain and upgrade or any other Backup Products like veritas, acronis and etc.	Max 45 years	- Efficient naming, storage, and maintenance of the usage rights of the related files. - Management and monitoring of the access and use of digital assets, ensuring brand consistency, compliance, and copyrights. - Promotion and optimization of the use of assets. - An Asset Manager may serve as a change manager for technology implementation, serving as advocate for both the people using the tool and the tool itself - The Digital Asset Manager also tracks how people interact with files or the technology; this could be internal or external users. - The Digital Asset Manager tracks user adoption trends as well as consumer engagement external to the organization. - They may track and validate metadata, work on taxonomy or tagging, or engage in training with end users, in addition to potentially managing video or other graphics files on a website - Map out workflows and manage them on behalf of the organization - An Asset Manager role includes tracking and monitoring the security of files, along with developing security policies to keep data safe - Performing digital asset lifecycle maintenance activities, such as digital archiving and asset expiration

Post	Qualifications/Experience/Skills	Age	Job Description
	• A candidate must be familiar and must have hands-on experience on disaster recovery DR procedures & best practices. • Previous work experience in Broadcasting / Media. • Working knowledge of markup and programming languages, such as HTML, CSS, JAVA, Linux, Apache, My SQL, Adobe, macOS. • A candidate must have a good understanding and Knowledge of Microsoft AD /Domain Control, DNS/DHCP/Print Server. • A candidate must have fine knowledge of data security (antivirus, antispam, firewall) and compliance with data security standards (GDPR). • A candidate must have an understanding of networking concepts/protocols such as TCP, UDP, FTP, HTTP, SNMP, NAT/PAT, etc. • A candidate must be willing to provide technical assistance and support against queries and issues related to computer systems, software, and hardware. • A candidate is expected to respond to queries either in person or over the phone or through remote sessions and is able to respond to email queries for customers/users seeking help. • A candidate must be capable enough to resolve technical problems with Local Area Networks (LAN), Wide Area Networks (WAN), and other network devices. • A candidate must be willing to learn new technologies independently to improve their own skills • A candidate must know how to setup infrastructure on Cloud and shadow experience Cloud Network Admin.		• Serving as an expert for the Content Management System (Adobe Experience Manager), and the Media / Digital Asset Management system • Applying meaningful metadata tags to assets according to a consistent methodology.
System Support Manager (03)	• At Least BS in Computer Science/ Software Engineering/ Information Technology from HEC recognized university. • 3+ years' relevant experience. • Mandatory one or more International Certifications/ Training's in project Management or Data Center Management.	Max 40 years	• Responsible for organizing and maintaining the digital information management operations of companies. The equipment in a data center is most often comprised of computer hardware and software. Preparation of reports.
Research Analysts (04)	• Bachelor Degree (04 years) in Business Administration/ Management Science/IR/political Sciences English Literature/ Mass communication from universities/institutes recognized by HEC. • 3+ years relevant experience in Media journalism, Research organization and Report writing.	Max 40 years	• Responsible for content monitoring and tracking of Print, electronic and digital media. Preparation of reports. • Communicate and cooperate with a writing team, including a content manager, editors and web publishers • Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials • Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos and blogs

Post	Qualifications/Experience/Skills	Age	Job Description
			• Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.
Network Administrator (01)	• At Least BS in Computer Science/ Software Engineering/ Information Technology from HEC recognized university. • 2-3 Years relevant experience. • CCNA/CCNP/MCSE/MCITP/ Certifications mandatory.	Max 40 years	• Fully support, configure, maintain and upgrade corporate networks • Keep an eye out for needed updates • Ensure network security and connectivity • Monitor network performance (availability, utilization, throughput, and latency) • Define network policies and procedures • Specify network requirements and design solutions • Solid networking knowledge (OSI network layers, TCP/IP) • Hands on experience in networking, routing and switching • Knowledge of application transport and network infrastructure protocols • Ability to design, implement and troubleshoot Wi-Fi and security infrastructure • Provides second level technical support to users concerning network system operations • Design and implement new solutions and improve resilience of the current environment • Manage security solutions, including firewall, anti-virus, and intrusion detection systems • Secure network systems by establishing and enforcing policies, and defining and monitoring access • Excellent knowledge of best practices around management, control, and monitoring of server infrastructure • Hands on with Load Balancers, Firewalls, VPN, LAN, WAN, troubleshooting, and problem resolution • Diagnoses problems with network equipment and performs equipment repair or upgrades when appropriate • Ability to create network diagrams and documentation for design and planning network communication systems • Conduct research on network products, services, protocols, and standards in support of network procurement and development efforts • Comprehensive understanding of network services and networks such as TCP/IP, OSPF, EIGRP and other network switching/routing methodologies • Maintaining current knowledge and understanding of security and networking best practices to offer the best solutions and protection to company systems
Database Administrator (01)	• At Least BS in Computer Science/ Software Engineering/ Information Technology from HEC recognized university. • 2-3 Years relevant experience.	Max 40 years	• Responsible for the performance, integrity and security of a database. The will also be involved in the planning and development of the database, as well as troubleshooting any issues on behalf of the users. Preparation of reports.

Post	Qualifications/Experience/Skills	Age	Job Description
	Strong grip on Oracle, SQL, No-Sql, My sql Mandatory with one or more International Certifications		
Graphic Designer (2)	- Bachelor's Degree in Graphic Designing/Marketing/Communications/ Business or Fine Arts along with a minimum 03 years proven experience in Graphic Designing for Social/ Digital/Electronic/Mass Media Industry. - Expert proficiency in Adobe Creative Suite (In Design, Illustrator, Photoshop, Adobe Digital Publishing Suit and Dreamweaver). - Quick thinker, able to develop concepts and carry out solutions in deadline driven environment. - A strong command of typography, color, composition, hierarchy. - Excellent communication and ability to present ideas confidently and comfortably. - Copywriting skills. - The ideal candidate is detailed-oriented, an excellent communicator, thrives under pressure and has a proven track record of developing and executing effective marketing and social media campaign.	Max 40 years	- Create social media content including graphics, infographics, GIFs, short videos for MOIB / Government of Pakistan social media assets. - Do graphic designing to create posts for social media for campaigns for MOIB / Government of Pakistan. - Create, improve and edit artwork, photos, charts and other graphic elements for social media and internal digital communication. - Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards) - Create animations for illustrative purposes such as animations, presentations - Custom photo editing (restoration, noise reduction, tonal adjustment) - Designs high-end, captivating, branded visuals and graphics - Works closely with Digital Team lead daily in managing creative services workflow and projects - Develops creative briefs and design concepts to meet the objectives of the various departments and the organization.
Content Creator/ Animator (01)	- Bachelor Degree (04 years) in Computer Science/IT, Media Studies/Journalism/Communication/ Business Administration or English Literature along with minimum 3 years proven experience of content development. - Proven record of excellent writing demonstrated in a professional portfolio - Impeccable grasp of the English & Urdu language, including idioms and expressions - Ability to work independently with little or no daily supervision - Strong interpersonal skills and willingness to communicate with clients, colleagues and management - Ability to work on multiple projects with different objectives simultaneously - Strict adherence to the style guides of each company and their policies for publication - Good time management skills, including prioritizing, scheduling and adopting as necessary - Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook and PowerPoint.	Max 40 years	- Create social media content including graphics, info graphics, GIFs, short videos for MOIB / Government of Pakistan social media assets. - Do graphic designing to create posts for social media for campaigns for MOIB / Government of Pakistan. - Create, improve and edit artwork, photos, charts and other graphic elements for social media and internal digital communication. - Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards) - Create animations for illustrative purposes such as animations, presentations - Custom photo editing (restoration, noise reduction, tonal adjustment) - Designs high-end, captivating, branded visuals and graphics - Works closely with Digital Team lead daily in managing creative services workflow and projects - Develops creative briefs and design concepts to meet the objectives of the various departments and the organization.

S.#	Position	Job Description	Qualification	Skills & Experience
1	Data Scientist (Max Age Limit 27 – 45) (No. of Posts: 01)	- Utilize Python programming skills to analyze and interpret data for actionable insights. - Develop and implement efficient and ethical methods for web scraping news websites. - Apply advanced NLP techniques to extract meaningful information from text data. - Work with Large Language Models to enhance natural language understanding and generation capabilities. - Collaborate with database administrators to optimize Oracle database configurations for high availability and data protection with Data Guard. - Create compelling data visualizations to communicate insights to stakeholders effectively.	A master's degree in a relevant field such as Computer Science, Data Science or a related discipline	- At least 8 years of hands-on experience as a Data Scientist in a reputed industry or institution. - Programming proficiency in Python language. - Proven experience of scraping news websites, using ethical and efficient methods. - In-depth understanding of NLP concepts and techniques, including tokenization, part-of-speech tagging, named entity recognition, sentiment analysis, and topic modeling. - Familiarity with Large Language Models (LLMs). - Experience with database systems, particularly Oracle, including expertise in Data Guard and high availability configurations. Additional Skills (Valuable but not required): - Experience with other database systems such as MySQL or PostgreSQL. - Strong knowledge of data visualization tools like Power BI, Tableau, Plotly, etc.
2	Data Visualization Specialist (Max Age Limit 27 – 45) (No. of Posts: 01)	- Design and develop interactive, web-based data visualizations using tools like Tableau, Power BI, D3.js, or similar technologies. - Collaborate with data analysts and stakeholders to identify visualization requirements and create effective dashboards. - Develop and maintain data visualization standards, guidelines, and best practices. - Work with large datasets to create data visualizations, reports, and presentations. - Conduct data analysis and provide insights. - Stay up-to-date with emerging trends and technologies in data visualization.	Bachelor's degree in Computer Science, Information Technology, or related field.	3+ years of experience in data visualization. - Proficiency in data visualization tools (Tableau, Power BI, D3.js, etc.). - Strong understanding of data analysis, statistics, and data modeling. - Experience with data warehousing and ETL processes. - Familiarity with machine learning algorithms. - Certification in data visualization or related field. - Data visualization tools (Tableau, Power BI, D3.js) - Data analysis and statistics - Data modeling and warehousing - Programming languages (Python, R, SQL) - Communication, presentation, and visualization best practices.
3	System/DevOps Engineer (Max Age Limit 27 – 45)	- Designing, implementing, and maintaining CI/CD pipelines to automate software delivery processes. - Deploying and managing containerized applications using Docker and Kubernetes.	Bachelor's or Master's degree in System Engineering, Computer Science, Information	- A minimum of 5 years of experience in a reputable industry or organization. - Proficiency in Linux/Unix system administration and shell scripting.

S.#	Position	Job Description	Qualification	Skills & Experience
	(No. of Posts: 01)	• Collaborating with development and operations teams to streamline deployment and release processes. • Monitoring system performance and implementing improvements to enhance reliability and scalability. • Ensuring security best practices are followed in all aspects of infrastructure and application deployment. • Providing technical support and troubleshooting assistance to resolve issues in a timely manner.	Technology, or any related field.	• Experience with virtualization technologies including setup, configuration, and maintenance. • Knowledge of storage management principles and hands-on experience with NAS, SAN, and OBS (Object-Based Storage) solutions. • Familiarity with DevOps practices and CI/CD pipelines. • Basic understanding and practical experience with containerization and orchestration tools, particularly Docker and Kubernetes. • Familiarity with cloud platforms such as AWS, Azure, or GCP. • Basic understanding of GPU computing and AI infrastructure, with experience in relevant technologies preferred. • Knowledge of Software Development Life Cycle (SDLC) principles and processes. • Additional Skills (Preferred but not required): • Experience with monitoring tools for infrastructure and applications. • Understanding of networking concepts and technologies. • Knowledge of automation tools such as Ansible, Puppet, or Chef. • Strong problem-solving skills and ability to troubleshoot complex issues. • Excellent communication and teamwork skills.
4	Full Stack Developer (Max Age Limit 27 – 45) (No. of Posts: 01)	• Development of web applications • Utilize PHP platforms like Laravel or Code Igniter to design, develop, and maintain robust functionalities of web applications. • Implement responsive and user-friendly interfaces using HTML, CSS, and JavaScript, while leveraging frameworks like Angular or React to enhance user experience and streamline development processes. • Apply knowledge of various programming languages, including Python, to address diverse development needs and challenges.	Bachelor's or Master's degree in Computer Science, Software Engineering, Information Technology, or any related field.	• At least 5 years of hands-on experience as Full Stack Developer • Professional experience in PHP platforms like Laravel, Code Igniter etc. • Experience with front-end technologies such as HTML, CSS, and JavaScript • Experience with a front-end UI framework, using React and Angular • Knowledge of different programming languages like Python using Django framework will be preferred. • Strong database knowledge in MySQL and PostgreSQL

S.#	Position	Job Description	Qualification	Skills & Experience
5	AI Engineer (Max Age Limit 27 – 45) (No. of Posts: 02)	• Designing AI-driven solutions to address real-world challenges. • Develop, implement, and optimize machine learning models, including supervised and unsupervised learning algorithms, to extract useful insights from structured and unstructured data. • Implement advanced natural language processing techniques, such as sentiment analysis, named entity recognition, and topic modelling, to analyze text data from various sources. • Leverage pre-trained large language models (LLMs), such as GPT-3 and BERT, to enhance our data analysis capabilities, including text generation, summarization etc. • Optimize AI models for performance and scalability	Bachelor's or Master's degree in AI, Data Science, Software Engineering, Computer Science, Information Technology, or any related field.	• At least 5 years hands on experience in Artificial Intelligence • Strong skills in designing, implementing, and optimizing different machine learning models. • Expertise in advanced NLP techniques like sentiment analysis, named entity recognition, and topic modelling, with a focus on text data analysis. • Experience leveraging pre-trained models like GPT-3 and BERT for tasks such as text generation, summarization, and comprehension.
6	Quality Assurance Engineer (Max Age Limit 27 – 45) (No. of Posts: 01)	• Develop and implement test plans, strategies, and test cases for software projects. • Execute manual and automated tests, report defects, and ensure thorough test coverage. • Conduct regression, performance, security, and usability testing as needed. • Collaborate with cross-functional teams to validate software deliverables and ensure alignment with requirements. • Continuously improve QA processes, tools, and methodologies to enhance efficiency and effectiveness. • Document QA artifacts and provide training and support to team members.	Bachelor's or master's degree in computer science, Software Engineering, Information Technology, or any related field.	• At least 5 years' hands on experience as a Software Quality Assurance Engineer in a reputed Industry. • Strong understanding of software testing principles and methodologies. • Proficiency in manual and automated testing techniques and tools (e.g., Selenium, JUnit). • Knowledge of regression testing, performance testing, security testing, and usability testing. • Ability to create detailed test plans, test cases, and test documentation. • Familiarity with Agile development methodologies and continuous integration/continuous deployment (CI/CD) pipelines.
7	Media Research Analyst (Digital) (Max Age Limit 27 – 45) (No. of Posts: 01)	• Responsible for content monitoring and tracking of digital media. Preparation of reports. • Communicate and cooperate with a writing team, including a content manager, editors and web publishers • Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials • Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos and blogs • Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.	Bachelor Degree (04 years) in Mass Communications/ Media Sciences/IR/Political Sciences English Literature/ from universities/institutes recognized by HEC	• 3+ years' relevant experience in Media journalism, Research organization and Report writing.

S.#	Position	Job Description	Qualification	Skills & Experience
8	Advertisement Tracking Specialist (Max Age Limit 27 – 45) (No. of Posts: 02)	• Responsible for monitoring, recording, and analyzing government advertisements aired on FM stations. • Maintain an organized database of these advertisements for comprehensive analysis. • Prepare reports and presentations summarizing the findings for missing spots across channels.	Bachelor's degree in media studies, communications, marketing, or a related field.	•
9	IT Technician (Max Age Limit 27 – 45) (No. of Posts: 02)	• Assist IT supervisors in all IT-related tasks and electrical department activities. • Responsibilities include troubleshooting hardware and software issues, providing technical support to employees, assisting with network administration, maintaining IT inventory, and supporting the implementation of IT projects.	3 years' diploma in Electrical/Telecom /IT OR Related Field	•

ANNEX-B: BIDDER INFORMATION / PROFILE FORM

#	Particulars	Details (to be filled by bidder)
1	Name of Firm	
2	Legal Status (Sole Proprietor / Partnership / Company)	
3	Registered Office Address	
4	Year of Establishment	
5	Registration / Incorporation No. & Date	
6	National Tax Number (NTN)	
7	Sales Tax Registration No. (STRN)	
8	EOBI Registration No.	
9	Social Security (SESSI/PESSI) Reg. No.	
10	Name & Designation of Authorised Person	
11	Contact No. / Email	
12	Bank Name, Branch & Account Title/No.	

ANNEX-C: PRE-QUALIFICATION COMPLIANCE FORM

The bidder shall confirm compliance with each mandatory requirement and reference the page number of the supporting document in the technical proposal.

#	Requirement (Para 4.1)	Complied (Yes/No)	Document & Page Ref.
1	Legal registration in Pakistan		
2	Active NTN / STRN (FBR ATL)		
3	EOBI & Social Security registration		
4	Minimum 5 years relevant experience		
5	Required average annual turnover		
6	Not blacklisted (affidavit)		
7	Bid security & document fee		
8	Signed Integrity Pact		

ANNEX-D: TECHNICAL PROPOSAL FORMAT

The technical proposal shall be structured under the following headings, addressing each technical evaluation parameter of Para 4.2:

- Firm profile and organisational structure.
- Detailed list of relevant experience (year-wise), with supporting work orders / completion certificates.
- List of similar assignments executed for Government / public-sector clients, with client name, contract value, number of personnel and duration.
- Audited financial statements for the last three (03) financial years and statement of average annual turnover.
- Details of HR / payroll systems, infrastructure, branch network and dedicated management team for this assignment.
- List of technical and managerial staff proposed for the assignment, with qualifications and CVs.
- Proposed methodology for sourcing, deployment, attendance management, grievance handling and replacement (SLA), including timelines.
- Statement of statutory compliance (tax, EOBI, social security) with supporting evidence.
- Any other information demonstrating capacity to perform.

ANNEX-E: FINANCIAL PROPOSAL FORMAT (SERVICE CHARGE)

The bidder shall quote its **Service Charge** (management/agency fee) only. The remuneration of staff is fixed by the Directorate per Annex-A and shall be reimbursed at actuals; bidders shall NOT quote staff salaries. The service charge shall be all-inclusive of the bidder's overheads and profit (exclusive of Government taxes, which shall be paid/deducted as applicable).

#	Description	Quoted Rate
1	Service charge per deployed person per month (Rs.)	
2	OR Service charge as a percentage (%) of total monthly remuneration	
3	Applicable General Sales Tax on Services (%) (if any)	

Note: The Directorate shall apply a single, consistent basis (per person per month **or** percentage) for comparison; bidders should quote on the basis specified in the final RFP. Total evaluated price = service charge component projected over the contract period.

Signature & Stamp of Authorised Representative: _____

Name: _____ Date: _____

ANNEX-F: AFFIDAVIT (NON-BLACKLISTING & NON-LITIGATION)

(To be furnished on stamp paper of Rs. 100/-, duly attested by Oath Commissioner / Notary Public)

I, _____ S/o _____, holder of CNIC No. _____, being the authorised representative of M/s _____ (the "Firm"), do hereby solemnly affirm and declare on oath that:

- The Firm is not blacklisted, debarred or suspended by any Federal or Provincial Government department, autonomous/semi-autonomous body, or by PPRA, in Pakistan;
- The Firm is not involved in any litigation, dispute, arbitration or legal proceedings with the Directorate (DEMP), Pakistan Television Corporation (PTV), the Ministry of Information & Broadcasting, or any of their attached departments / entities;
- All information and documents furnished in this proposal are true, correct and authentic to the best of my knowledge and belief;
- The Firm has not been involved in any corrupt, fraudulent, collusive or coercive practice in connection with this or any other procurement;
- No legal proceedings adversely affecting the Firm's capacity to perform the contract are pending against it; and
- The Firm undertakes to abide by all terms and conditions of the RFP and the resulting contract.

DEPONENT

Signature:

Name & CNIC: _____

ANNEX-G: INTEGRITY PACT

(Declaration of fees, commission and brokerage etc. – for contracts exceeding Rs. 10 million, per Rule 30)

M/s _____ (the Bidder/Contractor) hereby declares its intention not to obtain or induce the procurement of any contract, right, interest, privilege or other obligation or benefit from the Government of Pakistan or any of its administrative subdivisions through any corrupt business practice.

The Bidder/Contractor represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give, and shall not give or agree to give to anyone, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of this contract.

Any breach of the aforesaid shall entitle the Directorate to recover from the Bidder/Contractor the amount of any such commission, gratification or bribe; to cancel the contract; to recover all sums paid; to forfeit guarantees; and to blacklist the Bidder/Contractor, without prejudice to any other rights and remedies available under the law.

Signature & Stamp: _____

For and on behalf of M/s _____

ANNEX-H: DRAFT FORM OF CONTRACT AGREEMENT

THIS AGREEMENT is made on this ____ day of _____ 20__, at Islamabad, BETWEEN the **Directorate of Electronic Media & Publications**, Ministry of Information & Broadcasting, Government of Pakistan (the “Client”), of the One Part; AND M/s _____, a firm registered under the laws of Pakistan, having its registered office at _____ (the “Contractor” / “TPSP”), of the Other Part.

WHEREAS the Client invited proposals vide RFP Ref. F. No. 10-02/2022-E/PT (HR) dated _____, and the Contractor having been selected as the lowest evaluated responsive bidder, the parties agree as follows:

37. The following documents shall be deemed to form and be read and construed as part of this Agreement: (i) this Agreement; (ii) the Letter of Award; (iii) the RFP and its annexures; (iv) the Contractor’s technical and financial proposals; and (v) any amendments / clarifications issued.
38. The Contractor shall provide the contractual staff and services described in the RFP (Section 3 and Annex-A) for the contract period defined in Para 7.1, in accordance with all terms and conditions of the RFP.
39. In consideration of the services, the Client shall reimburse the actual remuneration of the deployed staff and pay the service charge quoted by the Contractor (Annex-E), namely [rate], subject to applicable taxes.
40. The Contractor shall furnish and maintain the performance guarantee, comply with all statutory obligations, and keep the Client indemnified, as provided in Section 7.
41. This Agreement, including the Integrity Pact, shall be governed by the laws of Pakistan; the courts at Islamabad shall have exclusive jurisdiction.

For the Client _____ (Amjad Rashid) Project Incharge, CMU – DEMP	For the Contractor _____ Authorised Signatory [M/s _____]
Witness 1: _____	Witness 2: _____