



REQUEST FOR PROPOSAL (RFP)

**“E-COMMERCE AND OPPERTUNITIES FOR WOMEN
IN SINDH”**

Office of the Women Development Department (WDD) Government of Sindh is publishing this Request for Proposal (RFP) document to invite Technical and Financial Proposals from the interested professionals for Hiring “professional consultants for Development of website and app” 72(3) of the SPPRA Rule 2010 (QCBS (Quality and Cost Basis Selection) Method.)

Terms of Reference (TORs) of the assignment will include the following. However, detailed TORs and scope of work are provided RFP document.

- **Development of standard Website (AI & ML integration)**
- **Android and IOS application Development**
- **Cloud Storage Services**
- **Tutorial videos**
- **Mobilization of the communities**

Interested firm is requested to submit the Technical and Financial proposals on the prescribed RFP, which can be purchased from the office of the Additional Secretary, Women Development Department, 1st Floor Old KDA Building Sindh Secretariat, Karachi, by submitting formal request in writing alongwith Rs. 5000 in favour of Additional Secretary, WDD (Tender fees) or downloaded from the website <https://portalsindh.eprocure.gov.pk/#/> from the date of publication of this RFP to the date of uploading of technical and financial proposals.

Technical and Financial Proposals are to be uploaded at the above-mentioned website not later than **1:30 P.M. on 8th June, 2026**, and Bid Security of 2% of the bid price (along with financial proposal) in favor of Additional Secretary, Women Development Department, Government of Sindh, Karachi alongwith 5% Performance security of the project. Technical Proposals shall be opened at **02:30 P.M. on 8th June, 2026**. Please note that the selection of Consultants shall be made as per SPPRA Rules 2010 (amended up to date).

Note: In case the date of submission and opening of Proposals is declared as a public holiday by the Government due to any reason, the next official working day shall be considered to be the date of submission and opening of Proposals at the same time and venue. Procure Agency may reject any proposal or cancel the bidding process as per SPPRA Rules 2010 at any stage without assigning any reason.

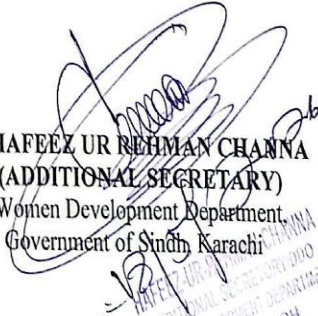
ADDITIONAL SECRETARY,
WOMEN DEVELOPMENT DEPARTMENT
GOVERNMENT OF SINDH,
Karachi.



GOVERNMENT OF SINDH
WOMEN DEVELOPMENT DEPARTMENT
Karachi,

ANNUAL PROCUREMENT PLAN FOR THE YEAR 2025-26.

1. NAME OF THE PROCUREMENT	2. HEAD OF ACCOUNT	3. ALLOCATION	4. ESTIMATED COST	5. PROCUREMENT PROCEDURE	6. LAST DATE/OPENING DATE OF BID	7. PROJECT DURATION
E-COMMERCE AND OPPERTUNITIES FOR WOMEN IN SINDH	ADP-3018	96.00	73.5 Million	SINGLE STAGE TWO ENVELOPES	8 TH JUNE, 2026 (01.30 P.M) 8 TH JUNE, 2026 (02.30 P.M)	30 MONTHS


HAFEEZ UR REHMAN CHANNA
(ADDITIONAL SECRETARY)
Women Development Department,
Government of Sindh, Karachi

HAFEEZ UR REHMAN CHANNA
ADDITIONAL SECRETARY
WOMEN DEVELOPMENT DEPARTMENT
GOVT. OF SINDH

**REQUEST FOR PROPOSALS
DOCUMENT**

E-COMMERCE AND OPPORTUNITIES FOR WOMEN IN SINDH



**WOMEN DEVELOPMENT
DEPARTMENT (WDD), GOVERNMENT
OF SINDH**

Foreword

This Standard Request for Proposals is applicable to consultant assignments by the procuring agencies of Sindh province whose legal agreement makes reference to the Sindh Public Procurement Rules, 2010

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Preface

1. This document Standard Request for Proposals (SRFP) is to be used for various selection methods described in the SPPR 2010.
2. Before preparing an RFP, the procuring agency/ user must be familiar with the SPPRA 2010, and Rule No 72
3. Rule No 72 (1) shall be adopted for assignments of standard or routine nature where well-established practices and standards exist.
3. In case Rule No 72 (1) is not to be used, as the assignment is not a standard or routine nature, and standards and practices are not well-established, and procuring agency choses other method of selection according to Rule No 72 (2), (3), (4), (5), and (6), the reason shall be recorded in writing by the competent authority, and also sent to SPPRA with RFP.
4. The SRFP includes a standard Letter of Invitation, standard Instructions to Consultants, Terms of Reference, and a standard Form of Contract. The standard Instruction to Consultants and the standard General Conditions of Contract may not be modified under any circumstances. However, the Data Sheet and the Special Conditions of Contract may be used to reflect particular assignment conditions.

Section 01. Letter of Invitation

Letter of Invitation(Letterhead)

insert: Invitation/File No ;
[insert: Location and Date]

Dear Mr./Ms.:

1. The **WOMEN DEVELOPMENT DEPARTMENT, GOVERNMENT OF SINDH** (hereinafter called "Procuring Agency ") now invites proposals to provide the following consulting services: **E-COMMERCE AND OPPERTUNITIES FOR WOMEN IN SINDH**. More details on the services are provided in the Terms of Reference.
3. This Request for Proposal (RFP) has been addressed to the interested Consultants:

It is not permissible to transfer this invitation to any other firm.

4. A firm will be selected under **QCBS (Quality and Cost Basis Selection) Method** and procedures described in this RFP, in accordance with the SPPR 2010.
5. The RFP includes the following documents:

Section 1 - Letter of Invitation
Section 2 - Instructions to Consultants (including Data Sheet)
Section 3 - Technical Proposal - Standard Forms
Section 4 - Financial Proposal - Standard Forms
Section 5 - Standard Forms of Contract

Yours sincerely,

ADDITIONAL SECRETARY,
WOMEN DEVELOPMENT DEPARTMENT
GOVERNMENT OF SINDH,
Karachi.

Section 02. Instructions to Consultants

Definitions

(a) "Procuring Agency (PA)" means the department with which the selected Consultant signs the Contract for the Services.

(b) "Consultant" means a professional who can study, design, organize, evaluate and manage projects or assess, evaluate and provide specialist advice or give technical assistance for making or drafting policies, institutional reforms and includes private entities, consulting firms, legal advisors, engineering firms, construction managers, management firms, procurement agents, inspection agents, auditors, international and multinational organizations, investment and merchant banks, universities, research institutions, government agencies, nongovernmental organizations, and individuals.

(c) "Contract" means an agreement enforceable by law and includes General and Special Conditions of the Contract.

(d) "Data Sheet" means such part of the Instructions to Consultants that is used to reflect specific assignment conditions.

(e) "Day" means calendar day including holiday.

(f) "Government" means the Government of Sindh.

(g) "Instructions to Consultants" means this document which provides Consultants with all information needed to prepare their Proposals.

(h) "LOI" means the Letter of Invitation sent by the Procuring Agency to the Consultant.

(i) "Proposal" means the Technical Proposal and the Financial Proposal.

(j) "RFP" means the Request for Proposal prepared by the Procuring Agency for the selection of Consultants.

(k) "Sub-Consultant" means any person or entity to whom the Consultant subcontracts any part of the Services.

(l) "Terms of Reference (TOR)" means the document included in the RFP explaining objectives, scope of work, activities, responsibilities and deliverables.

(m) "Joint Venture (JV)" means an association of two or more firms submitting a Proposal jointly and assuming joint and several liability for execution of the Contract.

2. Introduction

2.1 The Procuring Agency named in the Data Sheet will select a consulting firm or Joint Venture in accordance with the method of selection specified in the Data Sheet.

2.2 Eligible Consultants are invited to submit a Technical Proposal and a Financial Proposal as specified in the Data Sheet.

2.3 Consultants should familiarize themselves with applicable procurement rules and conditions while preparing their Proposals.

2.4 Consultants shall bear all costs associated with preparation and submission of their Proposals. The Procuring Agency reserves the right to annul the selection process at any time prior to Contract award without incurring liability.

2.5 The Procuring Agency may provide facilities and inputs as specified in the Data Sheet.

3. Conflict of Interest

3.1 Consultants are required to provide professional, objective, and impartial advice while holding the Procuring Agency's interest paramount.

3.2 Consultants shall disclose any actual or potential conflict of interest. Failure to disclose may result in disqualification or termination of Contract.

3.3 A Consultant shall be considered to have a conflict of interest if:

(i) It has been engaged by the Procuring Agency to provide goods, works or services other than consulting services related to the same project.

(ii) It has a business or family relationship with a staff member of the Procuring Agency directly involved in preparation, evaluation or supervision of the assignment.

(iii) It is involved in another assignment which creates a conflict with the present assignment.

3.4 Government officials may be hired as consultants only if they meet conditions under applicable procurement rules.

4. Fraud and Corruption

4.1 Consultants shall observe the highest standards of ethics during procurement and execution of contracts.

4.2 Corrupt and fraudulent practices include offering, giving, receiving or soliciting anything of value to improperly influence procurement decisions.

4.3 The Procuring Agency may blacklist bidders involved in corrupt practices in accordance with applicable procurement rules.

5. Integrity Pact

Pursuant to applicable procurement rules, the Consultant shall sign an Integrity Pact where required.

6. Eligible Consultants

6.1 Consultants may participate individually or as part of a Joint Venture.

6.2 Where shortlisting has been undertaken through REOI, only shortlisted firms or Joint Ventures shall be eligible.

6.3 A Consultant may associate with other firms to enhance its qualifications. Such association may be in the form of a Joint Venture or sub-consultancy.

6.4 Joint Venture Qualification and Evaluation

(a) In case of a Joint Venture, eligibility and qualification requirements stipulated in this RFP may be fulfilled by the Lead Partner, or by any JV partner, or collectively by the Joint Venture, unless specifically stated otherwise in the Data Sheet.

(b) For evaluation purposes, the experience, financial capacity, certifications, infrastructure, regional presence and human resources of all JV partners shall be considered cumulatively as the credentials of the Joint Venture.

(c) The designation of a Lead Partner shall be for representation and contract administration purposes and shall not require independent fulfillment of all qualification criteria unless explicitly stated in the Data Sheet.

(d) All JV partners shall be jointly and severally liable for execution of the Contract.

(e) A legally binding JV Agreement shall be submitted clearly defining roles, responsibilities and authorization of the Lead Partner.

7. Eligibility of Sub-Consultants

A shortlisted Consultant shall not associate with firms that failed to qualify in the shortlisting process unless permitted under applicable rules.

8. Only One Proposal

A Consultant or Joint Venture may submit only one Proposal. Multiple submissions shall result in disqualification.

9. Proposal Validity

9.1 Proposal validity shall be as indicated in the Data Sheet.

9.2 During validity period, Consultants shall maintain availability of proposed staff.

9.3 In case of Joint Venture, proposal validity, bid security and performance security requirements may be fulfilled by the Joint Venture collectively or through the Lead Partner acting on behalf of the Joint Venture with proper authorization.

10. Clarification and Amendment of RFP

10.1 Consultants may request clarification in writing within the time specified in the Data Sheet.

10.2 The Procuring Agency may issue addendum or corrigendum prior to submission deadline.

11. Preparation of Proposals

11.1 Consultants shall examine all documents carefully.

11.2 Proposals shall be based on professional staff-months or budget as specified in the Data Sheet.

12. Language

The Proposal and all correspondence shall be written in English.

13. Technical Proposal Format and Content

13.1 Consultants shall follow Standard Forms provided in Section 3.

13.2 Technical Proposal shall not include financial information.

13.3 Consultants may associate in Joint Venture for fulfilling scope requirements.

14. Financial Proposals

14.1 Financial Proposal shall be prepared using Standard Forms in Section 4.

14.2 All activities described in Technical Proposal must be priced.

15. Taxes

Consultant shall be subject to all applicable taxes under prevailing laws.

16. Submission, Receipt and Opening of Proposals

16.1 Technical and Financial Proposals shall be submitted separately as specified.

16.2 Late submissions shall not be accepted.

16.3 In case of Joint Venture, submission documents may be signed by the authorized Lead Partner with attached JV authorization.

17. Proposal Evaluation

17.1 Evaluation shall be conducted in accordance with criteria specified in the Data Sheet.

17.2 Technical evaluation shall precede financial evaluation.

18. Evaluation of Technical Proposals

18.1 Technical Proposals shall be evaluated based on responsiveness and criteria specified in the Data Sheet.

18.2 For Joint Ventures, evaluation shall consider cumulative qualifications of all partners.

19. Evaluation of Financial Proposals

19.1 Financial Proposals shall be opened publicly as specified.

19.2 Combined technical and financial scores shall determine ranking in case of QCBS.

20. Availability of Professional Staff

The Consultant shall ensure availability of proposed key staff.

21. Award of Contract

21.1 Contract shall be awarded to highest ranked Consultant or Joint Venture.

21.2 In case of Joint Venture, Contract shall be signed by authorized Lead Partner on behalf of all JV partners.

22. Confidentiality

Information relating to evaluation and award shall remain confidential until publication of award.

Section 03: Technical Proposal Submission Form

DATA SHEET

LOI Clause No.	DESCRIPTION OF CLAUSE
1.1	<p>Name of the Assignment is “E-Commerce And Opportunities For Women In Sindh.”</p> <p>The Name of the PA’s official (s): ADDITIONAL SECRETARY, Women Development Department Government Of Sindh 1st Floor Old KDA Building Sindh Secretariat, Karachi</p>
1.2	<p>The method of selection is: QCBS (Quality and Cost Basis Selection) Method The Edition of the Guidelines is: 72 (3) SPPRA RULES, 2010</p> <p>Method of Procurement: QCBS (Quality and Cost Basis Selection) Method</p> <p>Technical = 70%</p> <p>Financial = 30%</p>
1.3	<p>Financial Proposal to be submitted together with Technical Proposal: Yes _____ No _____</p>
1.4	<p>The PA will provide the following inputs and facilities: As per TOR’s</p>
1.5	<p>Proposals can be purchased from the office of the Additional Secretary, Women Development Department, Karachi, address given below or downloaded from the website https://portalsindh.eprocure.gov.pk/#/ by submitting formal request in writing alongwith Rs. 5000 in favour of Additional Secretary, WDD as Tender fees (Non-refundable) from the date of publication/uploading of this RFP to the date of uploading (submission) of technical and financial proposals.</p> <p>The Proposal opening address is: Committee Room, Women Development Department, Gov.t of Sindh, 1st Floor Old KDA Building Sindh Secretariat, Karachi. Proposals must be uploaded on the same website mentioned above, not later than the 8th June, 2025, 01:30 PM. And tender shall be opened at 02:30 P.M.</p>
1.6	<p>The Consultant shall provide the following inputs. As per TOR</p>

1.7

The Invited Consultants / Eligible Consultants are:

Any firm or Joint Venture (JV) meeting the following requirements:

- i. Consultants may participate individually or as a legally binding Joint Venture. In case of a Joint Venture, the Proposal shall be submitted jointly and all JV partners shall be jointly and severally liable for execution of the Contract.
- ii. In case of a Joint Venture, the eligibility and qualification requirements stipulated in this RFP may be fulfilled by the Lead Partner, or by any JV partner, or collectively by the Joint Venture, unless specifically stated otherwise in the Data Sheet. For evaluation purposes, the experience, financial capacity, certifications, infrastructure, regional presence, and human resources of all JV partners shall be considered cumulatively as the credentials of the Joint Venture.
- iii. TECHNICAL PROPOSAL FORMS A-1 to A-10 duly completed as per Instructions to Consultants, Data Sheet, and requirements of TOR (To be attached with Technical Proposal except Form A-4, which may be submitted with or without comments).
- iv. All pages of the Proposal (Technical and Financial) must be signed and stamped in original by the authorized representative of the firm or, in case of Joint Venture, by the authorized representative of the Lead Partner duly supported by a Power of Attorney or JV authorization document. All pages must be numbered sequentially from first to last page. At the time of proposal submission and opening, page numbering, signing and stamping of proposals will be checked by the Committee Members. If any minor discrepancy is found, the same may be rectified in the presence of Committee Members. In the absence of authorized representative, the concerned firm or Joint Venture may be declared non-responsive.
- v. List of facilities available with the Consultant or Joint Venture partners to perform their functions effectively, including but not limited to software, hardware, infrastructure and technical resources.
- vi. FINANCIAL PROPOSAL FORM duly completed as per Instructions to Consultants, Data Sheet and TOR requirements (To be attached with Financial Proposal). Scanned financial proposals shall be rejected.
- vii. Audit Reports of the firm(s) for the last three (03) years duly certified by a Chartered Accountant (To be attached with Financial Proposal). In case of a Joint Venture, audit reports of the qualifying JV partner(s) shall be accepted for compliance of financial requirements.
- viii. While engaging in Public Procurement contracts worth Rs. 50 million and above, the Consultant or Joint Venture shall provide a duly filled Performa of "Declaration of Ultimate Beneficial Owners Information for Public Procurement Contracts" in their Technical Proposal as required under applicable procurement regulations.

2.1	<p>The Documents are:</p> <ul style="list-style-type: none"> (a) Letter of Invitation (LOI). (b) Instructions to Consultants (ITC). (c) Data Sheet. (d) Technical Proposal Forms. (e) Financial Proposal Forms (f) Appendix - A: TOR and Background Information. (g) Appendix - B: List of Supporting Documents (h) Appendix – C: Man-Months and Activity Schedule (i) Appendix - D: Client's Requirements from the Consultant. (j) Appendix - E: Personnel Equipment, Facilities and Other Services to be provided by the Client. (k) Appendix - F: Copy of Model Agreement/ Draft Form of Contract & Appendices etc. (m) Integrity Pact
2.2	<p>The information will be shared through courier.</p> <p>The Address for seeking clarification is:</p> <p>Additional Secretary, Women Development Department, Govt. of Sindh 1st Floor Old KDA Building Sindh Secretariat Karachi.</p>
2.3	<p>Add following clause:</p> <p>"The information will be shared to all prospective consultants through uploading on website/SPPRA E-portal Website or publishing on Newspapers whatever the case".</p>
3.1	<p>Proposals validity that shall not be more than 90 day in case of National Competitive Bidding (NCB).</p>
3.2	<p>The Proposal as well as all related correspondence exchanged by the Consultants and the Procuring Agency shall be written in English. However it is desirable that the firm's Personnel have a working knowledge of the national and regional languages of Islamic Republic of Pakistan.</p>

SR. NO	EVALUATION CRITERIA	MAX MARKS
1.	Company must have minimum five Years' experience. Company profile Office Detail in Pakistan Office detail other country	10
2.	Certificates: 1- ISO/IEC 9001 2- ISO 27001 3-PSEB Certificate 4- ISO/IES 27017:2015 5- ISO/IES 27017:2022 (Bidders holding a minimum of four certificates shall be awarded the full score.)	10
2.1	Cloud Service Provide Must have a Primary Infrastructure & 04 Marks back up infrastructure in Pakistan. 03 Marks Backup for Disaster Recovery Sites 03 Marks	10
3	Projects for Installation of Mobile App Services and Web Development (Work Order required to be submitted).\ Minimum Relevant experience of three (05) years. The concerned firm / company / vendor shall provide details of similar works and cost completed during the last three (05) years.	10
	Five (05) relevant projects are required. Each project shall carry 2 marks. Minimum value of each project must be PKR 30 million, supported by work order and completion certificate. (In case of a Joint Venture (JV), the turnover requirement may be fulfilled by the Lead Partner, or by any JV partner, or cumulatively by the Joint Venture. Audited financial statements and financial soundness certificates of the qualifying JV partner(s) shall be accepted as compliance for financial evaluation purposes.)	10
5.	Last (03) three years turnover 150 million along with annual audit report and Valid Current Financial Soundness Certificate / Account Maintaining Certificate from the concerned Bank.(In case of a Joint Venture (JV), the turnover requirement may be fulfilled by the Lead Partner, or by any JV partner, or cumulatively by the Joint Venture. Audited financial statements and financial soundness certificates of the qualifying JV partner(s) shall be accepted as compliance for financial evaluation purposes.)	10
6.	Team Capacity: Qualified Human resources with relevant experience to work on the tasks and relevant technology. Companies to provide resource profiles/CVs along with proof of their employment with the company.	20
	1. Project Manager 04 Marks	
	2. AI Developer (AI & ML Integration) 04 Marks	
	3. Web and Mobile Developer 04 Marks	
	4. Virtualization Engineer 02 Marks	
	5. Trainer for Mobilization 02 Marks	
	6. Quality Assurance Expert 02 Marks	
	7. Data Analyst 02 Marks	

7	Office Setup in Sindh	05
8	Approach & Methodology	15
TOTAL MARKS		100

- Note:**
- Full score shall be awarded for fulfilling the required criteria; otherwise zero score shall be awarded.
 - For each bidder, it is essential to obtain 80% marks cumulatively to be technically qualified (however possessing experience record and production capacity criteria are mandatory failing which would technically disqualify the bidder).
 - While conducting evaluation, the weightage combined points for technical & financial qualification will be considered.

3.3	The Minimum required experience of proposed key professional is given below
	<p>1. <u>Project Manager / Team Leader</u> Planning and monitoring the project. Adopting any delegation and use of project assurance roles within agreed reporting structures. Preparing and maintaining project, stage and exception plans as required. <u>Education:</u> Master's in IT related field. <u>Experience:</u> Minimum 8 years of experience in relevant field in IT sectors. Should have delivered atleast 10 to 12 projects</p>
	<p>2. <u>AI Developer (AI & ML Integration)</u> AI & ML integration in the Women Development Department (WDD) Government of Sindh project can serve multiple purposes to enhance efficiency, accessibility, and user engagement. Here are some key areas where AI & ML are applied</p> <ol style="list-style-type: none"> AI-Powered chatbot for assistance Women safety and emergency alert systems Predictive analysis for women's welfare programs AI powered document verification <p><u>Education:</u> Master's in IT related field. <u>Experience:</u> Minimum 5 years of experience in machine learning and deep learning. AI model deployment</p>
	<p>3. <u>Web & Mobile App Developer</u> Web and Hybrid application Development is about striking the right blend of native and web Development technologies to bring your app to life. In a traditional hybrid app the core application code is written with web technologies Flutter, Dart or Swift, which is then encapsulated into a container called a web view. <u>Education:</u> BCS in Information Technology / BS Software Engineering <u>Experience:</u> Minimum 5 years of experience in relevant field in IT sectors.</p>
	4. <u>Trainer for Mobilization</u>

	<p>He/she shall get the team connected women to E-portal and build the capacity of women especially in rural areas to understand the portal and its benefits also establish different women's working groups to build a strong network. Trainer shall be required to go village to village to find/identity the potential female home based workers and enroll them on e-portal after developing their capacity/awareness and mitigate the issues of product uploading on Web-portal with the help of women's working groups and product Development team.</p> <p>Education: M.A in Sociology/Gender Studies/ Social Work or related field.</p> <p>Experience: 5 years of experience</p> <p>Region: have must worked in Rural and urban areas of Sindh</p> <p>Language: Urdu and Sindhi</p>
	<p>5. <u>Quality Assurance Expert</u></p> <ul style="list-style-type: none"> -Deep knowledge of quality assurance terminology, methods, and tools. -Superb computer skills, including database management. -Excellent analytical, problem-solving, and decision-making skills. -Proficiency in best practices for testing, version control, and defect management. <p>Education: BCS In Information Technology / BS Software Engineering/ Computer Science</p> <p>Experience: Minimum 3 years relevant experience.</p>
	<p>6. <u>Virtualization Designer</u></p> <ul style="list-style-type: none"> -Developing visual assets to support a marketing campaign. -Designing a graphic overlay for social media posts -Formalizing the layout for a print ad. -Creating company logos. -Retouching photos for digital signage. <p>Education: ACCP / BCS in Information Technology / BS Software Engineering / Computer Science.</p> <p>Experience: Minimum 3 years relevant experience.</p>
	<p>7. <u>Data Analyst</u></p> <p>The data analyst serves as a gatekeeper for an organization's data so stakeholders can understand data and use it to make strategic business decisions. It is a technical role.</p> <p>Education: ACCP / Diploma in Computer Science.</p> <p>Experience: Minimum 3 years of experience in relevant field in IT sectors.</p>
	<p>8. <u>I.T Assistant</u></p> <p>An Information technology assistant helps to install, operate, and maintain computer networks and communication systems. IT Assistants are certified professionals (ITIL/MCSA/MCTIP/CCNP), usually with a bachelor's degree (Foreign or HEC/PEC Accredited university) in the subject. They provide solutions to technical problems for many different types of businesses.</p> <p>Education: BS in computer sciences/engineering or related field.</p> <p>Experience: Minimum 5 years of experience in relevant field in IT sectors.</p>
3.4	The Currency of cost shall be expressed in Pak Rupees .

4.0	As per 46 (3) SPPRA , 2010, single stage Two envelope procedure shall be applied.
4.1	<p>The last date and time of uploading proposals (original of the Technical Proposal, and the original of the Financial Proposal) on the website is:</p> <p>Date: 8th June, 2026</p> <p>Time: 11:00 Am</p>
4.2	<p>Venue, Time and date of opening of Technical Bid:</p> <p>Venue: Directorate of Women Development Department, 9th floor, State Life Building, Zainab Market, Saddar, Karachi.</p> <p>Time: 11:30 Am, Date: 8th June, 2026</p>
4.3	<p>Venue, Time and date of opening of Financial Bid:</p> <p>Venue: Directorate of Women Development Department, 9th floor, State Life Building, Zainab Market, Saddar, Karachi.</p> <p>Date and time: will be notified to responsive bidders after evaluation of technical Bids within Bid Validity period</p>

Technical Proposal - Standard Forms

[Comments in brackets] provide guidance to the shortlisted Consultants for the preparation of their Technical Proposals; they should be deleted from the Technical Proposals to be submitted.]

Refer to Reference Paragraph 3.4 of the Data Sheet for format of Technical Proposal to be submitted, and paragraph 3.4 of Section 2 of the RFP for Standard Forms required and number of pages recommended.

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FORM **TECH-1.** TECHNICAL PROPOSAL SUBMISSION FORM

Karachi Dated _____

To:
**Additional Secretary,
WDD, Karachi**

Dear Sirs:

We, the undersigned, offer to provide the consulting services for ***E-COMMERCE AND OPPERTUNITIES FOR WOMEN IN SINDH*** in accordance with your Request for Proposal dated [*Insert Date*] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in association with: [*Insert a list with full name and address of each associated Consultant*] ²

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than the date indicated in the Data Sheet.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature Name _____ and Title of

Signatory: _____ Name _____ of _____ Firm: _____
_____ Address: _____

For FTP Only

FORM TECH-2. CONSULTANT'S ORGANIZATION AND EXPERIENCE

A - Consultant's Organization

[Provide here a brief (two pages) description of the background and organization of your firm/entity and each associate for this assignment.]

B - Consultant's Experience

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually or as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment. Use 20 pages.]

Assignment name: E-COMMERCE AND OPPERTUNITIES FOR WOMEN IN SINDH	Approx. value of the contract): PKR
Country: Pakistan Location within country: Sindh	Duration of assignment (months):
Name of PA:	Total No of staff-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (PKR):
Start date (month/year): Completion date:	No of professional staff-months provided by associated Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Firm's Name: _____

For FTP Only

**FORM TECH-3. COMMENTS AND SUGGESTIONS ON THE TERMS
OF REFERENCE AND ON COUNTERPART STAFF AND FACILITIES TO
BE PROVIDED BY THE PA**

A - On the Terms of Reference

[Present and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your Proposal.]

B - On Counterpart Staff and Facilities

[Comment here on counterpart staff and facilities to be provided by the PA according to Paragraph Reference 1.4 of the Data Sheet including: administrative support, office space, local transportation, equipment, data, etc.]

FORM TECH-4. DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal (inclusive of charts and diagrams) divided into the following three chapters:

- a) Technical Approach and Methodology,*
- b) Work Plan, and*
- c) Organization and Staffing,*

a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

b) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the PA), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of Form TECH-8.

c) Organization and Staffing. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.]

FORM TECH-5. TEAM COMPOSITION AND TASK ASSIGNMENTS

Professional Staff				
Name of Staff	Firm	Area of Expertise	Position Assigned	Task Assigned

FORM TECH-6. CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. **Proposed Position** *[only one candidate shall be nominated for each position]:* _____

2. **Name of Firm** *[Insert name of firm proposing the staff]:* _____

3. **Name of Staff** *[Insert full name]:* _____

4. **Date of Birth:** _____ **Nationality:** _____

5. **Education** *[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:* _____

6. **Membership of Professional Associations:** _____

7. **Other Training** *[Indicate significant training since degrees under 5 - Education were obtained]:* _____

8. **Countries of Work Experience:** *[List countries where staff has worked in the last ten years]:* _____

9. **Languages** *[For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:*

10. **Employment Record** *[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:*

From [Year]: _____ To [Year]: _____

Employer: _____

Positions held: _____

<p>11. Detailed Tasks Assigned</p> <p><i>[List all tasks to be performed under this assignment]</i></p>	<p>12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</p> <p><i>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 11.]</i></p> <p>Name of assignment or project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>PA: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Activities performed: _____</p>
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13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

_____ Date: _____
[Signature of staff member or authorized representative of the staff] *Day/Month/Year*

Full name of authorized representative: _____

FORM TECH-7 . STAFFING SCHEDULE

N	Name of	Staff input (in the form of a bar chart) ²														Total staff-month input			
		1	2	3	4	5	6	7	8	9	10	11	12	n	Home	Field ³			
Foreign																			
1		[Home]																	
2																			
3																			
n																			
														Subtot					
Local																			
1		[Home]																	
2																			
n																			
														Subtotal					

Section 4: Financial Proposal Standard Form.

Form FIN-1 Financial Proposal Submission Form

Location Date

To: [Name and address of Client]

Dear Sirs:

We, the undersigned, offer to provide the consulting services for (Insert the Project Name) in accordance with your Request for Proposal dated (Insert Date) and our Technical Proposal.

Our attached Financial Proposal is for the amount of (Insert amount in words and figures}, including all Federal, Provincial & local taxes applicable as per law of the land. (Please note that all amounts shall be the same as in Financial Proposal Form A-17}.

Our Financial Proposal shall be binding upon us, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Clause 4.5 of the Data Sheet.

We confirm that we have no condition to state that may have financial implications over and above the amount quoted above.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature (In full) _____ (and initial) _____

Name and Title of Signatory: _____

Name of Consultant (Firm's name or JV's name): _____

In the capacity of: _____

Address: _____

Contact information (phone and e-mail): _____

The above signatory or his authorized representative should attend the proposal submission and opening with authority to sign and stamp any missing pages of proposal in line with instructions given in clause 1.8 of the Data Sheet.

FORM FIN-2. SUMMARY OF COSTS (Total Costs of Financial Proposal)

<i>Item</i>	<i>Indicate Local Currency</i>
Development of the E-Commerce Website (B2B & B2C Portal)	
Android & IOS Application Development	
Mobilization of the Communities	
Public Awareness through printing and electronic media	
Advertisement and publicity of the portal through social media, Trainings and Seminar	
Cloud Service Storage (Hosting, Storage, End point, Anti-Ddos Solutions, VPN, Firewall, Security, Internet Connectivity, License)	

- 1 Indicate the total costs excluding local taxes to be paid by the PA in each currency. Such total costs must coincide with the sum of the relevant Subtotals indicated in all Forms FIN-3 provided with the Proposal.

FORM FIN-3.A BREAKDOWN OF COSTS

Group of Activities (Phase):	
Cost component	[Indicate Local Currency]

- 1 Form FIN-3 shall be filled at least for the whole assignment. In case some of the activities require different modes of billing and payment (e.g.: the assignment is phased, and each phase has a different payment schedule), the Consultant shall fill a separate Form FIN-3 for each group of activities. For each currency, the sum of the relevant Subtotals of all Forms FIN-3 provided must coincide with the Total Costs of Financial Proposal indicated in Form FIN-2.
- 2 Names of activities (phase) should be the same as, or correspond to the ones indicated in the second column of Form TECH-8.
- 3 Short description of the activities whose cost breakdown is provided in this Form.

FORM FIN-.B BREAKDOWN OF COSTS BY ACTIVITY

Sr. No.	Description	Cost Per % (Completion of activity)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
	Total Submission	

FORM FIN-4. BREAKDOWN OF REMUNERATION

Name ²	Position ³	Staff-month Rate ⁴
Foreign Staff		
		[Home] [Field]
Local Staff		
		[Home] [Field]

Form FIN-4 shall be filled in for the same Professional and Support Staff listed in Form TECH-7.

- 2 Professional Staff should be indicated individually; Support Staff should be indicated per category
- 3 Positions of the Professional Staff shall coincide with the ones indicated in Form TECH-5.
- 4 Indicate separately staff-month rate and currency for home and field work.

FORM FIN-5. BREAKDOWN OF REIMBURSABLE EXPENSES

N°	Description ¹	Unit	Unit Cost ²
		Day	
		Trip	
		Trip	
		Trip	

- 1 Delete items that are not applicable or add other items according ly.
- 2 Indicate unit cost and currency.
- 3 Indicate route of each flight, and if the trip is one- or two-ways.
- 4 Only if the training is a major component of the assignment, defined as such in the TOR.
- 5 Indicate relevant information

Section No:5 Terms of Reference.

TERMS OF REFERENCES (TORS)

MODULES

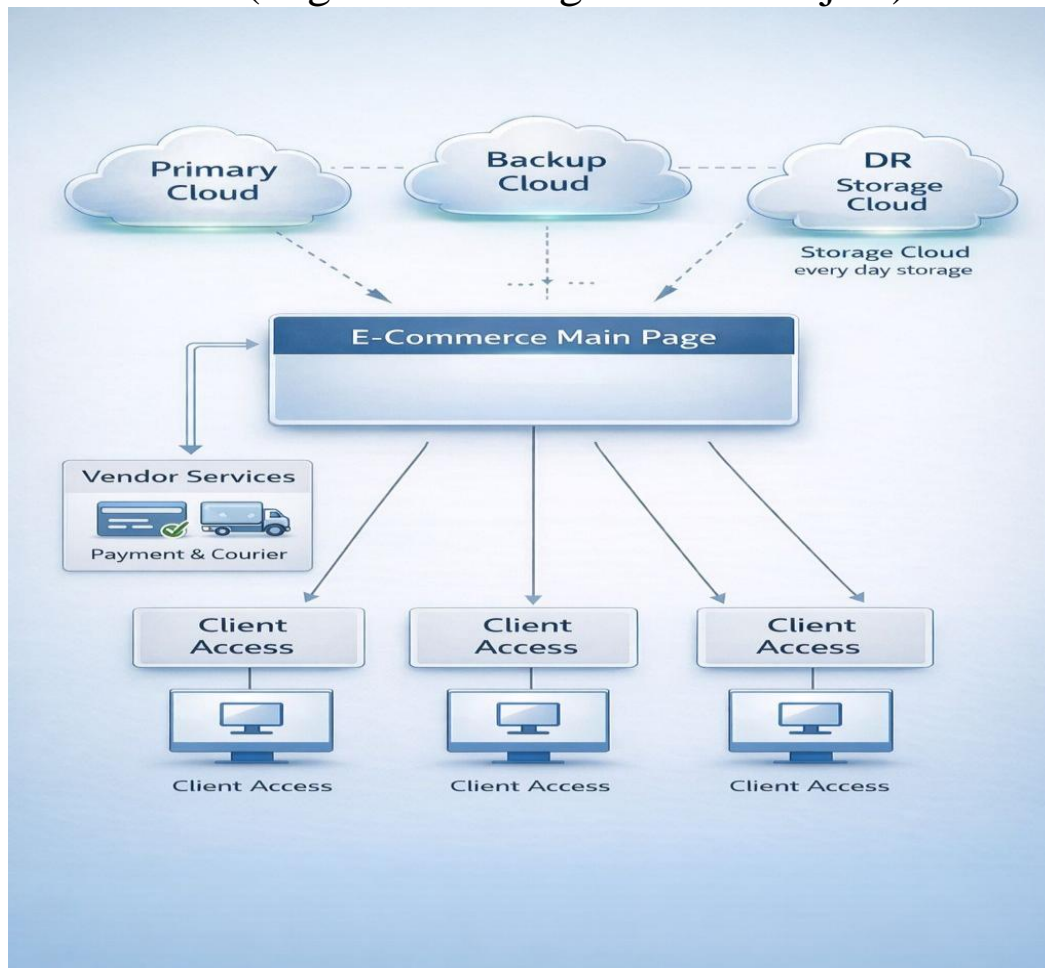
1. DEVELOPMENT OF THE E-COMMERCE WEBSITE (B2B&B2C PORTAL)

Portals are online platforms that allow businesses to conduct interactions with customers and suppliers instantly, facilitating a more intuitive and connected operation. An integrated portal solution allows organizations to have one interface community.

B2B E-commerce is an online business model that facilitates online sales transactions between two businesses whereas B2C E-commerce refers to the process of selling to individual customers directly.

- Portal Creation/Functionality/Design
- Add-on Module/ Changes in Function/Additional Feature/ Maintenance
- Hosting & Domain
- 100000 Woman Storage recommendation project Free (Spes 20 MB Each storage)

HDL (High level Design for the Project)



The key features of web portal are specified below:

1. Site management
2. Catalog management
3. Product browsing
4. Checkout, payment and shipping
5. Catalog browsing
6. Order management
7. Customer accounts
8. Customer service
9. Mobile Commerce
10. Analytic and reporting
11. Customer segmentation, targeted promotions and merchandising
12. Dynamic rule based product relations
13. Persistent shopping
14. Automated email/marketing reminder
15. Gift registry
16. Gifting options
17. Reward points
18. Store credits
19. Multiple wish lists
20. Add to cart by SKU (stock keeping unit)
21. Return management authorization
22. Content management system
23. Scheduled import/export functionality
24. Backup and roll back
25. Staging and merging and rollback of content
26. Customer attribute management
27. Administrator permission
28. Logging of administrator actions
29. Category view and purchase permissions per customer group
30. Order archiving
31. Full page caching
32. Configurable order tacking widget
33. Support for alternate media storage-CDN and database
34. PA-DSS certificate/payment bridge
35. Strong data encryption hashing and key management
36. AR & VR
37. Digital Passport
38. Voice and Image search

2. ANDROID & IOS APPLICATION DEVELOPMENT

Web portal will be converted to android & IOS app for more easy access with all same features of the website

Mobile application development

Add-on module/changes in function/additional features

The mobile based application function will be same as web-portal functions

3. TUTORIAL VIDEOS

Tutorial videos will be uploaded for women to learn regarding uploading of their products, dealing with customers, mode of payment, etc. Languages in the videos will be Urdu, Sindhi and English so that they can understand it easily. Video formats for blind and deaf, will also be designed to understand by disable women.

4. MOBILIZATION OF COMMUNITIES.

The mobilization team role is very important on the project. Successful bidder (may be termed as team) will be used as connecting team which will be from the consultants who are responsible for developing the website and app. This team connects women to E-portal. Firstly, it will conduct capacity building Training of the staff of WDD. Later, the team will build the capacity of women especially in rural areas to understand the portal and its benefits also establish different women's working groups to build a strong network. The team will go village to village to find/identity the potential female home based workers and enroll them on e-portal after developing their capacity/awareness and get them register in on the website and app. Also mitigate the issues of product uploading on Web-portal with the help of women's working groups and product Development team. Atleast 100 women from each district be registered.

5. VIDEO & PUBLICITY OF THE PORTAL THROUGH SOCIAL MEDIA

The social media platforms (i.e., Facebook, Instagram, YouTube, Pintarest, LinkedIn, twitter and other Social & Business Channels/media platforms.) shall be used for the advertisement and publicity as they have services of paid promotions as they have data of customers.

RESPONSIBILITIES OF SUCCESFUL VENDOR

- Successful Bidder would be responsible for creating webportal/website/Smart App in Urdu, Sindhi, and English alongwith tutorial videos.
- Successful Bidder will be responsible for introducing searching mechanism for contents.
- Successful Bidder will be responsible for creating any service or functionally requested during project duration.
- Successful Bidder will be responsible for implementing portal such way that it could be integrated with other service in future.

-
- Successful Bidder will be responsible for Database Design, Implementation & development.
 - Successful Bidder will be responsible for implementation and development of messaging systems.
 - Successful Bidder will be responsible for providing resident Engineer/IT related personal for duration of two and half years' time in WDD Department for maintenance of the website.
 - Successful Bidder will be responsible for Site hosting, management, availability and security.
 - Successful bidder will be responsible for devising a payment receiving, order approving, payment sending mechanism and integration with few payment service providers like mobile payment through buyers and sellers can do online sale/purchase.
 - Successful Bidder will be responsible for providing trainings/awareness sessions regarding website and app in districts of Sindh.
 - Successful Bidder will be responsible for providing complete source-code and back-end database updated along with cloud invoices and supporting documents.
 - Successful Bidder will be responsible for providing cyber security techniques by using artificial intelligence advancement for prevention of data of registered consumers and seller well departmental information.
 - Successful Bidder will be responsible for providing cyber-security readiness for prevention of domain/app secure policies as per updated patches.
 - Successful bidder shall be responsible for cloud services mentioned in the scope.

Technical Specifications

Project Features:

In order to facilitate women and give them an equal opportunity in the business market, Women Development Department is ready to take a step to provide the platform of E-commerce which will flourish their talent and equipment provide them with best market for the sale of their work.

To develop e-portal for women/girls who are skilled and have an ability to upload their work and sell without the interruption of middle man through easily accessible android devices.

It will have these short term objectives; reduce management costs, developing business relations, provide a unique customer, experience, increasing the number of loyal customers, boosting the efficiency of services, developing relevant target, developing responsive e-commerce website for women and increase sales.

Methodology:

Basic Setup

This would not be a “static” website, rather would be built a content management system (CMS) to allow authorized people to make timely changes.

Considering the requirement that have priority, this website would have sections from which women would able download the various details.

This set up would require registration internet domain and provision of site hosting

Application Development

The application design and Development would allow a cyclic model instead of a waterfall model to allow for additions and alterations to the subsequent deliverables in light of the items already delivered.

Training and Rollout

User training as well as user manuals would be delivered to the key stakeholders before final rollout. The modules of the consolidated application would initially work in parallel to manual procedures to introduce familiarity, confidence and adjustment. Related Training of capacity building of the staff of WDD would also be part of rollout plan.

Application Modules

Consolidated application would be composed of inter-locked modules. Using this design, no duplication of effort or data would be arise as all the modules would be working on the same central database.

The application would use security roles so that each level of authority would manage its own data. In this manner, the system would look after the back ended only with the different stake-holders women authorized to maintain their own level of information.

Methodology of Awareness

Successful Bidders will be responsible to arrange Mobilization Teams in all districts of Sindh for the awareness about the website/app with the assistance/guidance of officers of Women Development Department who are posted in different districts of Sindh. Women Development Department staff will facilitate mobilization teams to spread awareness and usage of website and app among women all over the Sindh.

Technical Specifications

S_no	Model	Deception	Total	Unit Prices	
				Qty	Amount
1	Cloud Hosting primary / Backup	16 VCPU		4	
		128 GM RAM			
		4 TB			
		2 Floating IPs			
		1 cloud Machine Each and support vmware vsphere 8 and v center access for cloud machine monitoring or equivalent			
		10/100 Bandwidth			
		Host Limits Up to 1024 VMs per host/ with			
		3 years Services			
2	Storage Cloud DR	Storage: Support for vSAN, VMFS6, NFS, and vVols or Equivalent		20 TB (Atleast for five years Storage)	

3	End Point	Cloud Security with Comprehensive Endpoint Protection		2		
		Protect your devices and sensitive data using cutting-edge endpoint security solutions. Our real-time monitoring, threat detection, and rapid response ensure a robust defence against evolving cyber threats.				4
		3 years Services				
4	Anti-DdoS Solutions	Distributed Denial-of-Service (DdoS) attacks using our advanced anti-DdoS solutions. Ensure uninterrupted service availability and protect your network from malicious disruptions				
		3 years Services				
5	VPN	Network Interoperability 100 Users		2		
		3 years Services				10
6	Firewall Cloud For Primary / backup Security	Advanced Threat Protection		2		
		Advanced Malware Protection				
		Block Vast Network Attacks				
		Customized Security Policies				
		network security using cutting-edge Next-Generation Firewall (NGFW) solutions. Gain advanced threat detection, application visibility, and granular control to effectively safeguard your digital assets with NGF license				
3 years Services						
7		Internet connectivity 100 MB Primacy Side		36 MOTH		
8	License FOR 36 MONTH	MS Window Server 2018 Standard		1		
		MS SQL Server 2018		2		
		IA Tool (as par requirement)		2		
		Virtualization VM Ware License OR eqvlant		4		
		V Center OR EQUVLANT		1		

E-Commerce Platform for Women of Sindh, Pakistan

Scope of Work — Detailed Description of Components

		DETAIL / SCOPE OF WORK		QUANTITY	
1	<p>Development of the E-commerce Website (B2B & B2C Portal)</p>	<p>The project entails the design and development of a comprehensive e-commerce web portal catering to both Business-to-Business (B2B) and Business-to-Consumer (B2C) models. The platform will serve as a centralized digital marketplace specifically designed to empower women entrepreneurs and artisans of Sindh, Pakistan.</p>			
		<p>Key features of the portal will include:</p> <ul style="list-style-type: none"> • User-friendly product listing and catalogue management • Secure payment gateway integration supporting local and international transactions • Vendor/seller registration and dashboard for women entrepreneurs • Order management, tracking, and logistics integration • Admin panel for platform monitoring, approval workflows, and analytics • Multi-language support (Urdu, Sindhi, English) • SEO-optimized architecture for better discoverability • Responsive design compatible with all devices and browsers 			
		<p>The portal will connect local women producers directly with bulk buyers (B2B) as well as individual consumers (B2C), enabling sustainable income generation and economic independence.</p>			<p>Web portal: 01</p>

2	Android & iOS Application Development	<p>To maximize accessibility and reach, dedicated mobile applications will be developed for both Android and iOS platforms. Given the high mobile penetration in Sindh, these apps will serve as the primary access point for a large segment of the target users — particularly women in semi-urban and rural areas who rely on smartphones.</p> <p>Core functionalities of the mobile applications:</p> <ul style="list-style-type: none"> • Seamless onboarding and registration for buyers and sellers • Product browsing, search, and filtering by category, price, and location • Real-time order placement, status tracking, and notifications • In-app chat/messaging between buyers and sellers • Push notifications for promotions, order updates, and announcements • Offline capability for browsing recently viewed products • Secure login (biometric/PIN support) • Integration with the central web portal backend for data synchronization <p>Both applications will be optimized for low-bandwidth environments to ensure usability in areas with limited internet connectivity.</p>		<p>Android Application: 1 iOS Application: 1</p>	
3	Mobilization of the Communities	<p>Community mobilization is a foundational component of this initiative. The success of the e-commerce platform depends heavily on the active participation and digital adoption by women in Sindh's communities — particularly in districts such as Larkana, Sukkur, Khairpur, Hyderabad, and Mirpurkhas.</p> <p>This component will involve:</p> <ul style="list-style-type: none"> • Identification and engagement of women-led self-help groups (SHGs), cooperatives, and cottage industry clusters • Field visits and awareness sessions at the grassroots level • Formation of community focal persons and digital champions to act as local guides • Coordination with NGOs, local government bodies, and women development departments • Capacity building workshops for women on basic digital literacy, smartphone usage, and online selling 		—	

		<ul style="list-style-type: none"> • Door-to-door mobilization drives in target union councils 			
		<ul style="list-style-type: none"> • Feedback collection from communities to continuously improve the platform 			
		The mobilization strategy will adopt a participatory approach, ensuring communities are not just beneficiaries but active stakeholders in the project.			
		A robust public awareness campaign will be launched through both print and electronic media channels to promote the e-commerce platform, its benefits, and how women can register and begin selling their products.			
		Print Media Activities:			
		<ul style="list-style-type: none"> • Designing and printing of banners, broadsides, brochures, and flyers in Urdu and Sindhi 			
		<ul style="list-style-type: none"> • Newspaper advertisements in leading regional newspapers (e.g., Kawish, Ibrat, Dawn Sindh Edition) 			
		<ul style="list-style-type: none"> • Posters distributed at government offices, markets, schools, and community centers 			
		<ul style="list-style-type: none"> • Printed user guides and registration manuals for women entrepreneurs 			
		Electronic Media Activities:			
		<ul style="list-style-type: none"> • TV spots and awareness segments on regional Sindhi channels (KTN, Sindh TV, Awaz TV) 			
		<ul style="list-style-type: none"> • Radio jingles and talk shows on FM stations targeting rural listeners 			
		<ul style="list-style-type: none"> • Documentary-style video content featuring success stories of women sellers 			
		<ul style="list-style-type: none"> • SMS campaigns for targeted outreach to mobile users in rural Sindh 			
		All media content will be culturally sensitive, inclusive, and designed to resonate with Sindhi women from diverse backgrounds.			
		This component focuses on digital promotion of the portal and capacity-building activities to ensure long-term sustainability and adoption of the platform.			
		Social Media Advertisement & Publicity:			
		<ul style="list-style-type: none"> • Creation and management of official pages/accounts on Facebook, Instagram, TikTok, and YouTube 			
		<ul style="list-style-type: none"> • Targeted paid advertising campaigns aimed at women entrepreneurs, buyers, and youth in Sindh 			

		<ul style="list-style-type: none"> Regular content creation: product highlights, seller spotlights, and platform tutorials 			
		<ul style="list-style-type: none"> Influencer partnerships with local women content creators and bloggers 			
		<ul style="list-style-type: none"> Hashtag campaigns and community engagement challenges to drive organic reach 			
		<ul style="list-style-type: none"> Monthly analytics reporting to measure reach, engagement, and conversion rates 			
		Training Activities:			
		<ul style="list-style-type: none"> Hands-on training sessions for women sellers on how to register, list products, and manage orders 			
		<ul style="list-style-type: none"> Digital marketing workshops covering social media promotion and customer engagement 			
		<ul style="list-style-type: none"> Training of trainers (ToT) to build local capacity for ongoing support 			
		Training location in hyderabad ,karachi nawabshah Sukkur Vender Provide with 20 computer each side.		4 offices	
		Seminars & Events:		Seminars & Events 2 in Sukkur , 2 in nawabshah , 2 in larkana, 2 Hyderabad ,2 karachi	
		<ul style="list-style-type: none"> Launch seminar with government officials, NGOs, development partners, and media 			
		<ul style="list-style-type: none"> Quarterly review seminars to track progress and share success stories 			
		<ul style="list-style-type: none"> Networking events connecting women entrepreneurs with potential buyers and investors 			
		These activities will collectively create a vibrant ecosystem supporting the portal's growth and ensuring women of Sindh are empowered to leverage digital commerce effectively.			

SCHEDULE OF REQUIREMENTS

The delivery schedule expressed as weeks/months stipulates hereafter a delivery date which is the date of delivery required.

Software/Hardware Deliverables and Schedule:	
Deliverable / Description	Duration
Deliverable #1 Initiation of the Project Submission of concept proposal & work plan	10 Days
Deliverable #2 Submission of Prototype	10 Days
Deliverable #3 Submission of the Final e-commerce	2 Months
Deliverable #4 Submission of Final the App. . Deliverable #5 Submission of Tutorial videos Deliverable #6 delivery of software part of the project. Deliverable #7 Related capacity building Training of the staff of WDD	02 Months
Deliverable #6 Mobilization of communities.	02 Months
Deliverable #7 Project Completion reports Submission of User manuals, source code or any other associated documents.	1 Month

**MAN MONTHS
AND ACTIVITY
SCHEDULE**

To estimate Consultant's inputs and costs for the assignment, man-month and activity schedules are to be provided. These two schedules should correlate.

CLIENT'S REQUIREMENTS FROM THE CONSULTANT

Client's requirements from the consultant

Some important requirements are:

1. Selecting a Consulting Engineer is one of the most important decisions an owner or Client makes. The most important standards for this are technical competence, managerial ability, professional integrity and fairness of fee structure. The Client will seek information on all these aspects by:

a. Obtaining comprehensive written information from the Consultant in form of RFPs and should be completed in full providing all details as correctly known as possible. It has been experienced that some Consultants try to hide their deficiencies viz-a-viz the requirements of TOR by making unclear and vague statement. It will be policy of evaluators that vague statement and lack of clarity in proposals on specific issues may be reason to downgrade the rating.

b. Talking to the senior personnel of the Consultants.

c. Consulting their Clients.

d. Viewing the projects that they have accomplished and visit the users.

e. Visiting the premises of the Consultant and examining systems and method of works as well as hardware and software abilities available. Senior Management (minimum Director level) shall regularly visit the site at least once a month and hold meeting with the Client's representative.

f. The approach and methodology proposed including work plan, activity and man-month schedule should be meaningful and fully coordinated to judge the understanding of the proposed assignment by the Consultant.

2. For Items (b) to (e), the inspection can be held any time prior to or after award of work to the Consultants. During the inspection if the scenario found is not compatible with what is presented during presentations or as per Contract, the Consultant is liable for action debarring for two (2) years for future projects which may or may not include black listing action (in accordance with Rule 19 of the Public Procurement Rules, 2004).

PERSONAL EQUIPMENT'S FACILITIES & OTHER SERVICES TO BE PROVIDED BY THE CLIENT.

AS PER TOR

Section No:6 Contract

(Samples of Contract and Integrity are shared here)

CONTRACT

THIS CONTRACT ("Contract") is entered into this *[insert starting date of assignment]*, by and between *[insert PA's name]* ("the PA") having its principal place of business at *[insert PA's address]*, and *[insert Consultant's name]* ("the Consultant") having its principal office located at *[insert Consultant's address]*.

WHEREAS, the PA wishes to have the Consultant performing the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these

services, NOW THEREFORE THE PARTIES hereby agree as

follows:

- 1. Services**
 - (i) The Consultant shall perform the services specified in Annex A, "Terms of Reference and Scope of Services," which is made an integral part of this Contract ("the Services").
 - (ii) The Consultant shall provide the reports listed in Annex B, "Consultant's Reporting Obligations," within the time periods listed in such Annex, and the personnel listed in Annex C, "Cost Estimate of Services, List of Personnel and Schedule of Rates" to perform the Services.
- 2. Term**

The Consultant shall perform the Services during the period commencing *[insert start date]* and continuing through *[insert completion date]* or any other period as may be subsequently agreed by the parties in writing.
- 3. Payment**
 - A. Ceiling

For Services rendered pursuant to Annex A, the PA shall pay the Consultant an amount not to exceed *[insert amount]*. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.
 - C. Payment Conditions

Payment shall be made in *[specify currency]*, no later than 30 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

-
- 4. Project Administration**
- A. Coordinator
- The PA designates Mr./Ms. *[insert name]* as PA's Coordinator; the Coordinator shall be responsible for the coordination of activities under the Contract, for receiving and approving invoices for payment, and for acceptance of the deliverables by the PA.
- B. Timesheets
- During the course of their work under this Contract the Consultant's employees providing services under this Contract may be required to complete timesheets or any other document used to identify time spent, as instructed by the Coordinator.
- C. Records and Accounts
- The Consultant shall keep accurate and systematic records and accounts in respect of the Services, which will clearly identify all charges and expenses. The PA reserves the right to audit, or to nominate a reputable accounting firm to audit, the Consultant's records relating to amounts claimed under this Contract during its term and any extension, and for a period of three months thereafter.
- 5. Performance Standard**
- The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the PA considers unsatisfactory.
- 6. Confidentiality**
- The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the PA's business or operations without the prior written consent of the PA.
- 7. Ownership of Material**
- Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the PA under the Contract shall belong to and remain the property of the PA. The Consultant may retain a copy of such documents and software.
- 8. Consultant Not to be Engaged in Certain Activities**
- The Consultant agrees that, during the term of this Contract and after its termination, the Consultants and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services or any continuation thereof) for any project resulting from or closely related to the Services.
- 9. Insurance**
- The Consultant will be responsible for taking out any appropriate insurance coverage for their personnel and equipments.
- 10. Assignment**
- The Consultant shall not assign this Contract or Subcontract any portion thereof it without the PA's prior written consent.
-

**11. Law
Governing
Contract and
Language**

The Contract shall be governed by the laws of Islamic Republic of Pakistan or the Provincial Government and the language of the Contract shall be English.

**12. Dispute
Resolution**

Any dispute arising out of this Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the Arbitration Act of 1940

FOR THE PA

FOR THE CONSULTANT

Signed by _____

Signed by _____

Title: _____

Title: _____

Integrity Pact

DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC. PAYABLE BY THE SUPPLIERS/CONTRACTORS/CONSULTANTS.

Contract Number: _____

Dated: _____

Contract Value: _____

Contract Title: _____

[Name of Supplier/Contractor/Consultant] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Sindh (GoS) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoS) through any corrupt business practice.

Without limiting the generality of the foregoing, [Name of Supplier/Contractor/Consultant] 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 within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, 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 a contract, right, interest, privilege or other obligation or benefit, in whatsoever form, from Procuring Agency (PA), except that which has been expressly declared pursuant hereto.

[Name of Supplier/Contractor/Consultant] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with PA and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[Name of Supplier/Contractor/Consultant] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to PA under any law, contract or other instrument, be voidable at the option of PA.

Notwithstanding any rights and remedies exercised by PA in this regard, [Name of Supplier/Contractor/Consultant] agrees to indemnify PA for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to PA in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by [Name

of Supplier/Contractor/Consultant] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit, in whatsoever form, from PA.

[Procuring Agency]

Supplier /Contractor/Consultant]

**Section No:7 DECLARATION OF ULTIMATE
BENEFICIAL OWNERS INFORMATION FOR PUBLIC**

**DECLARATION OF ULTIMATE BENEFICIAL OWNERS INFORMATION FOR PUBLIC
PROCUREMENT CONTRACTS**

1. Name
2. Father's Name/Spouse's Name
3. CNIC/NICOP/Passport no.
4. Nationality
5. Residential address
6. Email address
7. Date on which shareholding, control or interest acquired in the business.
8. In case of indirect shareholding, control or interest being exercised through intermediary companies, entities or other legal persons or legal arrangements in the chain of ownership or control, following additional particulars to be provided:

1	2	3	4	5	6	7	8	9	10
Name	Legal form (Company/Limited Liability Partnership/Association of Persons/Single Member Company/ Partnership Firm/ Trust/Any other individual, body corporate (to be specified))	Date of incorporation/	Name of registering authority	Business Address	Country	Email address	Percentage of shareholding, control or interest of BO in the legal person or legal arrangement	Percentage of shareholding, control or interest of legal person or legal arrangement in the Company	Identity of Natural Person who ultimately owns or controls the legal person or arrangement

9. Information about the Board of Directors (details shall be provided regarding number of shares in the capital of the company as set opposite respective names).

1	2	3	4	5	6	7	8
Name and surname (In Block Letters)	CNIC No. (in case of foreigner, Passport No)	Father's/ Husband's Name in full	Current Nationality	Any other Nationality (ies)	Occupation	Residential address in full or the registered/ principal office address for a subscriber other than natural person	Number of shares taken by each subscriber (in figures and words)

			Total number of shares taken (in figures and words)				

10. Any other information incidental to or relevant to Beneficial Owner(s).

Name & signature
(Person authorized to issue notice on behalf of the company)



No. SO (Dev) 10(33)/ADP Sch//E-Com/2021-22 /253

**GOVERNMENT OF SINDH
WOMEN DEVELOPMENT DEPARTMENT**

NOTIFICATION

In pursuance of Rule 67(2) of SPPRA Rules 2010 (Amended 2019), the Consultant Selection Committee for procurement of Consultancy services for Establishment of E-Commerce & Opportunities for Women in Sindh", Women Development Department, Government of Sindh is hereby constituted with following composition / ToRs.

1	Director, Directorate of Women Development Department	Chairperson
2	Representative of P&D Department, (not below the rank of BPS-18)	Member
3	Representative of Finance Department, GOS. (not below the rank of BPS-18)	Member
4	Representative of Science & Information Technology (not below the rank of BPS-18)	Member
5	Assistant Director, Women Development Department	Member
6	Section Officer (Dev), Women Development Department	Member/ Secretary

Terms of Reference (ToRs):-

- > Approval of request for Proposal before issuance.
- > Shortlisting of consultants
- > Evaluation of Technical and financial proposals, according to the selection method and evaluation criteria. Mentioned in the Request for proposal.
- > Finalization of recommendation based on evaluation.

(RASHID AHMED ZARDARI)
SECRETARY TO GOVT: OF SINDH

No. SO (Dev) 10(33)/ADP Sch/E-com/2021-22

Karachi dated, 03rd April, 2025

A copy is forwarded for information to :

1. The Accountant General of Sindh, Karachi
2. The Chairman / Members (All) of the Committee.
3. The P.S to Secretary Finance Department, GOS, Karachi.
4. The P.S to Chairman, P&D Deptt. GOS, Karachi.
5. The P.S to Secretary, Women Development Department, Govt. of Sindh.
6. The P.S to Member (Social Sector), P&D Deptt. GOS, Karachi.

Handwritten signature and date: 03/4/2025

ASHIQUE HUSSAIN
SECTION OFFICER (Dev)



No. SO (Dev) 10(33)/ADP Sch//E-Com/2021-22
GOVERNMENT OF SINDH
WOMEN DEVELOPMENT DEPARTMENT

NOTIFICATION

In pursuance of Rule-31 of SPPRA Rules 2010 (Amended 2019), a Complaint Redressal Committee is hereby constituted to address the complaints of bidders that may occur during procurement of Consultancy services for Establishment of E-Commerce & Opportunities for Women in Sindh, Women Development Department, Government of Sindh with following composition / TORs.

1	Secretary, Women Development Department, Government of Sindh.	Chairperson
2	Representative of Accountant General of Sindh. (not below the rank of BPS-18)	Member
3	An Independent professional from the relevant field concerning the procurement process in question.	Member

Terms of Reference (ToRs):

- To examine complaint (s) of bidder (s) with regard to the procurement in above cited project.
- To take decision in light of SPPRA Rules 2010 (Amended 2019).

(RASHID AHMED ZARDARI)
SECRETARY TO GOVT: OF SINDH

No. SO (Dev) 10(33)/ADP Sch/E-com/2021-22 /272 Karachi dated, 16th April, 2025

A copy is forwarded for information to:

- The Accountant General of Sindh, Karachi
- The Chairman / Members (All) of the Committee.
- The P.S to Secretary Finance Department, GOS, Karachi.
- The P.S to Secretary, Science & Information Technology Dept. Govt. of Sindh, Karachi.
- The P.S to Chairman, P&D Dept. GOS, Karachi.
- The P.S to Secretary, Women Development Department, Govt. of Sindh.
- The P.S to Member (Social Sector), P&D Dept. GOS, Karachi.

ASHIQUE HUSSAIN
SECTION OFFICER (Dev)

Amir
16/4/2025

Amir
16/4/25



گورنمينٽ آف سنڌ
وومين ڊولپمينٽ ڊپارٽمينٽ ڪراچي
NIT (ٽينڊر گھرائڻ لاءِ نوٽيس)
پروپوزل لاءِ گذارش (RFP)

"E-ڪامرس ۽ سنڌ ۾ عورتن لاءِ موقعا"

وومين ڊولپمينٽ ڊپارٽمينٽ (WDD) حڪومت سنڌ، ايس پي پي آر اي رول 2010 جي فري (1) 72 تحت "ويب سائيت، اينڊرائيڊ ايپ/ IoS ايپ ۽ ڪلاؤڊ اسٽوريج سروسز" جي پروفيشنل ڪنسلٽنٽس جي ترقي لاءِ دلچسپي رکندڙ ماهرن کان ٽيڪنيڪل ۽ فنانشل پروپوزل طلب ڪرڻ لاءِ تجويزون گھرائڻ تيون. اسائنمنٽ جي حوالي جي شرطن (TORs) ۾ هيٺيان شامل هوندا. جڏهن ته، تفصيلي TORs ۽ ڪر جو دائرو RFP دستاويز ۾ مهيا ڪيو ويو آهي.

- < ڊولپمينٽ آف اسٽينڊرڊ ويب سائيت (AI & ML انٽيگريشن)
- < Android اينڊ IOS ايپليڪيشن ڊولپمينٽ
- < ڪلاؤڊ اسٽوريج سروسز
- < ٽيوٽوريل وڊيو
- < ڪميونٽيز جي موبلائيزيشن

دلچسپي رکندڙ فرمز کي درخواست ڪئي وئي آهي ته اهي مقرر ڪيل آر ايف پي تي ٽيڪنيڪل ۽ فنانشل تجويزون پيش ڪن جيڪي ايڊيشنل سيڪريٽري، وومين ڊولپمينٽ ڊپارٽمينٽ، پهرين منزل اولڊ ڪي ڊي اي بلڊنگ سنڌ سيڪريٽريٽ، ڪراچي جي آفيس مان خريد ڪري سگهجن ٿيون. ايڊيشنل سيڪريٽري (ٽينڊر فيس) جي حق ۾ 5000 روپيا جي بي آرڊر سان گڏ لکت ۾ باضابطا درخواست جمع ڪرائڻ يا ويب سائيت <https://portalsindh.eprocure.gov.pk/#/> تان ڊائون لوڊ ڪري هن آر ايف پي جي اشاعت جي تاريخ کان ٽيڪنيڪل ۽ فنانشل تجويزون اپ لوڊ ڪرڻ جي تاريخ تائين. ٽيڪنيڪل ۽ فنانشل تجويزون مٿي ذڪر ڪيل ويب سائيت تي 8 جون 2026 تي منجهند 01:30 وڳي کان اڳ اپ لوڊ ڪيون وينديون ۽ واک قيمت جو 2% واک سيڪيورٽي (مالي تجويز سان گڏ) ايڊيشنل سيڪريٽري، وومين ڊولپمينٽ ڊپارٽمينٽ، سنڌ حڪومت، ڪراچي جي حق ۾ پرفارمنس سيڪيورٽي منصوبي جو 5% هوندي. ٽيڪنيڪل تجويزون 8 جون 2026 تي منجهند 02:30 وڳي کوليون وينديون. مهرباني ڪري نوٽ ڪريو ته صلاحڪارن جي چونڊ ايس پي پي آر اي رولز 2010 (اڄ تائين ترميم ٿيل) مطابق ڪئي ويندي.

نوٽ: جيڪڏهن ڪنهن به سبب جي ڪري حڪومت طرفان تجويزون جمع ڪرائڻ ۽ کولڻ جي تاريخ تي عام موڪل جو ڏينهن قرار ڏنو وڃي ٿو ته ايندڙ سرڪاري ڪم ڪار واري ڏينهن کي ساڳئي وقت ۽ هنڌ تي تجويزون جمع ڪرائڻ ۽ کولڻ جي تاريخ سمجهيو ويندو پر وڪيورنگ ايجنسي ڪنهن به سبب جي وضاحت کان سواءِ ڪنهن به مرحلي تي SPPRA رولز 2010 جي مطابق ڪنهن به تجويز کي رد ڪري سگهي ٿي يا واک جي عمل کي منسوخ ڪري سگهي ٿي.

ايڊيشنل سيڪريٽري
وومين ڊولپمينٽ ڊپارٽمينٽ
گورنمينٽ آف سنڌ ڪراچي

INF-KRY.NO.1982/2026

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