

MINISTRY OF INFORMATION TECHNOLOGY & TELECOM

Digital Economy Enhancement Project (DEEP) | World Bank Project No. P174402

Hiring of Individual Consultant Under DEEP Project

TERMS OF REFERENCE

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Announcement Reference no:			PK-MOITT-556884-CS-INDV		
Project		Digital Economy Enhancement Project (DEEP)			
Position Name		Hackathon Strategy Specialist		Position ID	P174402
Vacancy		1	Type of Contract	Individual Consultancy	Duration of Contract
					21 Months

BACKGROUND

Digital Economy Enhancement Project (DEEP) is a World Bank assisted project with the objective of enhancing the Government's capacity for digitally enabled public services delivery for citizens and businesses. Ministry of IT & Telecom (MoITT) is the Executing Agency of the project with implementation support from (i) Board of Investment (BoI), (ii) National Database and Registration Authority (NADRA), (iii) Ignite – National Technology Fund and (iv) National IT Board (NITB).

PROJECT DESCRIPTION

DEEP aims to develop a framework and technology to promote digital services across Pakistan, significantly transforming citizen-centric unified services nationwide. A key component is the establishment of Civic Innovation and Technology Labs (CITLs) as collaboration hubs and platforms for citizens, government, startups, and academia to drive social and civic innovation and address community challenges through technology. Ignite – National Technology Fund, under the Ministry of IT & Telecommunication, is mandated to establish and operate CITLs and to implement Subcomponent 1(e) – Civic Innovation. A cornerstone of the Digital Government Innovation Program (DGIP) is a structured, multi-tiered competition framework comprising for each hackathon cycle:

1. Divisional Level Competitions
2. Provincial Level Competitions
3. National/Federal Level Competition

Each competition features five-six thematic challenge areas aligned with Pakistan's digital government priorities. The competition cycle includes Outreach & Marketing, Application & Filtration, Pre-Seed Capacity Building, Seed Grant awards, and progression to CITL Incubation. The programme specifically targets geographic diversity (more than 60% spread across regions), gender inclusivity (minimum 30% female), and socioeconomic inclusion of rural and differently abled participants.

OBJECTIVES OF THE ASSIGNMENT

The Hackathon Strategy Specialist is responsible for the end-to-end design, planning, execution, and quality assurance of all hackathon and competition activities under the Digital Government Innovation Program (DGIP). This includes Divisional, Provincial, and National hackathon per cycle, as well as associated Talent Hunt events, Speed Networking sessions, Pre-Seed Capacity Building workshops, and Demo Day events. The Hackathon Strategy Specialist plays a central operational role in ensuring that each competition event is methodologically sound, logistically seamless, inclusive, and aligned with World Bank guidelines and Government of Pakistan rules. The position requires both strategic design capability and hands-on event execution expertise.

SCOPE OF THE ASSIGNMENT

The Hackathon Strategy Specialist will undertake the following tasks (not limited to):

A. Hackathon Framework Design

1. Develop the comprehensive Hackathon Strategy Document for the DGIP, covering problem statement methodology, competition formats, jury criteria, participant tracks (Hacker, Hipster, Hustler), team formation protocols, evaluation rubrics, and prize structure.
2. Spread the five-six thematic challenge areas per hackathon in coordination with the Innovation Ecosystem Specialist and government stakeholders, ensuring alignment with digital government priorities and the problem statements gathered from Stakeholder Engagement Workshops.
3. Develop the Psychometric Test framework for participant assessment during the Talent Hunt phase, enabling optimal team formation from the pool of 48 innovators per Provincial Competition (2 individuals per track per Division).
4. Design the Speed Networking Event protocol for team formation following Talent Hunt across all 16 Divisions.
5. Establish standard operating procedures (SOPs) for all competition activities including application submission, filtration, scoring, jury deliberation, appeals, and results announcement.

B. Outreach, Marketing & Application Management

1. Lead the design and implementation of the outreach and marketing campaign (2-week cycle) for each competition round, ensuring reach across all Divisions and compliance with geographic diversity targets.
2. Manage the deployment and operation of the dedicated digital dashboard for application submission and filtration, tracking metrics including geographic spread, gender ratio, socioeconomic profile, and linguistic diversity.
3. Develop and implement the application filtration framework ensuring transparent, merit-based selection of participants across the Hacker, Hipster, and Hustler tracks.
4. Coordinate with the Communications Specialist on multilingual, multi-modal marketing campaigns targeting underserved, remote, and rural communities.

C. Pre-Seed Capacity Building

1. Design and deliver the Pre-Seed Capacity Building programme covering design thinking, business modelling, user validation, pitching skills, and 3-week demo readiness preparation.
2. Recruit, brief, and manage expert trainers, mentors, and facilitators for Pre-Seed sessions, ensuring topical relevance and participant engagement.
3. Develop training materials, toolkits, and resources aligned with the competition themes and participant profiles.
4. Track and report participant progress, attendance, and competency development during Pre-Seed phase.

D. Competition Execution (Divisional, Provincial, National)

1. Develop detailed event management plans for each hackathon including venue selection, logistics, AV and technology setup, jury panel management, and participant communications.
2. Recruit, orient, and manage Jury Panels for all competition levels, ensuring representation from government, civil society, academia, and private sector, and applying standardised judging rubrics.
3. Manage all Sprint Facilitators, Prototype Scouts, Problem Framers, Pitch Coaches, and support roles during each hackathon event.

4. Ensure adherence to data privacy guidelines, World Bank competition policies, and Government of Pakistan applicable rules throughout all competition activities.
5. Oversee the Demo Day / Pitch Event for each competition level, managing time schedules, judging processes, and prize announcement protocols.
6. Document competition results, participant feedback, jury deliberations, and winning solutions for each event.

E. Seed Grant Support

1. With the support of Seed Grant Specialist-DEEP and Seed Unit-Ignite develop the technical framework for Seed Grant eligibility, selection, and performance benchmarks, ensuring compliance with World Bank procurement guidelines.
2. Design and manage two grant brackets: PKR 10-25 million for winners, and PKR 5–10 million for runners-up.
3. Track Seed Grant recipient progress and milestone achievement during the grant period.

F. Post-Event Analysis & Learning

1. Prepare comprehensive Post-Hackathon Evaluation Reports after each competition round, covering participation data, solution quality, jury findings, logistical challenges, and recommendations.
2. Collaborate with the Evaluation Specialist on data collection instruments and impact assessment tools for all hackathon activities.
3. Contribute to the DGIP knowledge management system by documenting best practices, innovative solutions, and replicable models from each event.

CORE ACTIVITIES AND FUNCTIONAL RESPONSIBILITIES

The Hackathon Strategy Specialist shall work on the following core activities and functional responsibilities:

Design & Preparation

1. Hackathon Strategy Document: competition framework, thematic challenge areas, jury criteria, participant tracks, team formation protocol, and prize structure.
2. Application & Filtration SOPs and digital dashboard configuration specifications.
3. Pre-Seed Capacity Building Curriculum (design thinking, business modelling, user validation, pitching, demo readiness) and trainer/mentor roster.
4. Psychometric Test Design and Speed Networking Event Protocol.
5. Outreach & Marketing Campaign Strategy for Cycle 1 – all 16 Divisions.

Cycle 1 Competitions

6. Outreach Campaign Report – Cycle 1 with geographic, gender, and inclusion analytics.
7. Talent Hunt Event Reports – all 16 Divisions with psychometric test results and team formation matrix.
8. Speed Networking Event Report covering team formation from 48-innovator pool per Provincial group.
9. Pre-Seed Capacity Building Completion Report with participant competency assessments.
10. Divisional Hackathon Reports (16) – individual event reports with results, jury deliberations, and solution summaries.
11. Provincial Hackathon Reports (2) – consolidated results from Divisions 1–8 and Divisions 9–16.
12. National Hackathon Report – winning teams, solutions, jury panel feedback, and prize award documentation.

13. Seed Grant Technical Assessment Framework and disbursement recommendations.

Mid-Review & Cycle 2 Design

14. Mid-Programme Hackathon Learning Report: comparative analysis of Cycle 1 events, participant satisfaction data, and recommendations for Cycle 2.

15. Cycle 2 Hackathon Strategy Document – updated thematic areas, refined jury criteria, improved SOPs based on Cycle 1 lessons.

16. Cycle 2 Pre-Seed Capacity Building Curriculum (updated).

17. Cycle 2 Outreach Campaign Report with enhanced inclusion strategies.

18. Cycle 2 Talent Hunt and Speed Networking Event Reports – all 16 Divisions.

Cycle 2 Competitions & Closure

19. Cycle 2 Pre-Seed Completion Report.

20. Cycle 2 Divisional, Provincial, and National Hackathon Reports.

21. Seed Grant Technical Assessment – Cycle 2.

22. Hackathon Best Practices Toolkit: replicable SOPs, training materials, jury guides, and event management checklists for future government use.

23. Comparative Two-Cycle Performance Report with PDO indicator contributions and scaling recommendations.

24. Final Hackathon Programme Completion Report.

QUALIFICATION AND EXPERIENCE

Essential Qualifications:

1. Minimum 16 years of education (Bachelor's or Master's) from a HEC-recognized or internationally reputable university in Innovation Management, Computer Science, Business Administration, Social Sciences, Event Management, or a closely related field.
2. Minimum 7 years of post-qualification professional experience in designing and managing hackathons, innovation competitions, challenge prizes, or technology-focused events.
3. Demonstrated experience in organizing large-scale national or multi-city hackathon or competition programmes, with a track record of managing 10+ events simultaneously.
4. Strong knowledge of civic technology, digital government, startup ecosystems, and design thinking methodologies.
5. Experience in participant recruitment, jury management, and competition logistics at scale.
6. Familiarity with World Bank or donor-funded project requirements, particularly financial management, procurement, and safeguards compliance.
7. Proven ability to manage diverse teams of facilitators, mentors, trainers, and event support staff.
8. Excellent written and oral communication skills in English and Urdu.

ADDITIONAL SKILLS / EXPERTISE

1. Experience with hackathon management platforms, digital application dashboards, and participant tracking systems.
2. Knowledge of psychometric assessment tools and their application in team formation and talent identification.
3. Experience in gender-inclusive programming and targeting of underserved communities in innovation events.
4. Familiarity with seed grant management, startup evaluation frameworks, and venture assessment.

5. Knowledge of international hackathon models including NASA Space Apps, UNDP Innovation Challenges, and MIT Hacks etc. 6. Experience in multilingual and multi-modal communication and marketing campaigns. 7. Proficiency in project management tools, CRM platforms, and data analytics. 8. Understanding of Pakistan's regional diversity, provincial IT ecosystems, and National Incubation Centre network.
SCHEDULE FOR THE ASSIGNMENT
The Consultant will be appointed on a contract basis for 21 months.
REMUNERATION AND OTHER BENEFITS
1. The consultant will receive remuneration as per the scope of work defined and based on the World Bank guidelines applicable to individual consultants for this position. 2. Travel expenses as approved by the World Bank and the Government of Pakistan. 3. This is a consulting-based appointment and does not offer medical or other benefits.
REPORTING OBLIGATIONS
The Hackathon Strategy Specialist will report to the Project Director- Civic Innovation, PIU-Ignite, Digital Economy Enhancement Project (DEEP). The incumbent is required to: 1. Follow all rules, directives, and fiduciary guidelines of the World Bank and Government of Pakistan. 2. Adhere to working days and timings as per Federal Government of Pakistan directives. 3. Ensure all competition activities comply with World Bank competition guidelines, data privacy requirements, and applicable Government of Pakistan rules. 4. Refrain from working for any other party or accepting paid employment during this contract without written approval from the Competent Authority. 5. Ensure all required event reports, data, and documentation are submitted on time and in the format required by the World Bank and Government of Pakistan. 6. Maintain confidentiality of all competition data, participant information, and project-related materials.
SELECTION CRITERIA
Procurement will be carried out in accordance with the Open Competitive Selection of Individual Consultants in accordance with the World Bank's "Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services, Fifth Edition, September 2023" ("Procurement Regulations").
SUBMISSION
Candidates meeting the required criteria should submit their applications at http://www.njp.gov.pk within 15 days of publication of the advertisement. No hard copy of application shall be accepted and all applications must be sent via NJP online. Shortlisted candidates who are working in Government sector are required to produce NOC at the time of interview.