

**REQUEST FOR
EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS
SELECTION)**

**[PAKISTAN]
[DIGITAL ECONOMY ENHANCEMENT
PROJECT (DEEP)]**

Assignment Title

Consultancy Firm for Citizen-Centric Service Insights, Analysis &
Complete Assessment for Digitalization

Reference No:

PK-MOITT-499537-CS-QCBS

CONTENTS

| | |
|---|-----------|
| 1. BACKGROUND | 5 |
| 1. APPROACH..... | 6 |
| 2. OBJECTIVE | 7 |
| 3. SCOPE OF WORK | 9 |
| 4. DELIVERABLES..... | 13 |
| 5. QUALIFICATIONS OF THE CONSULTANCY FIRM..... | 15 |
| 6. TEAM/KEY AND NON-KEY STAFF | 15 |
| NON-KEY STAFF | 16 |
| 7. REPORTING AND COMMUNICATION..... | 17 |
| 8. LOGISTICS ARRANGEMENTS | 17 |
| 9. CONFIDENTIALITY AND DATA PROTECTION..... | 17 |
| 10. DURATION..... | 17 |

**REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES –
FIRMS SELECTION)
[PAKISTAN]
[DIGITAL ECONOMY ENHANCEMENT PROJECT (DEEP)]**

Credit No: 7514-PK

Assignment Title: Consultancy Firm for Citizen-Centric Service Insights, Analysis & Complete Assessment for Digitalization

Reference No.: PK-MOITT-499537-CS-QCBS

The Ministry of Information Technology and Telecommunication in collaboration with the World Bank is implementing Digital Economy Enhancement Project (DEEP) worth USD \$77.73 Million. The main objective of the Program is “to enhance the Government’s capacity for digitally enabled public services delivery for citizens and businesses”.

In this connection, DEEP intends to hire the consultancy services (“Services”) for Citizen-Centric Service Insights, Analysis & Complete Assessment for Digitalization

The detailed Terms of Reference (TOR) are attached to this Request for Expression of Interest OR can be found at the following website: (www.moitt.gov.pk & www.nitb.gov.pk) OR can be obtained at the address given below.

The attention of interested consulting firms is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” September 2023, setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consulting firm will be selected in accordance with the **Quality Cost Based Selection (QCBS)** method set out in the Procurement Regulations of the World Bank for IPF Borrower September 2023

Further information can be obtained at the address below during office hours i.e. 08:30 to 16:30 hours.

Expressions of interest must be delivered (in person, or by mail, or by e-mail) not later than **1500 Hours PST on Sep 5, 2025.**

1. BACKGROUND

Digital transformation is driven by leveraging on digital technology to deliver value to the Government, People and Businesses. Besides the technology aspect, there is a need to focus on the cultural, procedural, administrative, and political shift in the way how processes flow and how decisions are made for citizen services delivery. The transition towards digital governance requires capacity building of the government departments both in terms of technology as well as Human Resources. Furthermore, it is imperative that a data driven culture is promoted among government agencies for better and more informed decision making.

An integral component of the digital governance framework is the automation of Government to Government (G2G), and Intra-Government processes. Switching from manual document handling to automated document management is the first step towards digital governance. This will enable the government to ensure transparency and efficiency while communicating and processing documents necessary for inter and intradepartmental communication and processing.

Digital Economy Enhancement Project (DEEP) proposes a whole of government approach to develop the framework and technology that will increase access to and promote the use of digital services across Pakistan. The project will develop Pakistan Digital Government Enterprise Architecture, which will create a government ecosystem transcending existing processes and siloed departments, including by mapping roles and responsibilities and setting key principles across technology, business, information, and service design. This digitalization will not only provide ease to citizens and businesses but would also enable higher degree of transparency, lower the cost of processing, and increase the tax collection capabilities of the federal and provincial governments which is one of the priority focus areas of the government.

National Citizen Portal will allow citizens to access government services and information from anywhere at any time. This reduces the need for physical visits to government offices, saving time and resources. For example, renewing licenses, filing taxes, or applying for permits can be done online. The project will enable better communication between the government and citizens/businesses. Social media, government portals, and email alerts can provide timely updates on policies, services, and important notices, facilitating a two-way dialogue.

1. APPROACH

The execution of the NITB component of National Citizen Portal and Digital Services Collaboration is structured to leverage the expertise of multiple specialized firms, each functioning as a distinct technical squad. This distributed approach ensures a clear division of responsibilities, optimized collaboration, and efficient project execution. The allocation of work among these firms aims to facilitate seamless coordination, high-quality deliverables, and alignment with the overarching project objectives.

- **Citizen-Centric Service Insights, Analysis & Complete Assessment for Digitalization:** The scope of work for this consultancy firm includes the comprehensive assessment, design, and implementation support for the National Citizen Portal in Pakistan. This involves compiling an exhaustive inventory of public services across federal and provincial agencies, conducting a gap analysis to prioritize services for digitization, and designing a scalable service architecture that ensures interoperability between government systems. The consultancy will also focus on reengineering business processes to improve efficiency and user experience, while coordinating with relevant stakeholders to ensure alignment with national standards and regulations.
- **Provisioning of Super App & Web Portal Framework:** The consultancy firm will be responsible for providing a robust super app and web portal framework based on a scalable and secure architecture to integrate citizen services across the country. This includes customization to meet diverse user needs and government requirements, ensuring multi-channel service access across mobile, web, and other digital platforms for a seamless user experience. The firm must also ensure data security and privacy protocols to safeguard user information while complying with local/ international data and cybersecurity standards. Additionally, it will be responsible for digital payment integration to facilitate secure and efficient financial transactions. Compliance with legal and regulatory requirements is essential to align with national and international frameworks. Furthermore, the firm must provide comprehensive reporting and documentation to maintain transparency and support informed decision-making processes.
- **Cyber Security and Quality Assurance:** The consultancy firm shall conduct comprehensive risk and vulnerability assessments to identify potential security threats and areas of risk. It will ensure strict compliance with relevant data protection and security regulations or laws. Additionally, the firm will perform thorough penetration testing and complete end-to-end system testing to validate the security and resilience of the platform. The consultancy firm shall implement robust quality assurance processes to ensure the National Citizen Portal meets the highest standards of functionality, performance, security, and user experience. This includes defining and executing comprehensive test plans, conducting rigorous testing at every stage of development, and verifying that the portal complies with defined requirements, regulatory standards, and industry best practices.
- **Events, Implementation, Awareness, Training:** Conduct Seminars, workshops and roadshows for National Citizen Portal awareness, Outreach campaigns & stakeholders' engagement.

2. OBJECTIVE

The objective of this consultancy is to support the development and implementation of the National Citizen Portal in Pakistan by conducting a comprehensive assessment of public services, identifying gaps, and designing a scalable and interoperable digital framework. This includes compiling an extensive service inventory across federal and provincial agencies, prioritizing services for digitization through a structured gap analysis, and establishing a robust service architecture that ensures seamless integration between government systems. The consultancy will also focus on business process reengineering to enhance service efficiency and user experience while ensuring compliance with national standards and regulations.

Key activities include designing a service catalog, conducting meetings with government stakeholders, and developing a prioritization matrix for high-impact digital services. The consultancy will also define system architecture, ensuring data interoperability and security compliance. Stakeholder coordination is critical, requiring collaboration with the Ministry of Information Technology and Telecommunication (MoITT) and other regulatory bodies to align technical standards and enterprise architecture frameworks.

Additionally, comprehensive documentation such as Software Requirements Specification (SRS), Functional Requirements Specification (FRS), system architecture diagrams, and business process workflows will be developed to guide implementation. The consultancy will also establish a risk management framework, identifying potential challenges and mitigation strategies to ensure project success. Through these efforts, the National Citizen Portal will drive digital transformation in public service delivery, improving accessibility, efficiency, and government-citizen engagement in Pakistan.

Identify specific opportunities to leverage Artificial Intelligence (AI) to enhance citizen experience, automate service interactions, improve decision-making, and generate predictive insights for proactive service delivery.

The firm will also be responsible for but not limited to:

a. Service Inventory and Digital Mapping:

Compile a comprehensive inventory of existing public services across federal and provincial agencies, categorizing them by key life-events and identifying services to be digitized. Ensure the inventory includes details such as service descriptions, target users, and delivery channels.

b. Gap Analysis and Prioritization:

Assess the digital maturity of services, identify gaps, and prioritize services for digitalization based on public demand, ease of implementation, and resource feasibility. Develop a phased implementation strategy for prioritized services.

c. System Architecture and Integration:

Design a scalable and interoperable architecture for the unified digital portal, ensuring seamless integration of services across government entities with clearly defined technical standards for data exchange and system compatibility.

d. Stakeholder Coordination and Regulatory Compliance:

Facilitate coordination among key stakeholders, including government departments and regulatory bodies, ensuring alignment on technical standards, enterprise architecture, and compliance with legal, security, and data protection regulations.

e. Process Optimization and Reengineering:

Analyze and streamline current key high impact government service delivery processes, eliminating inefficiencies, and introducing digital workflows that improve accessibility and user experience. Ensure alignment with the digital portal's design and scalability.

f. Sustainable Framework for Adoptability

Propose a comprehensive framework for ensuring the adoptability and sustainability of the digital services and infrastructure within the National Citizen Portal. This framework will focus on user engagement strategies, ensuring that the digital platform is widely accepted by citizens, businesses, and government entities. It will include mechanisms for continuous support, regular updates, training, and capacity building for stakeholders.

g. Liaison with Consultancy firm & Individual Consultants

Ensure effective coordination and collaboration between the National Information Technology Board (NITB), consultancy firms and individual consultants working with other implementation units, under the project. The objective is to facilitate smooth communication and alignment of project goals, timelines, and deliverables.

3. SCOPE OF WORK

The scope of work for this consultancy includes the comprehensive assessment, design, and implementation support for the National Citizen Portal in Pakistan. This involves compiling an exhaustive inventory of public services across federal and provincial agencies, conducting a gap analysis to prioritize services for digitization, and designing a scalable service architecture that ensures interoperability between government systems. The consultancy will also focus on reengineering business processes to improve efficiency and user experience, while coordinating with relevant stakeholders to ensure alignment with national standards and regulations. The detail Terms of Reference are below: -

A. TERMS OF REFERENCE (TORs):

1. Development of Service Catalog

To create a comprehensive inventory of all existing public services offered by federal and provincial government agencies in Pakistan.

- a. Conduct workshops and meetings with relevant government departments (federal and provincial) for requirements gathering to identify and catalogue all available services.
- b. Review existing digital platforms, portals, and government websites to document services, Architecture, platforms and Data formats that are currently offered online.
- c. Compile an exhaustive list of services, categorized by life-events (e.g., social benefits, business registrations, healthcare, education).
- d. Include non-digital services that are expected to be digitized as part of the National Citizen Portal initiative.
- e. Ensure the inventory includes service descriptions, target users, service delivery channels, and relevant stakeholders.
- f. Prepare a report on the current status of service availability, categorizing each service as either “digital,” “partially digital,” or “non-digital.”

2. Gap Analysis & Service Prioritization

To identify the gaps in existing services, assess their digital maturity, readiness, architecture, high impact citizen centric services with priorities (in terms of time, readiness level, cost estimation, frequency/transactions, turnover etc.,) and prioritize services for inclusion in the National Citizen Portal.

- a. Analyze the current inventory of services to determine the digital maturity level of each (fully digital, partially digital, not digital).
- b. Assess the alignment of services with key life-events that would be most beneficial for citizens (e.g., access to social services, business-related services).
- c. Perform a gap analysis to identify missing services or services that are difficult for citizens to access.
- d. Prioritize services based on: Public demand and relevance (impact on citizens’ day-to-day life)
- e. Ease of digitalization (existing infrastructure, data availability)

- f. Feasibility in terms of legal, technical, and resource constraints
- g. Create a prioritization matrix, service dependency matrix, risk matrix ranks services based on these criteria.
- h. Provide detailed recommendations for phased implementation of prioritized services.
- i. Include an assessment of AI readiness and identify areas where AI-driven solutions can optimize service delivery.

3. Service Architecture & Interoperability

To define the architecture of the National Citizen Portal and ensure its interoperability across federal and provincial services.

- a. Propose an overall service architecture that incorporates all identified services, ensuring they are accessible from a single interface.
- b. Define interoperability requirements to ensure smooth integration of federal and provincial government services.
- c. Recommend a modular, scalable architecture that can accommodate future service additions.
- d. Assess current technical systems in use by the federal and provincial governments and determine their compatibility with the proposed architecture.
- e. Propose data standards and protocols for interoperability, including the use of APIs and common data formats (e.g., XML, JSON).
- f. Design and document data flows, ensuring minimal friction between different government systems.
- g. Propose system integration roadmaps detailing how the architecture will evolve over time.
- h. Require a modern **microservices architecture** for the development of the National Citizen Portal, ensuring scalability, flexibility, and maintainability.
- i. Specify containerization using Docker or Kubernetes, API-driven communication, and cloud-native deployment strategies.

4. Coordination with MoITT, Federal & Provincial Stakeholders

To ensure alignment with the Ministry of Information Technology and Telecommunication (MoITT) and federal & provincial departments & relevant stakeholders involved in enterprise architecture, frameworks, interoperability, & data exchange layer.

- a. Establish clear communication channels with MoITT and relevant consultants to align on enterprise architecture standards & frameworks to be developed.
- b. Regularly participate in MoITT-led workshops, meetings, and strategy sessions.
- c. Coordinate with other consultants/firms working on enterprise architecture, data exchange layer to ensure compatibility and alignment with the National Citizen Portal.
- d. Ensure all design and technical solutions comply with Government of Pakistan (GoP) laws, including data protection, cybersecurity, and service delivery regulations.
- e. Facilitate the exchange of relevant information between consultants and other

stakeholders to avoid duplication of efforts and ensure integration across various government initiatives.

5. Documentation (SRS, FRS, Diagrams, etc.)

To provide comprehensive documentation for the entire project component to guide future development and implementation for the National Citizen Portal.

- h. Develop a detailed Software Requirements Specification (SRS) document outlining all functional and non-functional requirements for the services to be integrated to the portal.
- i. Prepare a Functional Requirements Specification (FRS) that defines how the portal should behave from a user perspective.
- j. Create architectural diagrams, including high-level designs, system components, and integration points for the citizen centric services.
- k. Develop Business System Design (BSD) documents outlining business rules, processes, and user workflows of the user services.
- f. Create flow diagrams for system processes, including user interaction and data flow diagrams.
- g. Provide security architecture diagrams and database design documents.
- h. Produce mockup screens for key portal features (e.g., service search, user registration).
- i. Develop detailed As-Is and To-Be process mapping that compares current manual processes with proposed digital solutions.

6. Business Process Reengineering.

To critically analyze and redesign existing government service delivery processes to enhance efficiency, reduce complexity, and improve the citizen experience. Conduct Requirements gathering with relevant government stakeholders to map out current service delivery processes.

- a. Identify bottlenecks, inefficiencies, and pain points in the current processes and propose re-engineered processes for digitalization.
- b. Create user-friendly workflows and processes for portal interactions that ensure ease of access for all citizens.
- c. Develop process flows based on the requirements collected during the Business Requirements Gathering phase.
- d. Propose re-engineered process flows if required;
- e. Document and map the current workflows and processes of government services, identifying key steps, roles, decision points, and systems involved.
- f. Conduct interviews and workshops with stakeholders from federal and provincial agencies to gather insights into the existing service delivery and pain points.
- g. Identify bottlenecks, redundant steps, and areas for improvement in current processes.
- h. Assess the current processes for automation potential, legal or policy constraints, and opportunities for better citizen engagement.
- i. Redesign and optimize the service delivery processes to be more efficient, eliminating unnecessary steps, and introducing digital touchpoints such as online

- portals and mobile apps.
- j. Ensure that the redesigned processes are user-friendly, accessible, and meet the needs of all citizens, including marginalized communities.
 - k. Align the redesigned processes with the National Citizen Portal 's architecture, ensuring smooth integration and interoperability with federal and provincial systems.
 - l. The proposal must align with Pakistan Geo political environment and regional and international best practices, with identification of elements of failures in similar projects.
 - m. Identify potential for integrating AI solutions and Machine Learning (ML)) to automate repetitive, rule-based tasks, significantly improving process efficiency and citizen satisfaction.

7. Risk Register and Mitigation Plan

To identify risks to the project component, services integration & departmental collaboration & data exchange and develop strategies to mitigate them.

- a. Create a risk register that identifies all potential risks to the success of the project, including technical, operational, financial, and legal risks.
- b. Develop a mitigation plan that outlines strategies for each identified risk, including prevention, contingency planning, and response strategies.
- c. Monitor risks throughout the project lifecycle and update the risk register regularly.

4. DELIVERABLES

The consultancy firm engaged for the National Citizen Portal will be responsible for delivering the following key outputs:

| Outputs | Deliverables/Outputs |
|----------|--|
| Output-1 | <p>Comprehensive Service Inventory and Digital Mapping</p> <ul style="list-style-type: none"> ○ Detailed inventory of public services across federal and provincial agencies. ○ Identification of digital, partially digital, and non-digital services. ○ Report on services descriptions, target users, and delivery channels. |
| | <p>Gap Analysis and Service Prioritization Report</p> <ul style="list-style-type: none"> ○ Evaluation of digital maturity and readiness of public services. ○ Identification of gaps and challenges in service digitalization. ○ Prioritization matrix for high-impact services based on feasibility and citizen needs. ○ Recommendations for phase wise implementation. |
| Output-2 | <p>Stakeholder Coordination and Regulatory Compliance Report</p> <ul style="list-style-type: none"> ○ Engagement strategy and coordination plan with MoITT and government entities. ○ Compliance framework ensuring adherence to national data security and governance policies. ○ Summary of workshops, meetings, and consultations conducted with stakeholders. |
| | <p>System Architecture & Interoperability Framework</p> <ul style="list-style-type: none"> ○ Proposed modular and scalable service architecture for the National Citizen Portal. ○ Defined interoperability requirements ensuring integration with existing systems. ○ Technical standards for data exchange, including API protocols and security compliance. ○ Documentation of system integration roadmaps and data flow mechanisms. ○ Detailed specification and implementation roadmap for a microservices-based architecture. ○ DevOps implementation plan detailing Continuous Integration/Continuous Deployment (CI/CD) pipelines, automated testing frameworks, and infrastructure-as-code strategy. |
| Output-3 | <p>Business Process Reengineering (BPR) Strategy</p> <ul style="list-style-type: none"> ○ Process maps for current service workflows and proposed re-engineered processes. ○ Identification of inefficiencies and bottlenecks in service delivery. ○ Optimized citizen-centric workflows for digital adoption. ○ Recommendations for automation and integration of digital touchpoints. |

| | |
|-----------------|--|
| | <ul style="list-style-type: none"> ○ Recommendations and detailed proposals for the integration of AI-driven processes such as intelligent assistants, predictive analytics, and automated workflows. <hr/> <p>Comprehensive Documentation Package</p> <ul style="list-style-type: none"> ○ Software Requirements Specification (SRS) – Functional and non-functional requirements. ○ Functional Requirements Specification (FRS) – Detailed functional behaviors of the portal. ○ Architectural Diagrams – High-level system design, integration points, and data flows. ○ Business System Design (BSD) Document – Business rules, user workflows, and process mapping. ○ Security Architecture & Compliance Reports – Cybersecurity risk assessments and compliance frameworks. ○ Mockup Screens & UI/UX Prototypes – Sample user interfaces for service navigation. ○ As-Is and To-Be Process Documentation – Comparison of existing vs. proposed processes. |
| Output-4 | <p>Risk Register and Mitigation Plan</p> <ul style="list-style-type: none"> ○ Identification of technical, operational, financial, and legal risks. ○ Mitigation strategies with contingency planning. ○ Continuous monitoring framework with periodic risk assessment updates. ○ Risks related to AI implementation (ethical considerations, data privacy, model bias, governance). ○ Risks related to microservices complexity (service management, scalability, service dependency). <hr/> <p>Sustainability and Adoptability Framework</p> <ul style="list-style-type: none"> ○ Strategies for long-term adoption of the digital platform. ○ Training and capacity-building programs for government stakeholders. ○ Continuous support and maintenance guidelines. ○ User engagement strategies to enhance citizen participation. ○ Propose a comprehensive framework for continuous training and skill-building in AI, microservices, and DevOps practices within government IT teams to ensure sustainable long-term success and platform maintainability. |
| Output-5 | <p>Liaison and Coordination Reports</p> <ul style="list-style-type: none"> ○ Engagement reports documenting collaboration with NITB, MoITT, and implementation partners. ○ Alignment strategy with other consultancy firms working on related digital projects. ○ Summary of coordination efforts ensuring smooth execution and timeline adherence. <hr/> <p>Final Implementation Roadmap and Exit Strategy</p> <ul style="list-style-type: none"> ● Comprehensive roadmap for phase wise implementation of digital services. ● Exit plan for the consultancy ensuring smooth transition. |

- Final presentation and knowledge transfer sessions.

5. QUALIFICATIONS OF THE CONSULTANCY FIRM

The consultancy firm must meet the following criteria with relevant documentary proof

1. At least 10 years of experience in management consultancy with focus on IT reengineering projects. Experience in digital services in public will be accorded due weightage .
2. Documentarily verifiable experience, business process engineering, digital maturity assessments, gap analysis, and citizen-centric services design for service delivery optimization will be required
3. Proven experience in deploying system architecture, micro services architecture, integration frameworks, DevOps methodologies or similar, and ensuring interoperability across various services
4. Proficiency in Relevant Technologies, including APIs, integration platforms, cloud native and micro services software architecture, cloud infrastructure, data exchange protocols , and enterprise software.
5. Familiarity with Local Regulations, including Pakistan's e-Government policies, cybersecurity laws, and data protection requirements.
6. Demonstrable expertise in architecting AI-driven solutions in digital governance projects, particularly in the public sector.
7. Proven Success in Documentation, including creating SRS, FRS, system designs, security architecture, and process mapping for large-scale digital initiatives.
8. Relevant project experience with Similar scale & complexity, with documentary proof of completed or substantially completed projects within the last 10 years, preferably in the public sector.

6. TEAM/KEY AND NON-KEY STAFF

Key and non-key Staff Profile (Names and curriculum vitae of individuals who will be involved in completing the services).

KEY STAFF

| Title | Qualification | Refined Experience |
|---|--|---|
| Project Manager | Bachelor's/Master's in Project Management, IT, or relevant degree | Minimum 5 years in leading and delivering large-scale digital transformation projects, including planning, execution, and stakeholder coordination. |
| Digital Transformation Specialist | Bachelor's in IT, Management, or relevant degree | Minimum 5 years in executing nationwide or enterprise-level digital transformation programs, aligning business and technology goals. |
| Technical Architect | Bachelor's in Computer Science, Software Engineering, or relevant degree | Minimum 5 years in designing enterprise-grade IT architecture, including Microservices, Cloud, and API integrations. |
| Business Process Re-engineering Specialist | Bachelor's in Business, IT, or relevant degree | Minimum 5 years in process mapping, optimization, and reengineering for improved efficiency and service delivery. |
| Agile Coach/Specialist | Bachelor's in Computer Science, Project Management, or relevant degree | Minimum 5 years in agile frameworks (Scrum, Kanban), coaching cross-functional |

| | | |
|--|--|---|
| | | teams, and implementing agile delivery practices. |
| System Integrator Specialist | Bachelor's in Software Engineering, IT, or relevant degree | Minimum 5 years in system integration, middleware solutions, and API-based interoperability between platforms. |
| Data Management & Governance Specialist | Bachelor's in Computer Science, Data Management, or relevant degree | Minimum 5 years in developing and implementing data governance frameworks, metadata management, and compliance with standards. |
| Change Management Specialist | Bachelor's in IT, Computer Science, or relevant degree | Minimum 5 years in managing organizational change for digital projects, including user adoption strategies and resistance mitigation. |
| Risk Management Specialist | Bachelor's in Risk Management, Business Administration, IT, or relevant degree | Minimum 5 years in risk assessment, mitigation planning, and monitoring for IT projects. |
| Cybersecurity Specialist | Bachelor's in Cybersecurity, InfoSec, Computer Science, or relevant degree | Minimum 5 years in IT security assessment, vulnerability management, and incident response. |
| Data Privacy & Compliance Specialist | Bachelor's in Law, IT, or relevant degree | Minimum 5 years in ensuring compliance with national/international data protection laws and regulations. |
| AI/ML Specialist | Bachelor's/Master's in AI, Data Science, Computer Science | Minimum 5 years in designing and implementing AI/ML solutions, including predictive analytics and automation. |
| DevOps Engineer | Bachelor's in Computer Science, IT, or relevant discipline | Minimum 5 years in CI/CD pipeline development, cloud infrastructure management, and automated deployments. |

NON-KEY STAFF

| Title | Qualification | Refined Experience |
|--|---|---|
| Business Analyst | Bachelor's in Business Administration, IT, or relevant degree | Minimum 5 years in business requirements gathering, documentation, and stakeholder liaison. |
| Data Analyst | Bachelor's in Data Science, Computer Science, or relevant degree | Minimum 5 years in data analysis, dashboard creation, and visualization for decision-making. |
| User Experience (UX) Specialist | Bachelor's in HCI, Design, or relevant degree | Minimum 5 years in UX research, wireframing, and usability testing for digital services. |
| Service Design Specialist | Bachelor's in Service Design, Design, or relevant degree | Minimum 5 years in designing and improving user-centered service delivery models. |
| Stakeholder Engagement Specialist | Bachelor's in Communications, Public Administration, or relevant degree | Minimum 5 years in coordinating multi-stakeholder engagements and facilitating communication. |
| Technical Support Specialist | Bachelor's in IT, Computer Science, or relevant degree | Minimum 5 years in providing L1/L2 support, troubleshooting, and end-user training. |
| Communication Specialist | Bachelor's in Mass Communication, or relevant degree | Minimum 5 years in media content creation, public relations, and campaign execution. |

| | | |
|-----------------------|--|---|
| Field Officers | Bachelor’s in IT, Computer Science, Software Engineering, or relevant degree | Minimum 5 years in software product training, field support, and implementation assistance. |
|-----------------------|--|---|

7. REPORTING AND COMMUNICATION

The consultancy firm will report directly to the NITB Project Director and will participate in regular weekly review meetings to provide progress updates, discuss challenges, and ensure the project is on track.

8. LOGISTICS ARRANGEMENTS

To achieve the objective of the above scope of work, the consultancy firm will be responsible for all the logistics and allied expenses to complete the above assignments, deliverables and other related activities.

9. CONFIDENTIALITY AND DATA PROTECTION

The consultancy firm will adhere to strict confidentiality agreements and ensure the protection of sensitive governmental data. The firm will also comply with all applicable data protection laws and regulations in Pakistan.

10. DURATION

The assignment duration is 18 months. However, the execution of the NITB component—National Citizen Portal and Digital Services Collaboration—is structured to leverage the expertise of multiple specialized firms, each operating as a distinct technical squad. Therefore, the support will be required from consultancy firm beyond the initial assignment period of 18 months, potentially extending up to 36 months to support ongoing collaboration and integration efforts on the project.

Further information can be obtained at the address below during office hours i.e. 08:30 to 16:30 hours.

Expressions of interest must be delivered (in person, or by mail, or by e-mail) not later than **1500 Hours on Sep 5, 2025**.

Project Director (DEEP)
National Information Technology Board (NITB)
No. 24_B, Street 6, Sector H-9/1, Islamabad
Tel: 051-9265059