

Citi Foundation



National Rural Support Programme



# ***National Rural Support Programme***

## **Expression of Interest**

for

## **Hiring of training Firm/ institute/organization for conducting Digital Skills training**

**Ref No: 0001-RQ-689**

**Issue Date: June 04, 2022**

Citi Foundation



**NRSP**

National Rural Support Programme



## **Request for Expression of Interest (REOI)**

National Rural Support Programme (NRSP) intends to engage a firm to carry out market need assessment, curriculum development and conduction of online digital skills trainings and life skills for total 200 unemployed youth in Karachi, Sukkur, Multan and Bahawalpur under Revitalizing Youth Enterprise (RYE) through digital and life skills training, funded by the Citi Foundation through Pakistan Poverty Alleviation Fund (PPAF). Detail EOI document can be downloaded from NRSP website <https://nrsp.org.pk/tenders/>. Last date for the submission of EOI documents hard copy in **envelop** is **20th June, 2022 till 2:30pm** at the address given below. For any query pls contact at [procurement@nrsp.org.pk](mailto:procurement@nrsp.org.pk).

Procurement Committee, National Rural Support Program,  
IRM Complex, 7, Sunrise Avenue, Park Road, Near COMSATS  
University, Islamabad. Ph:051-8746170-3

## Instructions to Consultants<sup>1</sup>

National Rural Support Programme (NRSP) has received from The Citi Foundation through Pakistan Poverty Alleviation Fund (PPAF), and intends to apply part of the proceeds for the recruitment of consulting services, for which this REOI is issued.

1. This request for expressions of interest (REOI) follows the general procurement notice that appeared in daily the Nawa-e-waqat, daily the News and daily the Express newspaper on June 04, 2022.
2. NRSP now invites expressions of interest (EOIs) from legally constituted consulting firms (not individual consultants) (“consultants”) to provide conducting Digital Skills training. More details on these consulting services are provided in the terms of reference (TOR) attached as Annex 1.
3. Before preparing its EOIs, the consultant is advised to review the terms of reference attached as **Annex 1**, which describe the assignment and **Annex 2** that details the evaluation of the technical qualifications.
4. The consultant shall not have any actual, potential or reasonably perceived conflict of interest. A consultant with an actual, potential or reasonably perceived conflict of interest shall be disqualified unless otherwise explicitly approved by the NRSP. A consultant including their respective personnel and affiliates are considered to have a conflict of interest if they a) have a relationship that provides them with undue or undisclosed information about or influence over the selection process and the execution of the contract, b) participate in more than one EOI under this procurement action, c) have a business or family relationship with a member of the client’s board of directors or its personnel, the NRSP or its personnel, or any other individual that was, has been or might reasonably be directly or indirectly involved in any part of (i) the preparation of this expression of interest, (ii) the selection process for this procurement, or (iii) execution of the contract. The consultant has an ongoing obligation to disclose any situation of actual, potential or reasonably perceived conflict of interest during preparation of the EOI, the selection process or the contract execution. Failure to properly disclose any of said situations may lead to appropriate actions, including the disqualification of the consultant. the termination of the contract and any other as appropriate under the PPAF Policy on Preventing Fraud and Corruption in its Projects and Operations.
5. **Procedure:** the selection process will be conducted using Fixed Budget Selection (FBS). NRSP will evaluate the EOIs using the criteria provided in **Annex 2**. The shortlisted consultant(s) will be provided with the detailed RFP and asked to submit a detailed technical and financial offer.
6. 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.

---

<sup>1</sup> This document refers to legally constituted consulting firms as “consultant”.

7. Any request for clarification on this EOI including the TOR should be sent via e-mail to the address below:
  - a. [procurement@nrsp.org.pk](mailto:procurement@nrsp.org.pk) not later than June 10, 2022. NRSP will provide responses to all clarification requests by June 13, 2022.
8. **Submission Procedure:** please submit your expression of interest using the forms provided for this purpose. Your EOI should comprise of one (1) original EOI by using the forms annexed to this document. EOIs shall be submitted to the address below no later than **June 20, 2022 till 2:30pm.**

Procurement Committee,  
National Rural Support Program,  
IRM Complex, 7, Sunrise Avenue, Park Road,  
Near COMSATS University, Islamabad.  
Ph:+92-51-8746170-3Email: [procurement@nrsp.org.pk](mailto:procurement@nrsp.org.pk)

**Form EOI-1**  
**(To be provided on firm letterhead)**  
**EOI Submission Form**

*[Location, date]*

*[Authorized official]*

**Re: Hiring of training Firm/ institute/organization for conducting  
Digital Skills training**

**Ref: 0001-RQ-689**

We, the undersigned, declare that:

1. We are expressing our interest in providing the consulting services for the above-mentioned assignment and have no reservations to the REOI, the instructions to the consultants and any addenda thereto.
2. Our expression of interest is open for acceptance for a period of ninety (90) days.
3. Our firm, its associates, including any subcontractors or suppliers for any part of the contract, have not been declared ineligible by the NRSP and have not been subject to sanctions or debarments under the laws or official regulations of the client's country or not been subject to a debarment recognized under the Agreement for Mutual Enforcement of Debarment Decisions (the "Cross-Debarment Agreement"), beyond those declared in paragraph 9 of this EOI submission form.
4. No attempt has been made or will be made by us to induce any other consultant to submit or not to submit an EOI for the purpose of restricting competition.
5. We declare that neither our consulting firm nor any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners have any actual, potential or perceived conflict of interest as defined in ITC Clause 4 regarding this selection process or the execution of the contract. We understand that we have an ongoing disclosure obligation on such actual, potential or perceived conflicts of interest and shall promptly inform the client and the NRSP, should any such actual, potential or perceived conflicts of interest arise at any stage of the procurement process or contract execution.

6. The following criminal convictions, administrative sanctions (including debarments) and/or temporary suspensions have been imposed on our consulting firm and/or any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners:

Nature of the measure (i.e., criminal conviction, administrative sanction or temporary suspension)	Imposed by	Name of party convicted, sanctioned or suspended (and relationship to the consultant)	Grounds for the measure (i.e., fraud in procurement or corruption in contract execution)	Date and time (duration) of measure

If no criminal convictions, administrative sanctions or temporary suspensions have been imposed, indicate "none".

7. We acknowledge and understand that we shall promptly inform NRSP about any material change regarding the information provided in this EOI submission form.
8. We further understand that the failure to properly disclose any of information in connection with this EOI submission form may lead to appropriate actions, including our disqualification as consultant, the termination of the contract and any other as appropriate under the rules and law.
9. We understand that you are not bound to accept any EOI that you may receive.

*[Authorized signatory]*

*[Name and title of signatory]*

*[Name and address of firm]*

**Form EOI-2**  
**(To be provided on firm letterhead)**

**Organization of the Consultant**

**Re: Hiring of training Firm/ institute/organization for conducting  
Digital Skills training**

**Ref: 0001-RQ-689**

*[Provide a brief description of the background and organization of your firm/entity and of each associated firm for this assignment. Include the organization chart of your firm/entity. The EOI must demonstrate that the consultant has the organizational capability and to carry out the assignment. The qualifications document shall further demonstrate that the consultant has the capacity to field and provide experienced replacement personnel on short notice. Key staff CVs are not required at the shortlisting stage.]*

Name of the firm	
Date of establishment	
Country of registration	
Full address of the firm	
Focal point: name, position, contact information (telephone, email):	Name:
	Tel:
	Email:
Number of branches in the country	
List of directors/partners of the firm with their CNIC numbers.	
Number of full-time employees	

Number of part-time employees	
Field(s) of expertise of the firm	
Number of professional staff with experience related directly to the assignment	
Subsidiary and associated companies <i>(wherever applicable)</i> : (details in the following format to be provided for all associates) – (i) Name of the company (ii) Nature of business (iii) Address of the company (iv) Website of the company (v) Brief description of company (maximum of 120 words)	
Any other information that the consultant would like to add:	

**Maximum 10 pages**



**Form EOI-3**  
**(To be provided on firm letterhead)**

**Experience of the Consultant**

**Re: Hiring of training Firm/ institute/organization for conducting Digital Skills training**

**Ref: 0001-RQ-689**

*[Using the format below, provide information on each relevant assignment for which your firm, and each associate for this assignment, was legally contracted either individually 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 the preliminary terms of reference included in this EOI. The EOI must demonstrate that the consultant has a proven track record of successful experience in executing projects similar in substance, complexity, value, duration, and volume of services sought in this procurement.]*

***Maximum 30 pages]***

**B: General Experience**

- i. General Experience (Applicant has been existence 2-5 years)
  
  
  
  
  
  
  
- ii. General Experience (Applicant has successfully executed similar project/Trainings)

**C: Specific experience, Geographical presence, and Human resources**

**1) Experience in Implementation of Projects**

#	Project Title	Donor /Client	Year	Key Activities	Budget
1					
2					
3					
4					
5					

**2) Training Experience**

Training Name	Duration	Curriculum	Total Hours	Total Person Trained			Participants age range	Location	Year	Average Unit Cost
	Months	Yes/No		Online	In person	Total				

3) What was trainee's Mobilization Strategy?

4) How did you conduct training and retain the trainees till completion?

5) How did you evaluate the participant's performance during training?

6) What was employment/self-employment/apprenticeship/placement strategy?

7) Explain the result apprenticeship/attachment

### **Geographical presence**

#### **1) List of offices/training facilities/centers**

**Associated Human Resources**

- 1) List of technical persons available for this assignment along with their CVs
- 2) Online training set (tools and equipment)
- 3) Capacity to link the graduated participants with digital market places

**D: Financial Capacity**

Last audited account reports/ bank statement of two years

Name of Firm: \_\_\_\_\_

---

**ANNEX 1**  
**TERMS OF REFERENCE**

**Hiring of training Firm/ institute/organization for conducting  
Digital Skills training**

---

**Revitalizing Youth Enterprise (RYE) through digital and life skills training  
funded by the Citi Foundation**

## 1. Introduction

National Rural Support Programme established in 1991, Currently NRSP is the largest Rural Support Programme in the country in terms of outreach, staff and development activities. It is a not for profit organization registered under Section 42 of Companies Ordinance 1984. NRSP's mandate is to alleviate poverty by harnessing people's potential and undertake development activities in Pakistan. It has a presence in 64 Districts in all the four Provinces including Azad Jammu and Kashmir through Regional Offices and Field Offices.

Pakistan Poverty Alleviation Fund (PPAF) is the lead apex institution for community-driven development in the country. Set up by the Government of Pakistan as an autonomous not-for-profit organization, PPAF enjoys facilitation and support from the Government of Pakistan, The World Bank, International Fund for Agricultural Development (IFAD), KfW Entwicklungsbank (Development Bank of Germany) and other statutory and corporate donors. PPAF aims to be the catalyst for improving the quality of life, broadening the range of opportunities and socio-economic mainstreaming of the poor and disadvantaged, especially women. For a complete profile, please visit our website at <http://www.ppaf.org.pk/>

## 2. The project:

Proposed program is to benefit 200 unemployed target beneficiaries in the selected locations of Sindh and Punjab i.e., Karachi (Ibrahim Hyderi) and Sukkur (Sindh), Multan and Bahawalpur (Punjab). These locations provide the ideal mix of external factors, such as high population density, access to established indigenous and large markets and logistic infrastructure. However, the youth remain excluded from making the most of these factors due to socio-economic barriers.

Through this program unemployed youth will be made eligible for employment and self-employment in a year's time by providing high-demand digital and life skills training for the period of 3-6 months. The trainings will be focused digital skills such as digital marketing, social media management, graphic design, and ecommerce, as well as life and financial skills. This combination of skills will increase the participant's employability in online markets. To ensure the most out of this investment, the participants will be chosen from locations that have market access and logistic infrastructure. The conducive environment outside of trainings will be a defining point in the employability of the participants.

## 3. Objectives of the assignment:

Objectives of the project is to train 200 unemployed youth in digital and life skills, to equip them for the online and offline digital markets. The participants will be able to learn new skills and earn income. Each training will be conducted completely online over the period of 3 months.

## 4. Intervention of the assignment

- Carryout Market Need/Assessment (Gap Analysis)
- Development of Curriculums of the following trainings.
  - a) E- Commerce and life skills,
  - b) Digital Marketing including advertising and life skills
  - c) Social Media Management and Life Skills

- 
- d) Graphic Designing and Life Skills
  - Conduction of online Digital Skills Trainings, each training contains 50 participants
    - I. E- Commerce and life skills,
    - II. Digital Marketing including advertising and life skills
    - III. Social Media Management and Life Skills
    - IV. Graphic Designing and Life Skills
  - Attachment/apprenticeship/ employment/self-employment of the graduated participants.

Each training will be conducted on line over the of 3-6 months, contain 50 trainees with two batch, in Sum 200 trainees to be trained.

## 5. Consultancy Location.

- Karachi -Ibrahim Hyderi (Sindh)
- Sukkur (Sindh),
- Multan (Sindh)
- Bahawalpur (Punjab).

The firm will have to personally visit to these districts to carry out Market Need Assessment/Gap Analysis to identify the products, supplies/capacity alongside will analyze digital marketplaces for demand. Participants will be identified in these districts, firm/organization/institute will have to conduct the trainings online.

## 6. Scope of work

### TSP responsibilities

- **Carry out Market need assessment/gap analysis and submit the report**
  - Development of study design and shared with NRSP/PPAF for approval, Report should cover both ends; demand and supply (**local market and products digital marketplaces ETSY MARKET, DARAZ, AMAZON & E BAY**)
  - Report should also identify potential Internship/apprenticeship opportunities with industries or organizations.
  - Development of Market need assessment/gap analysis report and submit to NRSP/PPAF for approval
- **Development of Training Curriculum**
  - There will be four types of curriculums will be developed in line with the project requirement, the findings of market need assessment/gap analysis should be included in the curriculums before finalization and utilize for further training
    - a) E- Commerce and life skills,
    - b) Digital Marketing including advertising and life skills
    - c) Social Media Management and Life Skills
    - d) Graphic Designing and Life Skills
  - Development of tutorial videos

- 
- Training curriculum should cover both face to face (class room training) and online training delivery requirements
  - Final curriculums (Hard and soft copy) along with tutorial videos and submit to NRSP/PPAF for approval.
  - **Development of training Plan:**
    - Develop comprehensive training plan with the consultation of NRSP field team with date and time and share with NRSP/PPAF for approval
    - TSP will facilitate in identification and assessment of appropriate participants in the light of selection criteria from project districts.
  - **Availability of online training facility**
    - Ensure tools and equipment in their training lab (laptops, mic, LED and internet etc)
    - Ensure qualified and experienced resource person/trainers for training delivery
    - Arrangement of backup energy during the training
  - **Implementation of training programme:**
    - Conduct training of trainers (ToT) on the approved curriculum
    - Engage competent, qualified and experienced trainers for conduction of trainings
    - Conduct online trainings as per approved curriculum and training plan
    - Duration of each training will be three months (03 months)
    - Total 24 class for the period of 3 months (2 classes/week – one theory/practical class and one support class related to assignment), each class should contain minimum two hours. (This will be discussed in the capacity building /orientation meeting)
    - Proportion of the training programme should be 80% practical and 20 assignments
    - Development of progress/performance report of each participant and submit to NRSP/PPAF
    - Provision of learning materials; presentation/videos etc
    - Development of Evaluation form
    - Evaluation of training should be conducted during mid and end of training programme
    - Evaluation should be around training, contents, trainers and feedback of the participants
    - For Evaluation, TSP will develop google form and carryout evaluation online
    - At the completion of training, TSP will submit training report to NRSP/PPAF
    - Ensure attendance and retention of the participants
    - Trainers will deliver lecture through online system (there may be zoom/Microsoft team etc)
    - Distribution of certificate
  - **Arrangement of Employment/ value chain/ market linkages**
    - Provide backstopping support to the participants until they are employed (self/Job)
    - Connect the participants with different digital marketplaces ETSY MARKET, DARAZ, AMAZON & E BAY based on the products
    - Support the participants to opening of their digital account at market places marketplaces ETSY MARKET, DARAZ, AMAZON & E BAY
    - Ensure, all graduated participants will be engaged in market places (selling their own products/ work as intermediary/ jobs)
    - Commit to ensure the 75% employment/ entrepreneur in digital field
    - offer three months internship to graduated participants.



- 
- facilities to connect graduated trainees with other vendor who are doing digital entrepreneur
  - compile employment report and shared with NRSP/PPAF

Note; (the minimum training duration of each training will be 3 months, the average number of participants in each group will be 25, TSP will responsible to complete training as agreed under contract),

#### **Roles and Responsibly of NRSP**

- NRSP will identify and select the participants from the project districts as per project criteria
- Provide to meet the expenses on the activities and payment schedule as agreed in the contract
- Monitor/supervise the delivery of training
- Take measures for quality control
- Guide TSP for smooth implementation of digital skills training
- Inspect training facilities (any time)
- Orientation of the project with firm/organization/Institute while execution of training Programme
- Provision of data sim and plan to be given to the selected participants
- Capturing of case studies and development of policy brief document
- Marketing/videos and establishment of media desk at NRSP head office
- Closing ceremony
- Economic assistance package to the selected participants.

#### **Joint responsibilities**

To show case digital training programme at different level (if required)

## **7. Deliverable**

- Report of Market Need Assessment
- Hard and Soft Copy of Curriculums along with tutorial Videos
- Support in identification of trainees
- Conduction of digital skills training of 200 unemployed youth in the project areas Training reports along with attendance sheet
- Progress report during training
- Evaluation of trainees
- Proof of account at Market Places
- Employment report

## **8. Time Frame**

The total duration of this assignment is Five months starting from July 2022 to November 2022. Selected consultant would be responsible to complete the task within agreed timeframe.

## **9. Evaluation Criteria**

Firm/organization/Institute should have;

- The Consultant Firm/organization/Institute

- 
- Consultant Firm/organization/Institute Experience
  - In house capacity and tools/equipment
  - Employment record
  - Technical Approach and Methodology
  - Work Schedule Work Schedule and Planning for Deliverables
  - Team Composition, Key Experts Inputs, and attached Curriculum Vitae (CV)
  - Overall responsibility, Reporting, Internal Monitoring, Accounting

## 10. Others:

NRSP may shortlist more than one firm/organization/institute for this assignment

## 11. Project Coordination:

A team of stationed at NRSP – Head office who will initially have a meeting with the selected applicants. They will be get aware of project concept, strategy, implementation and output. So they can understand the project and roll out their part according to the project requirement. Following will be focal points;

Senior Programme Manager  
Human Resource Development/ Social Protection  
National Rural Support Programme, Head Office, Islamabad.

Senior Programme Officer  
Human Resource Development  
National Rural Support Programme, Head Office, Islamabad

## ANNEX 2

### Qualification and Evaluation Criteria

Item	Criteria	Points
For general and specific experience, evidence shall include scope of works during the last 2 years, successful experience in the execution of at least 2 types of trainings of a similar nature, list of projects with donors/clients, list of offices/training centers/facilities etc.		
A.	Registered with relevant Govt. Authority and being on the active tax payers list of Govt. Of Pakistan along with NTN certificate (Please provide both documents)	<b>Mandatory</b>
B.	<b>General experience</b>	<b>20</b>
i	General experience: Firm has been in existence for 2 years	10
ii	General experience: Firm has successfully executed 2 similar projects/ trainings	10
C.	<b>Specific experience, Geographical presence and Human recourses</b>	<b>65</b>
i	<p>Strong track record with at least 2 years of experience in developing market need assessment related to digital skills, curriculum development of particular digital skills, conduction of digital skills trainings. NRSP will be interested to work with those firm/institute/organization which has hands on experience in digital market, e commerce, social media management, and graphics and access to marketplace along with mentoring. Demonstrate the experience on the aforesaid deliverables;</p> <ul style="list-style-type: none"> <li>List of projects/trainings (5)</li> <li>List of donors/clients (5)</li> <li>Development of curriculum (07)</li> <li>Strategy of trainee's mobilization, conduction of training and retention of the participants (10)</li> <li>Evaluation of trainee's learning (03)</li> <li>Employment/self – employment and results (10)</li> </ul> <p>List of digital skills training along with total number of participants /students /enrolled trained /graduated</p>	40

ii	<p>Firm/organization/Institute must have out-reach directly or through other means across Pakistan specially in proposed areas. Please list down the geographical presence of your firm/organization/institution in the country with full address(es) and other contact details.</p> <p>List of offices /training centers /facilities</p>	10
iii	<p><b>a) Associated Human Resources</b>  Have a pool of technical experts and trainers (who have more than 2 years of experience in designing and conducting trainings) available for this assignment. Also please include your organizational chart including professional staff strength related to assignment. List of staff /instructor with education, qualification and experience</p> <p><b>b) Online training delivery setup</b>  Details of online training delivery setup</p> <p><b>c) Capacity to link the graduated youth with digital market places</b></p> <p>Described capacity and experience</p>	15
<b>D.</b>	<b>Financial Capacity</b>	<b>15</b>
i	Firm/institute/organization should have at least annual turnover of Rs.2M to be verified through the last audited account report or bank statement of the last two financial years	15
	<b>Total Points</b>	<b>100</b>
	<b>Minimum points required to pass</b>	<b>70 points</b>