



Government of Pakistan
PAKISTAN INSTITUTE OF EDUCATION (PIE)
Ministry of Federal Education and Professional Training

REQUEST FOR PROPOSAL
For
HIRING OF INDIVIDUAL CONSULTANT

National Competitive Bidding Procedure
(Least Cost Based)

Single Stage Two Envelope

February, 2025

Government of Pakistan
PAKISTAN INSTITUTE OF EDUCATION (PIE)
Ministry of Federal Education and Professional Training
Taleemi Chowk, G-8/1, Islamabad.

**REQUEST FOR PROPOSAL
FOR
HIRING OF CONSULTANCY SERVICES**

The **Pakistan Institute of Education (PIE)** is seeking proposals from qualified **Individual Consultants** registered on the **E-Pak Acquisition and Disposal System (EPADS)** of PPRA for the following consultancy services:

GRAPHIC DESIGNER (08 MONTHS)

2. The consultant will provide consultancy services to the Pakistan Institute of Education (PIE) to perform key functions as per mandate. Interested individuals must be listed on the Active Taxpayers List of FBR and meet the eligibility criteria and expertise outlined in the RFP.
3. Prospective candidates who meet the eligibility requirements are invited to submit their applications/proposals via E-Pak Acquisition and Disposal System (EPADS) of the Public Procurement Regulatory Authority (PPRA), Islamabad. The hiring process will adhere to **Regulation-3(C) of the Procurement of Consultancy Services Regulation, 2010**, which entails **Least Cost Based**. The method will be Single Stage Two Envelope.
4. The RFP documents, inclusive of comprehensive scope of assignments/key deliverables are available for free download from PPRA's website <http://eprocure.gov.pk> and the PIE's website at www.pie.gov.pk. Proposals must be solely submitted electronically via EPADS; **manual submissions will not be accepted**.
5. The proposals prepared as per instructions of the hiring of consultancy services, must be submitted on EPADS by **20-03-2025 till 10:00 am**. Technical proposals will be opened on the same day at **10:30 am** and the financial proposal of technically responsive bids will be opened on **28-03-2025 at 10:30 am**.

The Director, PIE
Chairman Procurement Committee
Tell: 051-9260855

MFE 28-3-2025

GOVERNMENT OF PAKISTAN
MINISTRY OF FEDERAL EDUCATION AND PROFESSIONAL TRAINING
PAKISTAN INSTITUTE OF EDUCATION (PIE)
TALEEMI CHOWK SECTOR G-8/1, ISLAMABAD

REQUEST FOR PROPOSAL (RFP)

For

SHORT TERM INDIVIDUAL CONSULTANT AS GRAPHIC DESIGNER

The Pakistan Institute of Education (PIE) is seeking expression of interest along with a copy of CV, educational documents, experience certificates, CNIC and passport size photograph from individual consultants through E-Pak Acquisition and Disposal System (EPADS) of PPRA for the following consultancy services: -

AGE Limit: UP to 50 years;

Duration: 08 Months

Qualifications and Experience

The consultant should possess the following qualifications and experience:

- A minimum of Bachelor 14 years or 16 years of education in any discipline from an HEC-recognized university, with preference given to those meeting this criterion.
- Diploma in Graphic Designing
- They must have 3 to 5 years of experience in graphic designing, specifically in developing reports, newsletters, presentations, or similar publications.
- Experience in digital marketing and coordination within a public sector organization will be considered an added advantage.
- Additionally, professional certification in a relevant field is highly desirable.

Scope of Assignment/ToRs:

The Graphic Designer is expected to strictly adhere to the defined scope of work outlined in the Terms of Reference (TORs).

- Designing of tests booklets and report materials to ensure their professional appearance
- Design visual representations in test booklets and images that accompany test items
- Design charts, graphs, infographics and social media posts in published materials/ reports.
- Adherence to agreed-upon timelines for the development of tests, report materials, and other visual representations is crucial.
- Design visually appealing representations in test booklets, including images accompanying test items, to enhance the overall quality and user experience.
- Design charts and graphs for use in stakeholder reports and other published materials, ensuring clarity and effective communication of data.
- Collaborate closely with relevant stakeholders ensuring effective communication and coordination.

- Digital Media Marketing (Social Media)

GENERAL TERMS AND CONDITIONS

Note: Please carefully review the following instructions: *Individual Consultants are required to commit to accepting assignment/ work orders issued. The completion of activities should be within the provided schedule. Upon acceptance, the successful individual must sign a formal agreement with PIE, Islamabad.*

1. Taxes

- i. The rates quoted should be inclusive of all applicable taxes.
- ii. The individuals shall provide the Income Tax and Sales Tax Registration Certificates.
- iii. The PIE, M/o FEPT will deduct the taxes at source, as per prevailing rules/regulations of the Government.
- iv. In case the activity or part thereof is exempt from levy of any tax, the bidder shall provide a valid exemption certificate (SRO) to this effect, otherwise taxes will be deducted.

2 Deliverables

Graphics Designer Deliverables:

Wing	Deliverables	Details
MIS Wing	- Statistical Reports	- Design statistical reports and earthling reports.
	- Design Flyers & Social Media Posts	- Create flyers, social media graphics, invitation cards, and four-pager designs.
	- Website Blogs & Social Media Campaign	- Create Website Blog Posts Designing and social media posts & info graphics designing.
	- Newsletters, Summary Briefs, Flaxes & Standees	- Design newsletters, summary briefs, flaxes, and standees.
	- Display Charts & SMD Presentations	- Design display charts and SMD presentations.
NAW Wing	- Lana Report, Foundation Learning Report	- Design reports for Lana and Foundation Learning, NAT
Policy & Research Wing	- Zero Out of School Children Report, PES Reports	- Design reports for Zero Out of School Children and PES Reports

Common Activities Across All Wings:

- **Design of Reports:** Statistical, research, and policy reports across all wings.
- **Flyers & Social Media Posts:** Creation of promotional materials for awareness and engagement.
- **Newsletters & Summary Briefs:** Designing informative documents to convey key updates.
- **Presentation Design:** Crafting visual presentations for meetings, conferences, or workshops.

This streamlined summary highlights shared tasks, ensuring efficiency in design processes across different wings.

EVALUATION CRITERIA

• **Graphic Designer**

Criteria		Marks/Conditions
A)	Qualification	15 Marks
	<i>16 years education</i>	<i>15 marks</i>
	<i>14 Years education</i>	<i>10 marks</i>
B)	Experience	15 Marks
	<i>5 years or above post qualification relevant experience according to the details mentioned in documents</i>	<i>15 marks</i>
	<i>Less than 05 years but minimum 2 years post qualification experience according to the details mentioned in documents</i>	<i>10 marks</i>
C)	Projects Completed	20 Marks
	<i>Five or above projects (documents must be attached)</i>	<i>20 marks</i>
	<i>Less than five but minimum 02 Projects (documents must be attached)</i>	<i>10 marks</i>
	Total	50 Marks
	Required Passing Marks	30 Marks
D)	Individuals must be Active Taxpayer List (ATL) of FBR	Mandatory
E)	<i>Affidavit must be provided that the individual has never been blacklisted by any Government entity and never been involved in litigation with the Ministry of Federal Education and Professional Training and its allied departments.</i>	Mandatory

Note:

- i) *The proposal will be evaluated based on Least Cost method.*
- ii) *The individual is required to enclose the documents/ information as mentioned in the RFP otherwise the proposal shall not be considered. Mandatory documents must be submitted.*

PROPOSAL FORM (INDIVIDUAL CONSULTANTS)



1. Position Applied for: _____

2. Name: _____

3. Current Residential Address: _____

Telephone/ Mobile No.: _____ E-Mail Address: _____

4. Date of Birth: _____ 5. Education [Bachelor and above only in reverse chronological order]
[Indicate college/university and other specialized education giving names of institutions, degrees obtained, and dates of completion/ obtainment] [most recent first] :(Also attach attested copies)

Degree	Major Subjects	Name of University	Division/ Grade	Passing Year

Employer Contact

Specific Experience [For each of key assignment that best demonstrates your suitability for this position, fill the below columns]:(Also attach the documentary proof)

A) Assignment(s) Undertaken that Best Illustrates Applicant's Capability to Handle the Responsibilities/ Scope of Services as Required in/ by the TOR [Among the assignments in which the applicant has been involved, indicate the following information for those assignments that best illustrate the applicant's capability to handle the tasks respecting the TOR vis-à-vis Employment/ Consultancy Record.	B) Detailed Tasks Assigned [List all tasks performed by applicant under this assignment; please also indicate the level of involvement and responsibility]
Name of assignment or project: Client/ employer: <i>(Government/ Semi Government/ Provincial Government Organization, Private Organization, International Organization, Local or International Donor Agency etc.)</i> Main project features: Position(s) held: From (Month/ Year): _____ to (Month/ Year): _____ Activities performed: (Including nature and level of services performed/ delivered)	Total Volume/ Value and Duration of the Project

CERTIFICATION

I, the undersigned, certify to the best of my knowledge and belief that this form correctly describes my qualifications and my experience

I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged. (Yes/No)

(Please just write your full name with CNIC No)
Month/ Year)

Date: (Day/

Signature of Applicant