



Ministry of IT and Telecom
Government of Pakistan



EXPRESSION OF INTEREST (EoI)

Appointment of Panel Advertising Agencies

Ignite/EoIAdAgencies/2021-22/0044/Proc.

Ignite National Technology Fund
Ministry of Information Technology & Telecom
3rd Floor, TF Complex, 7 Mauve Area, G-9/4, Islamabad
Tel.: (+92-51) 910 7441 – 46, Fax: (+92-51) 910 7447



Ignite National Technology Fund

1. Background:

Ignite, hereafter referred to as the “Company” has been incorporated with the Securities and Exchange Commission of Pakistan (SECP) under Section 42 of the Companies Act, 2017 (Former Companies Ordinance 1984) by the Ministry of IT & Telecom, Government of Pakistan. The Company is mandated to fund research and development in Information and Communication Technology (ICT), and its commercialization, with the mission to transform Pakistan’s economy into knowledge-based economy. Further information about the Company is available at www.ignite.org.pk.

2. Our Core Activities:

- a. **Tech Innovation Grants:** Solving meaningful problems and availing opportunities with Fourth Industrial Revolution (4IR) Tech.
- b. **National Incubation Centers (NIC) Program:** Accelerating entrepreneurial eco system by nurturing startups and engaging them with investors and corporations.
- c. **DigiSkills.pk:** Creating a populace that is learning continuously with initiative.
- d. **National Grassroots ICT Research Initiative (NGIRI) - FYP Fund:** Igniting university innovation and providing final year students with hands-on skills.

3. Tech Innovation Grants:

Through Tech Innovation Grants/SEED Fund, Ignite funds startups and innovative projects that utilize 4th Industrial Wave Tech to solve local problems and target global opportunities in health, education, agriculture, energy, telecom, finance, security and other verticals.

Ignite has funded a diverse range of technical R&D projects within the ICT spectrum since its inception. Under these funded projects, individuals including professional engineers, researchers, software developers, project managers, finance and accounts professionals, undergraduate and graduate students are being trained to perform state-of-the-art R&D activities in their respective fields. Our priority areas include:

- a. 3D / 4D Printing
- b. Augmented / Virtual Reality
- c. Big Data, Artificial Intelligence
- d. Blockchain
- e. Cloud
- f. Neurotech
- g. Robotics
- h. Shared economy
- i. The Internet of Things



j. Wearables, Implantable

4. **National Incubation Centers (NIC) Program**

The Government of Pakistan (GoP) has outlined a vision of accelerated digitization and transformation of Pakistan into a knowledge-based economy to spur economic growth through innovation and entrepreneurship. Keeping in mind the critical role played by startups in economic growth, job creation, financial inclusion, reducing the income divide and building a knowledge economy, Ignite, under the auspices of Ministry of IT & Telecom, launched a program to build a network of National Incubation Centers (NIC) in the Federal Capital and all Provincial Capitals.

The key objective of this program is to facilitate talented entrepreneurs and provide them all with necessary support to transform their innovative ideas into sustainable businesses. NICs facilitate and provide all the key support required by startups to succeed, including mentorship and networking by leading entrepreneurs, corporate chieftains, top professionals, investors and global entrepreneurial organizations through numerous events and meet-ups. Other key facilities provided to startups include rent-free office space, high speed broadband Internet, makers lab, usability labs, fintech lab, design thinking lab, AI R&D centers, and a host of other shared facilities.

Currently, the network of five NICs (Islamabad, Lahore, Peshawar, Karachi and Quetta) houses 934 promising startups. Till date, around 487 startups have graduated from these spaces, have already received commitments of around Rs. 10 Billion, and has also generated revenue of around Rs. 4.7 Billion Annually, more than 200 promising technology startups graduate from these spaces which makes them a very attractive space for all national and international investors. In next year Ignite is also planning to open two new NICs in Faisalabad and Hyderabad. For further details, please visit: <https://ignite.org.pk/nic/>

5. **DigiSkills.pk - Digital Skills Training Program for Freelancing**

Aiming towards poverty alleviation, financial inclusion, and women empowerment, Digiskills.pk is an online training platform of Ignite that was launched in March, 2018 for freelancers which has provided 2.2 Million+ free online trainings across 300+ cities of Pakistan against the target of 1 million in 10 most in demand freelance courses.

As per the 3rd Party Survey (2018-20), Digiskills.pk freelancers have contributed US \$200 Million+ to IT Exports of Pakistan, by providing freelancing services to foreign clients.

The program aims to increase:

- a. Number of individuals working as freelancers in the country
- b. Number of hours worked per freelancer



- c. Earnings per hour or per project for freelancers
- d. Household incomes
- e. Financial inclusion
- f. IT exports
- g. Number of experts in specialized skills

Ten comprehensive courses identified for online training are as follows:

- a. Digital Literacy
- b. Digital Marketing
- c. SEO (Search Engine Optimization)
- d. AutoCAD
- e. WordPress
- f. QuickBooks
- g. Graphics Design
- h. Creative Writing
- i. E-Commerce Management
- j. Freelancing Module

DigiSkills 2.0 Program:

In view of the success of DigiSkills.pk and the emerging trends of freelancing skills, Ignite has launched Digiskills.pk 2.0 to provide another 1.5 million online trainings across the country over a period of two years. Under this program, 5 new courses will be launched and content of 10 existing courses will be upgraded. Based on feedback from freelancers, the 5 new courses include:

- a. Video Editing,
- b. Animation & Vlogging,
- c. Affiliate Marketing,
- d. Data Analytics & Business Intelligence,
- e. Communication & Soft Skills, and Virtual Assistant.

For further details, visit: <https://digiskills.pk/>

6. National Grassroots ICT Research Initiative (NGIRI) - FYP Fund

This program is being rolled out since 2012. It aims to promote R&D and Innovation at the grassroots level by providing financial support to selected Final Year Projects (FYP) of undergraduate students, enrolled in ICT-related disciplines of public and private sector institutions.

Since inception 15,535 FYPs submitted, 3,889 Final Year Projects have been funded, Rs. 200 Million FYP funding, 159 participating institutions and 11,000 + student beneficiaries. For details, please visit: <https://ignite.org.pk/national-grassroots-research-initiative/>



7. **Overview of Expression of Interest (EOI)**

In order to project and promote Ignite - National Technology Fund initiatives/programs, projects and activities *inter-alia* through 360-degree outreach campaigns utilizing Print, Electronic and Digital media platforms, the Company intends to appoint Advertising Agencies on its panel. Advertising agencies shall be selected through an open and transparent competition, after meaningful and effective consultation with Press Information Department (PID).

8. **Submission of Profiles:**

The agencies desiring to participate should submit their profiles/portfolios to Manager Procurement - Ignite National Technology Fund on their letterhead along with documents in sealed envelope as per deadline mentioned in advertisement.

The profile should include the following documents in the order given below:

- a. Ownership status – Individual/Partnership/Company.
- b. Names of Managers/ Owners/ CEO/ Directors/ Partners.
- c. Name of Banks, Certificate of Financial position from bank, Copy of Annual Accounts, if any.
- d. National Tax Number (NTN)
- e. Sales Tax Registration
- f. Membership with Pakistan Advertising Association (PAA)
- g. All Pakistan Newspaper Society (APNS) – Accreditation Certificate/Date of Accreditation
- h. Location of agency office/sub office, Number of branches
- i. Area of operations / services offered - Number of similar Projects with ICT/Telecom Sector
- j. Number of times suspended by APNS and suspension period, if any, during the last three years duly verified by APNS
- k. Awards Won (if any)
- l. Number of employees working in creative and marketing department along with their years of work experience.

9. **Terms & Conditions**

The advertising agencies intending to participate in the competition will be required to fulfill the following requirements and provide certificates/proof.

Mandatory

- a. Should be accredited/enlisted by PID.
- b. Registered with income tax and sales tax departments and must be on active tax



payer list of Federal Board of Revenue (FBR).

10. **Short Listing:**

The advertising agencies will submit their creative/artwork (concepts and copies, sketches, preliminary designs, story boards and scripts). Short-listed agencies will be invited for a final presentation.

11. **Visit to Office Setup of Shortlisted Ad Agencies:**

As per “Guidelines & Procedures Advertisement Policy 2021” of PID, short listed agencies offices shall be visited.

12. **Presentation:**

Each agency will be given the maximum time of 20 minutes for presentation and question/answer session. The presentation shall focus on the following details to be furnished by participating advertising agencies: -

- a. List of top five clients (showcase one outreach campaign carried out for one top client).
- b. Strategy and action plan for Ignite image building including creative artworks.
- c. **Media Mix** The presentation must include the following media mix:
 - i. **Electronic:** TVC (15-20 seconds) with adaptations/Radio
 - ii. **Print:** Advertisements (maximum 5 advertisements)
 - iii. **Social/Digital Media:** Info graphics, animated GIFs and animation video.
 - iv. **Promotional Material:** Brochures, Backdrop and Posters etc.

13. **Contact Information:** All correspondence on the subject may be addressed to the undersigned.

Manager Procurement

Ignite – National Technology Fund

3rd Floor, Telecom Foundation Complex, 7 Mauve Area, G-9/4, Islamabad

Phone: 051-9107441-6, Cell: 0306 1991234, Fax: 051-9107447

Email: procurement@ignite.org.pk