

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION)

Country: Pakistan

Name of Project: Digital Economy Enhancement Project

Credit No: 7514-PK

Assignment Title: Digital Transformation Expert

Reference No.: PK-MoITT-469383-CS-INDV

The Government of Pakistan has received financing from the International Development Association (IDA) toward the cost of Digital Economy Enhancement Project (DEEP) and intends to apply part of the proceeds for consulting services, which shall be implemented by the Ministry of IT and Telecom.

The consulting services (“the Services”) include professional expertise of “**Digital Transformation Expert**” at a monthly lump sum remuneration. The Ministry of IT and Telecom, being Project Management Unit (PMU) intends to hire services of “**Digital Transformation Expert**” for DEEP that can assist the project management in relevant field. The consultant, as an expert in the field, will provide quality advice maintaining the highest degree of integrity and ethical standards. The services of individual consultant shall be initially hired for a period of 24 Months.

The detailed Terms of Reference (TOR) for the assignment can be obtained at the address given below or can be downloaded from <https://njp.gov.pk>

Ministry of IT and Telecom being Project Management Unit invites eligible candidates (“Consultants”) to indicate their interest in providing the Services as “**Digital Transformation Expert**” in Digital Economy Enhancement Project. Interested Candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the expected Services. The services of individual consultant will be required /hired to assist project team on DEEP “as per ToRs”. The short-listing criteria are based on: (i) Qualification, (ii) Experience (iii) Additional Skills

The selected candidates will be required to present their original documents at the time of the credential’s verification. Submission of any false information will lead to immediate disqualification of the candidate at any stage of the hiring process.

The attention of interested Consultants 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.

A Consultant will be selected in accordance with the Open Competitive Selection of Individual Consultants method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 0830 to 1630 PST.

Applicants shall apply online at National Job Portal www.njp.gov.pk or email at deep.consultant@moitt.gov.pk

Section Office (IT)

Ministry of IT and Telecom

7th Floor, Kohsar Complex

Pakistan Secretariat

F-5, Islamabad

Telephone: 051-9215348

Hiring for Individual Consultants Under DEEP Project

TERMS OF REFERENCE

Announcement Reference no:	1-1/2024-IT	Date	31 August 2025		
Project	Digital Economy Enhancement Project (P174402)				
Position Name	Digital Transformation Expert, NITB (DEEP)	Position ID	PK-MoITT-469383-CS-INDV		
Vacancy	1	Type of Contract	Individual	Duration	24 Months

BACKGROUND

Digital Economy Enhancement Project (DEEP) is a World Bank assisted project with the objective to enhance the Government's capacity for digitally enabled public services delivery for citizens and businesses.

MoITT is the sponsoring agency of the project with execution support of (i) Board of Investment (BoI), (ii) National Database and Registration Authority (NADRA), (iii) National IT Board (NITB), and (iv) Ignite – National Technology Fund.

PROJECT DESCRIPTION

The Digital Economy Enhancement Project (DEEP) aims at building the capacity of the Government to provide digitally enabled public services to citizens and businesses. The project will support the development of digital public infrastructure—including for responsible data exchange, digital authentication, and verifiable credentials—and digitalization of public services (including to make them available through a new national citizen portal), which will improve the accessibility and delivery of services, economic opportunities, and social protection.

In addition, DEEP will support a transition towards a digital inventory of administrative procedures and the development of an electronic single window—the Pakistan Business Portal (PBP)—integrated across all three layers of government for new and existing businesses to

apply, renew, pay, and meet all their compliance needs It will also promote civic innovation and digital inclusion.

OBJECTIVES OF THE ASSIGNMENT

The primary objective of this assignment is to drive the digital transformation of government services at both federal and provincial levels. The Digital Transformation Expert Consultant will be responsible for developing and implementing comprehensive digital strategies, redesigning and digitizing business processes, and fostering collaboration among various government departments and external stakeholders. This role aims to enhance the efficiency, accessibility, and quality of public services through the adoption of advanced digital tools and technologies, ultimately leading to a more responsive and citizen-centric government.

The responsibilities include (but not limited to) the following:

- 1) Develop and implement a comprehensive digital transformation strategy for federal and provincial government departments.
- 2) Identify key areas for digital innovation and process improvements.
- 3) Promote the adoption of digital tools and technologies across government departments.
- 4) Conduct assessments of current business processes to identify opportunities for digitalization.
- 5) Redesign and digitalize existing workflows to improve efficiency and service delivery.
- 6) Implement digital solutions that streamline operations and enhance user experience.
- 7) Engage with federal and provincial stakeholders to understand their requirements and expectations.
- 8) Facilitate regular meetings and workshops to ensure alignment and collaboration among all stakeholders.
- 9) Address and resolve any conflicts or issues that arise during the project.
- 10) Identify and implement appropriate digital tools and technologies to support transformation initiatives.
- 11) Ensure that selected technologies are scalable, secure, and user-friendly.
- 12) Oversee the deployment and integration of digital solutions within existing infrastructure.

- 13) Develop and conduct training programs to build digital skills among government employees.
- 14) Provide ongoing support and guidance to ensure effective use of digital tools and technologies.
- 15) Foster a culture of continuous learning and innovation.
- 16) Prepare regular progress reports for senior management and stakeholders.
- 17) Ensure proper data governance and management practices are in place.
- 18) Establish key performance indicators (KPIs) and metrics to evaluate the success of digital transformation initiatives.
- 19) Ensure all digital transformation initiatives comply with national and international regulations and standards.
- 20) Implement robust security measures to protect data and ensure privacy.
- 21) Conduct regular security audits and vulnerability assessments.
- 22) Develop and execute communication strategies to promote digital transformation initiatives to the public.

SCOPE OF THE ASSIGNMENT

The work of the Digital Transformation Expert Consultant will include the following tasks (not limited to):

- 1) Conduct a comprehensive assessment of current digital capabilities and infrastructure at federal and provincial levels.
- 2) Map out existing business processes and identify areas for improvement.
- 3) Design and implement digital workflows that enhance efficiency and service delivery.
- 4) Pilot digital solutions in selected departments and scale up based on results.
- 5) Facilitate workshops and meetings with federal and provincial stakeholders.
- 6) Gather requirements, address concerns, and ensure alignment on project goals.
- 7) Maintain continuous communication to keep stakeholders informed and engaged.
- 8) Select and deploy digital tools and technologies that meet the needs of government departments.
- 9) Ensure seamless integration with existing systems and infrastructure.
- 10) Conduct thorough testing to ensure reliability and performance.

- 11) Develop and deliver training programs for government employees.
- 12) Provide ongoing support to ensure effective use of digital tools.
- 13) Encourage a culture of innovation and continuous improvement.
- 14) Establish KPIs and metrics to measure the success of digital transformation initiatives.
- 15) Prepare regular reports and present findings to senior management.
- 16) Implement and enforce data governance and security protocols.
- 17) Conduct regular audits to ensure compliance with relevant regulations.
- 18) Address any security issues promptly to protect data integrity.

QUALIFICATION AND EXPERIENCE

- 1) Minimum 16 years of education in a relevant field such as Computer Science, Information Technology, Management Sciences, Business Administration, or a related discipline.
- 2) Proven experience of minimum 12 years in leading digital transformation projects, particularly in the public sector.
- 3) Strong understanding of IT infrastructure, software development, and system integration.
- 4) Excellent project management skills, with the ability to manage multiple stakeholders and complex projects.
- 5) Exceptional communication and interpersonal skills, with experience in stakeholder management.
- 6) Strong analytical and problem-solving abilities.
- 7) Knowledge of relevant regulations, standards, and best practices in digital transformation and data security.
- 8) Previous experience with World Bank or other international donor-funded projects is highly preferred.

ADDITIONAL SKILLS / EXPERTISE

- 1) Relevant experience on projects financed by international agencies; Experience in World Bank financed projects.
- 2) Strong analytical and problem-solving skills.
- 3) Excellent written and verbal communication skills, with the ability to communicate complex information clearly and effectively.

- 4) Experience working with cross-functional teams, & multiple stakeholders to gather and integrate content.
- 5) Ability to communicate effectively with clients to understand their needs and tailor proposals accordingly.

SCHEDULE FOR THE ASSIGNMENT

The Digital Transformation Expert consultant will be appointed on a contract basis for a period of 24 Months.

REPORTING OBLIGATIONS

- 1) The Digital Transformation Expert consultant will report to Project Director on all aspects of project documentation throughout the duration of the contract.

SELECTION CRITERIA

Procurement will be carried out in accordance with the Open Competitive Selection of Individual Consultants in accordance with Bank's Procurement Regulations for Borrowers for Goods, Works, Non-Consulting and Consulting Services and applicable to Investment Project Financing (IPF) hereinafter referred to as "Regulations" dated September 2023.