

FORM TECH-4: DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

Form TECH-4: a description of the approach, methodology, and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Terms of Reference specify training as a specific component of the assignment.

{Suggested structure of your Technical Proposal}

The following submission requirement may please be included in the Form Tech. 4

Understanding of SME Context and Assignment Objectives

The bidder shall submit the 'Technical Narrative' demonstrating their understanding of:

Pakistan's MSME ecosystem and covering the following aspects;

- Key barriers to MSME growth, information asymmetry and digital gaps (accessibility, mobility, infrastructure and skill)
- Challenges faced by women-led enterprises
- Relevance of the proposed solution to the identified challenges.
- Description of how the proposed approach addresses the objectives and expected outcomes of the assignment.
- Conceptual framework illustrating the relationship with assignment objectives and expected outcomes, especially MSME outreach, advisory services, training, surveys, and data systems.

Technical Solution and Architecture

The bidder shall submit:

1. Proposed architecture flow / diagram illustrating:
 - IVR system
 - SMS platform
 - Messaging/chatbot platform
 - Advisory system
 - Training mechanism
 - Survey engine
 - Dashboard and analytics platform
 - Integration with existing portal or platform e.g. SMERP
2. Description of:
 - Platform functionality
 - User journey
 - Data flows
 - Hosting arrangements
 - Business continuity arrangements.
3. Evidence of telecom integration capability, including:
 - Existing agreements with Mobile Network Operators (MNOs); or
 - Letters of intent; or Description of proposed telecom integration arrangements.
4. System performance commitments:
 - Uptime
 - Availability
 - Security controls
 - Disaster recovery arrangements.

5. Data security and privacy framework

Advisory Model Strength

The bidder shall submit:

1. Detailed advisory model demonstrating the automated and assisted advisory vis-à-vis advisory content farmwork.
2. Process maps illustrating user interaction flows, escalation mechanisms and resolution pathways.
3. Proposed performance indicators including, advisory uptake rates, resolution rates and repeat engagement rates.

Training and Content Design

The bidder shall provide:

1. Training methodology covering sample training or lesson content.
2. Description of IVR learning modules.
3. Interactive learning and gamification features.
4. Language localization strategy including, Urdu and Regional languages (if any).

Data Systems and Monitoring & Evaluation

The bidder shall provide:

1. Monitoring and Evaluation Framework.
2. Proposed Key Performance Indicators (KPIs).
3. Survey methodology.
4. Data management framework covering, collection, storage, processing, access controls and retention.
5. Data protection and privacy policy.

The following may be also be included in the Annex-A (Continued) Table of Specific Experience

Relevant Experience and Past Performance

The bidder shall provide separate information for each of projects mentioned in Sr. 1 to 5 of Section 3.2.3 i.e. for assignment completed in the last five (5) years.

1. Client name
2. Project title
3. Country
4. Contract value
5. Duration
6. Scope of services (No. of users reached)
7. Documentary evidence for completed projects i.e., Completion certificate, award of work, or contract agreement.
