

TERMS OF REFERENCE

Country:	Pakistan
Name of the Project:	Khyber Pass Economic Corridor
Consultancy Services:	HIRING OF I.T & COMMUNICATION EXPERT (IBDP)
Credit No.:	IDA-62700
Project ID:	P159577

Background:

The Khyber Pass Economic Corridor Project (KPECP) approved by the World Bank Board on June 14, 2018 to support Government of Khyber Pakhtunkhwa to build a transport and economic corridor connecting Pakistan with Afghanistan and Central Asia. The project will build a 48 Kilometer 4-lane expressway between Peshawar & Torkham. It will generate up to 100,000 new jobs in District Khyber. The Project includes two components:

- Component I (US\$ 429.57 million) will finance the construction of 48-kilometer four lane express way.
- Component II (US\$ 77.23 million) will facilitate trade and support the economic development of the corridor.

Looking into the growing number of entrepreneurs there is a dire need of establishing a platform which can provide one window facilitation for the entrepreneur. Khyber Pass Economic Corridor Project in collaboration with Khyber Pakhtunkhwa Economic Zones Development and Management Company (KPEZDMC) is developing a gender inclusive business development park exclusively for entrepreneurs, which will offer series of services to support resident startups operated and home based and other scattered clusters where they will be able to manage the business, trade and exhibit their products. In addition to the other basic civic facilities, the park will also provide training facility for capacity building of the workforce and entrepreneurs. The businesses entrepreneurs at each level need support and handholding to scale up their businesses and a plug and play facility in the form of “Inclusive Development Business Park” will contribute immensely to pave their ways into the mainstream economy and uplift their business standards.

To support the implementation of “Inclusive Development Business Park” a separate dedicated workplace and team will be engaged under the administration control of the KPEZDMC.

Objective of IBDP:

The core objective of the IBDP is to provide business ideas to potential entrepreneurs based on their interest, capabilities, skill and education background, provide proper relevant training to the subject and then provide business environment and opportunity with all the required basic facilities to nourish their business in best possible manner.

Structure and staffing of IBDP:

IBDP will be led by a Project Director IBDP to implement the project and provide guidance to IBDP staff for effective implementation to achieve the desired results.

Scope of Work:

I.T & Communication Expert will assist and advise the Project Director IBDP in carrying out the following tasks:

- Manage, maintain, and upgrade the IBDP IT infrastructure, including hardware, software, servers, networks, and security systems.
- Identify, recommend, and implement appropriate digital tools and software for entrepreneur to enhance productivity and efficiency.
- Ensure proper storage, backup, and security of digital data and sensitive information.
- Provide technical support to resolve IT-related issues and challenges faced.
- Work closely with cross-functional teams to align IT and communication strategies with organizational objectives.
- Assist in procurement and maintenance of hosting and allied (Domain, SSI. Certificates) services.
- Conduct training sessions to enhance digital literacy to promote best practices.
- Develop and implement a comprehensive communication strategy to facilitate effective internal and external communication.
- Design and implement internal communication plans to enhance employee and entrepreneur engagement to ensure that objectives of IBDP are achieved.
- Develop content for internal newsletters, memos, and announcements.
- Create and manage external communication plans to reach clients, customers, partners, and the general public.
- Develop visually appealing and engaging multimedia content, including videos, infographics, and presentations.
- Plan, coordinate, and execute events, conferences, workshops, and seminars.
- Handle all communication aspects related to event promotion, invitations, and follow-ups.
- Prepare regular reports on communication activities, outcomes, and recommendations for improvement.

Profile /Qualifications:

- Must have a degree (16 – years of Education) in Computer Science / MIT or other related IT degree.
- Having minimum 5 years of work experience in the field of IT.
- Programming Skills. JAVA/ HTML/ MySQL etc,
- Proficient networking skills, Graphic designing and layout

Reporting:

He/ She will be responsible for working in IBDP to perform the assigned task and will report to the Project Director IBDP.

Duration of Assignment:

The initial contract will be for one year extendible to another year subject to satisfactory performance. The probation will be for a period of three months. The contract can be terminated with one month's notice period by either party. The position is Peshawar based.

Selection Process:

An individual consultant will be selected on competitive basis in accordance with the World Bank "Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services" July 2016 (Revised November 2017 & August 2018).