

GIK INSTITUTE OF ENGINEERING SCIENCES & TECHNOLOGY, TOPI, SWABI



**TERMS OF REFERENCES
(TORs)**

For

**Hiring of Individual Consultant for
Conducting Trainings & Workshops**

EXPRESSION OF INTEREST

FOR HIRING OF INDIVIDUAL CONSULTANTS FOR CONDUCTING TRAININGS & WORKSHOPS

No. GIKI/PD/Incubation-929/23

GIK Institute intends to Hire the Services of Individual Consultant on short term consultancy basis for conducting of different training sessions & workshops for the Startups. Sealed proposals are invited from those individuals who are registered with relevant tax authorities (FBR / KPRA) and meet basic qualification criteria to undertake the following trainings under the project “Entrepreneurship via Establishment & Strengthening of Incubation Center at Educational Institutions”.

Areas	
<ul style="list-style-type: none">• Design thinking• Business model canvas• Business Plan & Budget• Market Research /Customer segmentation• Branding and Marketing• Digital Marketing• Social Media Marketing• Graphic Designing for Startups• Financial Management.	<ul style="list-style-type: none">• Financial Accounting, Analysis & Ratios• Risk Management• Oracle Financials, SUN• Communication Strategist, Research• Marketing & Growth hacking• Lean Startup / MVP• KPRA Sales Tax & Income Tax• Training & Development• Taxation, Auditing, Accounting & Finance

Detailed Terms of References (ToRs) and other terms and conditions can be downloaded from GIKI website (www.giki.edu.pk). Interested individuals are required to submit sealed proposals as per ToRs and marked on the corner of the envelope “Hiring of Individual Consultant for Conducting Training Sessions & Workshops” to undersigned office in working hours on or before **March 20, 2023, at 1100 Hours**. The proposals will be opened on the same day at 1130 Hours.

For any query, please feel free to contact us.

Assistant Director (Procurement)

GIK Institute, Topi-23640, Swabi, Khyber Pakhtunkhwa

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2. OBJECTIVES

Objectives for this short-term consultancy is to hire individual consultants to conduct following different training sessions and workshops for startups at The Catalyst.

Elevator Pitch training / pitching session training

An elevator pitch is a brief, persuasive speech that is used to spark interest in one's business idea. It can also be used to create interest in a project, idea, or product. A good elevator pitch should last no longer than 60 seconds.

A pitch session is a five-to-fifteen-minute meeting with investors, during which one "pitch" their business projects for investment purpose. A pitch is basically delivering a business plan verbally. A pitch typically takes the form of an entrepreneur or group of entrepreneurs presenting or describing their ideas to prospective investors.

Business proposal writing

Business proposal is a written concept and a written statement detailing the main features of the business idea. In particular, the concept should address who the proposed product is aimed at, the demographics that are most likely to use it, as well as what makes it unique on the market.

Developing Entrepreneurial Attitude

Entrepreneurial Attitude is a predisposition or a tendency to respond positively or negatively towards a certain business idea. Attitude influences an individual's choice of action, and responses to challenges and provides necessary motivation, drive, sense of perseverance, commitment, and confidence.

Developing a Tangible Product

A tangible product is a physical object that can be perceived by sensory characteristics. Creation of product with new features that offers additional benefits to the customer is the aim of the exercise. The overall process of strategy, organization, concept generation, product and marketing plan creation and evaluation, and commercialization of a new product is required.

IPR for Developed Product

Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property includes patents for inventions, trademarks, industrial designs, and geographical indications. Intellectual property (IP) rights are valuable assets for business.

Legal Aspects of Partnership

A partnership is a for-profit business association of two or more persons. Because the business component is defined broadly by state laws and because "persons" can include individuals, groups of individuals, companies, and corporations, partnerships are highly adaptable in form and vary in complexity. Formation, registration, document requirements and related factors should be covered.

Company Formation and its legal Aspects, Product standardization, Business Certification and Licensing

Company formation is the term for the process of incorporation of a business. It is also sometimes referred to as company registration. Companies can be created by individuals, specialized agents, solicitors, or accountants. Registration, documentation, and continuity of operations should be covered.

Entrepreneurship Finance / Venture Capital Basics

Entrepreneurial finance is the study of value and resource allocation, applied to new ventures. It addresses key questions which challenge all entrepreneurs: how much money can and should be raised; when should it be raised and from whom (private equity, crowd funding, debt etc.) ; what is a reasonable valuation of the startup;

and how should funding contracts and exit decisions be structured.

Entrepreneurship marketing/Digital Marketing

Entrepreneurial marketing refers to the treatment of specific marketing issues of newly established companies. At the heart of Entrepreneurial Marketing are issues of market entry planning, positioning and image building via ATL/BTL techniques. The course must also address best practices and techniques used in today's advertising campaigns using online/social media channels. As a result, marketing aspects impacting a business start-up should be covered.

Business Logistics and Supply chain management

Business logistics is the management of the flow of things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. The resources managed in logistics can include physical items such as product, services, equipment as well as abstract items, such as time and information. The logistics of physical items usually involves the integration of information flow, material handling, production, packaging, inventory, transportation and warehousing

Freelancing

A freelancer or freelance worker is a term commonly used for a person who is self-employed and is not necessarily committed to a particular employer long-term. Freelance workers generally work independently or use professional associations or websites to get work.

This training should discuss how freelancers can best seize opportunities via popular websites. The course should highlight best practices candidates can utilize to get contracts, how to best negotiate their fees based on their skills and strengths, and how to best manage their clients' expectations and feedback during the project.

Marketing Research

The goal is to make participants knowledgeable users of marketing research techniques and data. The training should consider the various sources for acquiring of data (example in-person, social media or online portals). Content should include best practices for questionnaire design, sampling procedures and bias prevention. Ideally, the training should highlight best practices used for market research in Pakistan.

Pricing Strategies

This training should cover the strategic and tactical aspects of pricing decisions for new products and services from an entrepreneur's perspective. Group projects or case studies to highlight local and global issues which entrepreneurs face, could be used to further the concepts.

Entrepreneurship and Innovation Strategy

The essence of entrepreneurship is a combination of ideas, resources, partners, customers – in the effort to create new market space. The training should cover how the entrepreneur should organize their thoughts and efforts to think innovatively for their business. Case discussions, success/failure stories would be ideal.

3. QUALIFICATION REQUIREMENT

The GIK Institute invites proposals from individual Consultant (Male/Female) for conducting of trainings and workshops for the startups (as required). The Individual Consultant is required as per following academic qualification and experience.

EXPERIENCE AND QUALIFICATIONS

The desired qualifications of the Trainers' firm for this assignment are the following:

- Proven experience in conducting trainings and ability to transfer knowledge.
- Minimum 3 years of experience in developing and implementing training programs as listed above.
- The Trainers should provide evidence through a registration document, that they have been in this form of business for a minimum of 5 years.
- The Trainers should submit documentary evidence (list of contracts awarded, including description, value, and year of commencement and of completion, client and a contract person for reference) that would demonstrate that the Trainer has completed in a satisfactory manner minimum 2 similar contracts for similar training in the past five years.
- Minimum 5 years of experience in conducting trainings in the field of Entrepreneurship / Incubators / startups.
- Experience in conducting trainings for public sector shall be considered as an advantage.
- The trainers must be submitted tax registration documents with relevant tax authorities.
- Detailed CV must be submitted.

4. SCOPE OF WORK

The individual consultant will conduct trainings and workshops as per areas mentioned above.

5. Duration of Assignment

Duration of assignment is 03 months and may be extendable with mutual consent of both parties maximum up to 06 months subject to the requirement and satisfactory performance of the trainers.

6. Budget & Payment for Training / Workshops

- i. Rs.50,000/- per training (All taxes of the Govt. will be admissible) will be paid after deduction of applicable taxes.
- ii. Payment will be made within two weeks after completion of training sessions. The Consultant shall be paid on time-based services.
- iii. The consultant shall be responsible for payment of tax or duty related to the performance of the services in Pakistan under applicable laws.
- iv. All other terms and conditions, including the Consultant's fee shall be decided between the parties at the time of execution of the contract.

7. OTHER TERMS & CONDITIONS

- i. The proposals along with CVs must be received in the office of the Assistant Director Procurement upto **1100 Hours** on or before the closing date, i.e. **March 20, 2023**. Dispatched date will not be

- considered.
- ii. Agreement will be signed on stamp paper of Rs.100/-.
 - iii. The University, however, reserves the rights to reject any proposal due to certain reasons.
 - iv. Taxes will be applicable as per Govt. Rules & Regulations.
 - v. The Consultant will abide by all the rules, regulations of the University and time to time amendments.

8. SELECTION CRITERIA:

Sr. No	Description	Total Marks	Marks Obtained
Evaluation of Trainers			
1	Instructor profile	40	
2	Proposed Training content/activity breakdown	20	
3	Proposed Training Impact/Outcome	20	
4	Number of Similar Trainings conducted	10	
5	Registration with Tax authorities.	10	
Note: Consultant will be selected based on highest marks in evaluation.			