

**GOVERNMENT OF SINDH  
SPORTS & YOUTH AFFAIRS DEPARTMENT**

**EXPRESSION OF INTEREST (EOI)**

**FOR**

**STRATEGIC PARTNERSHIP FOR DESIGN AND EXECUTION  
OF THE SINDH YOUTH CARD**

**1. INTRODUCTION**

To further its mission of youth development and socio-economic empowerment, the Sports & Youth Affairs Department, Government of Sindh, is pleased to invite Expressions of Interest (EOI) from registered, experienced, and innovative firms, companies, and social enterprises for a strategic partnership.

The Department is launching the flagship **Sindh Youth Card** initiative, a comprehensive program designed to create transformative opportunities for the youth of Sindh across vital aspects of their development. This pioneering program will provide structured access to education, employment, entrepreneurship, social empowerment, civic participation, sports, health, and digital learning opportunities.

This EOI seeks qualified partners to collaborate with the Department in the **design, development, and execution** of this integrated youth empowerment program. This is the first stage of a two-stage procurement process. Qualified applicants will be shortlisted and subsequently invited to submit a detailed proposal through a Request for Proposal (RFP) process.

## 2. PROGRAM VISION AND PILLARS

The Sindh Youth Card is envisioned as a digital gateway and a comprehensive enabler for the youth of Sindh (aged 15–29 years), providing them with the resources, opportunities, and support needed to thrive in the modern economy and contribute meaningfully to society.

The program is built upon four key pillars of youth development:

<b>Pillar</b>	<b>Description</b>
<b>Social Empowerment</b>	Fostering leadership skills, community engagement, mental well-being, and confidence among youth.
<b>Education Access</b>	Providing pathways to quality learning, digital literacy, and specialized skill development programs.
<b>Employment &amp; Entrepreneurship</b>	Connecting youth with job opportunities, vocational training, incubation centers, industries, and resources to start their own ventures.
<b>Civic Participation</b>	Encouraging active citizenship, volunteerism, and youth representation in local governance.

## 3. PROPOSED BENEFITS AND OPPORTUNITIES UNDER SINDH YOUTH CARD CARD

The SINDH YOUTH CARD Card will serve as a unified platform to deliver a wide array of benefits and opportunities to the youth of Sindh. The selected partner will play a key role in enabling, managing, or facilitating access to these offerings:

### A. Education and Learning Opportunities:

- **Scholarships for Top Universities:** Access to scholarships for Pakistan's top 20 universities.
- **Free Digital Training & Devices:** Provision of digital skills training and access to learning devices such as laptops or tablets.
- **International Certifications:** Opportunities to earn globally recognized qualifications in cutting-edge fields like AI and other critical digital skills.
- **International Online Libraries:** Complimentary access to paid versions of leading online national & international libraries and research databases.
- **Advanced Digital Certifications:** Free access to paid online certification programs.

## **B. Employment and Livelihood Support:**

- **Paid Internships:** Structured internship opportunities in public and private sectors.
- **Overseas Employment:** Pathways to international career opportunities.
- **Meet & Learn Initiatives:** Access to industry leaders, influencers, and dignitaries for mentorship and networking.
- **Youth Exchange Programs:** Priority in provincial and international sports & youth affairs exchange programs.

## **C. Entrepreneurship and Financial Inclusion:**

- **Seed Money / Interest-Free Loans:** Support for startups facilitated through Banks, microfinance institutions, and integration with digital payment platforms (e.g., PayPal, Visa, PayPak etc).
- **Access to Easy Personal Commute:** Facilitation of motorbikes on easy installments through banks or leasing companies.
- **Connection with Incubation Centers & Industries:** Linkages with business incubators and industrial estates for mentorship and market access.

## **D. Digital and Learning Access:**

- **Premium App Subscriptions:** Free access to essential paid productivity and communication applications like Canva, Grammarly, and Zoom etc.
- **Free Shared Workspaces:** Access to modern, collaborative shared workspaces within Youth Development Centres (YDCs) and Youth Development Centres (YDCs) for study, projects, and networking.

## **E. Sports and Health Benefits:**

- **National & International Coaching:** Access to high-level training in various sports disciplines.
- **Hybrid Sports Medicine:** Physical and online access to expert sports medicine consultations.

## **F. Transport and Mobility:**

- **Transport Waivers:** Reduced charges or concessions on buses, railways and airlines for cardholders.

#### **4. OBJECTIVE AND SCOPE OF SERVICES**

The objective of this EOI is to pre-qualify organizations capable of partnering with the Department to design, develop, and execute the SINDH YOUTH CARD.

The selected partner(s) will be responsible for, but not limited to, the following scope of services:

##### **A. Program Design and Strategy:**

- Collaborate with the Department to refine the program's conceptual framework, operational model, and benefits portfolio.
- Develop a comprehensive roadmap for the phased rollout of the Sindh Youth Card across all 30 districts of Sindh, targeting 100,000 youth in the first phase.
- Design the structure for delivering the diverse range of benefits (education, employment, entrepreneurship, digital access, sports, health, and transport).

##### **B. Digital Platform Development and Management:**

- Design, develop, and maintain a secure, scalable, and user-friendly digital engagement platform (mobile application and web interface) for the SINDH YOUTH CARD.
- Ensure the platform can handle both domestic and international payment schemes (e.g., integration with Bank, PayPal, Visa) for scholarships, stipends, and transactions.
- Implement robust data security, user authentication, privacy protocols, and a Management Information System (MIS) for real-time data tracking.
- Manage digital outreach, communication, and 24/7 user support for cardholders.

##### **C. Content and Curriculum Development:**

- Develop or curate high-quality learning content for digital skills, AI learning, and social media academics in partnership with leading educational institutions and international bodies.
- Design certification programs aligned with industry requirement & standards.
- Create content for entrepreneurship training, financial literacy, and mentorship modules.

##### **D. Stakeholder and Partnership Management:**

- Establish and maintain strong connections with international & national brands, educational institutions, certification bodies, and industry leaders to provide value-added services to cardholders.
- Build partnerships with financial institutions (Banks, microfinance providers, leasing companies) for seed money, interest-free loans, and easy installment plans.
- Develop a network of employers, incubation hubs, and industries for internship, job placement, and entrepreneurship support.
- Coordinate with transport authorities (buses, railways, airlines) for fare concessions and waivers.
- Partner with sports boards and medical institutions for coaching and sports medicine benefits.

#### **E. Program Execution and Operations:**

- Manage the enrolment and onboarding of youth cardholders across Sindh, ensuring inclusivity for women, minorities, and differently abled persons.
- Coordinate the delivery of learning programs, webinars, events, and meet-and-learn sessions.
- Manage the disbursement of scholarships, seed money, and other financial benefits through the digital platform.
- Establish a helpdesk and support system for cardholders.

#### **F. Monitoring, Reporting, and Evaluation:**

- Maintain accurate records of all activities, participants, and outcomes.
- Submit regular progress reports (monthly, quarterly) to the Department's Program Management Unit.
- Participate in monitoring and evaluation exercises to assess program impact against targets (e.g, 100,000 enrolled youth, and representation from all 30 districts).

### **5. ELIGIBILITY CRITERIA**

Interested firms/organizations must meet the following minimum eligibility criteria to be considered:

#	Criterion	Requirement
1	<b>Legal Status</b>	<p>Must be legally registered under the relevant laws of Pakistan, including but not limited to:</p> <ul style="list-style-type: none"> <li>○ The Companies Act, 2017 (SECP).</li> <li>○ Societies Registration Act, 1860.</li> <li>○ Trust Act, 1882.</li> <li>○ Islamabad Capital Territory Registration, Regulation &amp; Facilitation Act, 2021</li> <li>○ Must be registered with FBR (Active Taxpayer) and relevant provincial revenue authorities (e.g., Sindh Revenue Board).</li> </ul>
2	<b>Tax Compliance</b>	<p>Must possess a valid National Tax Number (NTN) and be an active taxpayer with proof of latest income tax returns filed with FBR and provincial revenue authorities.</p>
3	<b>International Experience</b>	<p>Must demonstrate experience of working with international partners / donors for more than 05 years, supported by documentary evidence for youth programs, digital platforms, scholarships, sponsorships, skills training, and/or related development initiatives. Preference shall be given to organizations currently engaged in active partnerships with an international partner.</p>
4	<b>Government Partnership Experience</b>	<p>Must demonstrate proven experience working with Government of Sindh as an active partner in implementing development, education, skills training, or youth empowerment programs. Evidence may include:</p> <ul style="list-style-type: none"> <li>○ Copies of agreements/MoUs with Government entities.</li> <li>○ Details of projects implemented in collaboration with Federal or Provincial Governments.</li> <li>○ Preference shall be given to organizations currently working in partnership with multiple Governments</li> </ul>

#	Criterion	Requirement
5	<b>Digital Capacity</b>	<p>Proven digitalized institutional capacity to implement large-scale projects with domestic / international users.</p> <p>Proven experience in establishing and handling secure digital engagement platforms and mobile applications.</p>
6	<b>Relevant Track Record</b>	<ul style="list-style-type: none"> <li>○ Strong track record of operating and managing human resource development or youth empowerment related educational and training institutions.</li> <li>○ Strong track record of career counseling of youth at a large scale.</li> <li>○ Strong track record in supporting youth through sponsorship and scholarships</li> <li>○ Strong record of training youth for international employment.</li> <li>○ Preference shall be given to organization that has been able to export at least 100 young people during the last 3 years.</li> </ul>
7	<b>Human Resources</b>	<p>Availability of qualified technical teams, experienced management personnel, and adequate administrative support systems.</p>
8	<b>Infrastructure</b>	<p>Must have an active operational presence in Sindh province for more than three (3) years, with sufficient infrastructure and operational capacity to support multi-district implementation.</p>
9	<b>Network and Linkages</b>	<p>Good connections/relations with international &amp; national institutions, certification bodies and industry partners.</p>
10	<b>Financial Capacity</b>	<p>Must demonstrate sound financial health with an average annual turnover of at least PKR 200 Million (Two Hundred Million Rupees) during the last three financial years. This must be</p>

#	Criterion	Requirement
		supported by audited financial statements for the respective years.
11	<b>Inclusivity Focus</b>	Demonstrated commitment to and experience in working with diverse groups, including women, minorities, and differently abled persons. Preference shall be given to organizations with at least 50% women work force.

## 6. TARGET COVERAGE AND INCLUSIVITY

The selected partner will be expected to support the Department in achieving the following coverage goals and ensuring an inclusive approach:

Parameter	Target/Requirement
Enrollment (Phase 1)	100,000 Youth
Geographical Coverage	All 30 Districts of Sindh
Gender	Meaningful participation of young women
Minorities	Inclusive representation
Differently Abled Persons	Accessible design and outreach

## 7. SUBMISSION REQUIREMENTS

Interested parties are required to submit **one (01) original and two (02) hard copies** of their Expression of Interest, along with a soft copy on a USB drive, in a sealed envelope clearly marked:

**"EOI FOR STRATEGIC PARTNERSHIP FOR SINDH YOUTH CARD"**

The EOI submission must include the following documents, organized with dividers for ease of review:

1. **Cover Letter:** A formal letter of interest on the firm's letterhead, signed by the authorized representative, expressing interest in the partnership.
2. **Company Profile:** Detailed profile of the firm/organization, including vision, mission, organizational structure, and details of international/national partnerships.
3. **Legal Documents (Attach Copies):**
  - Registration certificate (SECP, Societies, Trust, etc.).
  - NTN certificate.
  - Proof of active taxpayer status (latest tax return filed).
4. **Experience Record:**
  - Details of similar assignments completed in the last 7-10 years, including client names and contact details, project descriptions, contract values, and duration.
  - **Specifically highlight** experience with international partners, digital platform development (including payment gateways), youth programs, scholarships, sponsorships, and skills training.
  - Attach completion/performance certificates (if available).
5. **Financial Capacity:**
  - Audited financial statements for the last three years (2022, 2023, 2024).
6. **Team Composition:**
  - CVs of key personnel proposed for this project (e.g., Program Director, Digital Platform Lead, IT/Software Development Manager, Partnerships Manager, Content/Learning Manager, Finance and Administration Manager).
7. **Approach and Methodology (Highly Recommended):**
  - A brief note (maximum 7 pages) outlining the firm's preliminary understanding of the SINDH YOUTH CARD and a high-level proposed approach to its design and execution, including thoughts on how to deliver the diverse range of benefits and achieve the coverage targets.

## 8. SUBMISSION DEADLINE AND ADDRESS

The deadline for submission of EOIs is [**Before 31<sup>st</sup> March, 2026**]. EOIs received after the deadline will not be considered.

EOIs must be delivered physically to the following address:

**The Deputy Director, Youth Affairs  
Directorate of Youth Affairs  
Sports & Youth Affairs Department  
Government of Sindh  
Office Address, Sindh Youth Club, Plot No. ST-42, Block -15 Gulistan e Johar, Karachi  
Phone: 021-99333849**

## 9. PROCUREMENT PROCESS

1. **Stage 1 – EOI (Pre-Qualification):** A departmental committee will evaluate the submitted EOIs based on the eligibility criteria and documented experience of the applicants. Only pre-qualified firms will proceed to the next stage.
2. **Shortlisting:** Applicants who meet the criteria will be shortlisted and notified in writing.
3. **Stage 2 – RFP (Request for Proposal):** Shortlisted firms will be invited to submit a detailed technical and financial proposal. Detailed RFP documents, containing specific evaluation criteria, program details, and benefit delivery mechanisms, can be obtained from the Office of the undersigned during office hours or downloaded from the department's official website: [www.sportsandyouthaffairs.gos.pk](http://www.sportsandyouthaffairs.gos.pk)
4. **Final Selection:** The final selection will be based on a quality- and cost-based selection (QCBS) method or as defined in the RFP, in accordance with SPPRA rules.

## 10. CONFIDENTIALITY, DISCLAIMER, AND RIGHTS

- This EOI is an invitation for pre-qualification and does not constitute an offer, contract, or commitment of any kind.
- **The Sports & Youth Affairs Department reserves the right to accept or reject any or all applications as per SPPRA rules**, without assigning any reason whatsoever.
- The Department may, at its discretion, verify any information provided by the applicants and conduct interviews or presentations if deemed necessary.

- All documents submitted will become the property of the Government of Sindh and will not be returned.
- Any attempt by an applicant to influence the evaluation process through inappropriate means will result in immediate disqualification.
- The Department is not responsible for any costs incurred by the applicants in preparing and submitting the EOI.

## **11. CONTACT PERSON AND CLARIFICATIONS**

For any queries or clarifications regarding this EOI, please contact:

**Mr. Rizwan Ali Mallah**  
**Assistant Director (Gen)**  
**Directorate of Youth Affairs**  
**Sports & Youth Affairs Department**  
**Government of Sindh**  
**Phone: 021-99333849**  
**Mobile: 0308-8899983**

All queries must be submitted in writing. The last date for seeking clarifications is **25<sup>th</sup> March, 2026**. Responses to significant queries will be shared with all prospective applicants anonymously to ensure transparency.

**(Authorized Signatory)**

**Deputy Director, Youth Affairs**  
**Directorate of Youth Affairs**  
**Sports & Youth Affairs Department**  
**Government of Sindh**