



National Telecommunication Corporation

NTC Regional Headquarter (South)
Malir Halt, Karachi



No. DIR (DEV)-S/760-D (a)/2023-24

Dated: 09 August, 2023

The Secretary
Information Department
Government of Sindh,
Karachi

Sub: - Agreement of Media Monitoring services

Ref: - SOC(INF)/NTC/2023 dated August 04, 2023

Please find enclosed herewith a formal agreement of subject project as asked vide letter under reference.

Submitted for information and further action please.

ATTA-UR-REHMAN MALIK
DIRECTOR (DEV) SOUTH

Du (PR) to M take n action

sign agreement

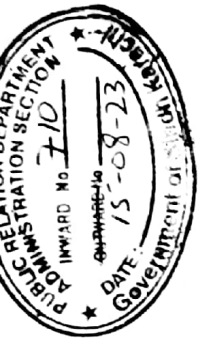
Dir (Admin.)

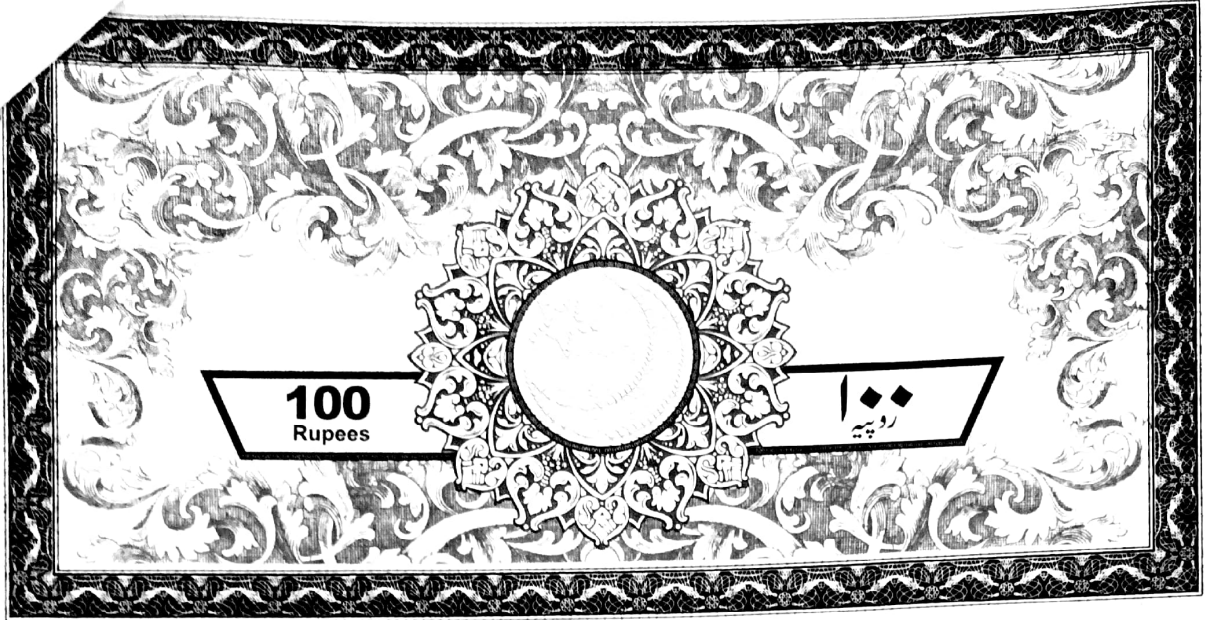
DD(A2A)

15/8/23

10/8/2023

*Received
NC 15.8.23
Date 15.8.23*





ASGHAR ALI SAQI STAMP VENDOR
 Licence # 98, Shop # 86,
 City Court, Karachi
 S.No. 1111 DATE 5-8-23
 ISSUED WITH ADDRESS.....
 MEDICAL ANALYSIS.....
 100/-
 ST. 100/-

Agreement

BETWEEN

National Telecommunication Corporation (NTC)

National Telecom Official IT&T Service Provider Govt. Of Pakistan

And

Information Department, Government of Sindh

This agreement is signed on this _____ day of _____ 2023.

Between

2. **National Telecommunication Corporation (NTC)**, a statutory corporation established under the Pakistan Telecommunication (Re-Organization) Act 1996, with its Headquarters at Sector G-5/2, Islamabad (hereinafter referred to as "NTC", which expression shall, where the context so permits, be deemed to mean and include its successors-in-interest, administrators and assigns), of the First Part,

And

3. **Information Department, Government of Sindh**, situated at Barrack # 95, Sindh Secretariat, Karachi (hereinafter referred to as "Information Department", (which expression shall be deemed to include its successors-in-interest, administrators and designs), of the Second part.

4. WHEREAS, Information Department, Government of Sindh is mandated to provide policy guidelines & direction on all matters concerning media access to public information & information communications technology.

5. WHEREAS, NTC has been given rights through Pakistan Telecom (Re-Organization) Act 1996 and S.R.O No. 1209(I)/95 to provide, maintain and operate all kind of telecommunication network and services to its designated subscribers including Federal Government, Provincial Governments, Defence Projects and all Governmental organizations/institutions.

1. PURPOSE

- a. The motive behind provision of Media Monitoring Services, is to provide an artificial intelligence solution which has the capability to perform different tasks, including Automated Speech Recognition (ASR), Speaker Recognition, Sentiment Analysis, Optical Character Recognition (OCR) and Social Media Monitoring on a yearly subscription basis.
- b. The product is an all-in-one solution for media monitoring, enabling users to track and analyze media data across multiple channels and source. The software's advanced AI and NLP capabilities would make it a powerful tool - to stay ahead of the curve and make informed decisions based on real-time data insights. It also monitors their reputation, and make data-driven decisions real-time. The system is an essential tool - to monitor public opinion, track media coverage, and manage crisis situations.
- c. The system will provide a service to Information Department GoS by enabling them to use this solution to:
 - To analyze and process large volumes of social media and broadcast data in real-time.
 - To provide Information Department with powerful insights and intelligence about specific organizations, competitors, and trends.
 - To perform pre-processing, feature extraction and classification to use machine learning technique
 - Operation and Maintenance.
- d. Government of Sindh through Provincial Cabinet Sindh has accorded approval for provision of media monitoring services and allocated the funds as mutually agreed between NTC and Information Department for provision of media monitoring services.
- e. The NTC has been tasked to implement the initiative in coordination of Information Department.

2. PAYMENTS

- a. Information Department will arrange an amount of Rs. 62.13 Million (Rs. Sixty Two Million, One Hundred Thirty Thousand) including applicable taxes for the FY 2023-24 as per details given below:

S. #	Item Description	Cost in Million
1.	Service charges for implementation, configuration, demonstration, training, technical support, maintenance of media, monitoring & broadcast services along with one year licensing fees including establishment charges.	62.13 (M)
2.	Total Cost (PKR) for First year	62.13 (M)
3.	Total Cost (PKR) for Second year (if required)	71.52 (M)
4.	Total Cost (PKR) for Third year (if required)	50.58 (M)
5.	Total Cost (PKR) for Fourth year (if required)	54.65 (M)



Note: For 2nd, 3rd & 4th year rate may be subject to revision in case of anomalous deviation in PKR vs Dollar rate.

- b. Additional cost amounting to Rs. 15 Million would be incurred in case separate Human Resource is acquired for the project.
- c. Payment will be made 100% in advance in favor of NTC.
- d. All payment to NTC are subject to applicable taxes as per Govt. Rules/Procedures, necessary tax exemption will be applied where applicable.
- e. Information Department, Government of Sindh will not deduct withholding tax on NTC bills/claims as Section 153-1(b) is not applicable on all payments received by NTC as per FBR clause (79A) of Income Tax Ordinance 2001, amended vide Finance Act-2021. (The same contents are already available on FBR portal).

3. RESPONSIBILITIES OF NTC

- a. Host the service, that include:
 - o Access to the Portals including
 - WEB Portal
 - Android App
 - iOS App
- b. The service will at least include:
 - 25 TV Channels
 - 100 Twitter Handles
 - 50 Web Pages
 - 50 YouTube Channels
 - 40 Print Newspapers
 - 50 Access Logins
 - Ticker-to-Text of 5 x selected channels
 - In-App & Other platform sharing
 - Transcription- Urdu
 - Transcription- English
 - Speaker recognition
 - Dynamic Search Engine
 - Real-time Alerts & Notifications
 - Role-based Access System
 - Analytics Dashboard
 - Media Archive & Library
 - Media Manager
 - Predefined Scheduled Reports
- c. The service will be able to collect and store large volumes of data from various sources, including broadcast media and social media platforms.



- d. The service will be able to process and analyze the collected data to provide accurate and relevant insights to customers.
- e. The service will have robust search and filtering capabilities to enable customers to find specific information quickly and efficiently.
- f. The service will provide interactive and intuitive data visualization tools that allow customers to easily understand and interpret the data.
- g. The service will have automated alerting and notification systems that notify customers of relevant events or incidents in real-time.
- h. The service will provide APIs and integration capabilities to enable customers to integrate the service with their existing systems and workflows.
- i. The service will have robust security measures in place to protect customer data from unauthorized access or disclosure.
- j. The service will be designed to handle increasing data volumes and user traffic without compromising on performance or quality of service.
- k. The service will have a high level of availability and reliability with minimal downtime or service disruptions.
- l. The service will comply with relevant data protection and privacy regulations, such as GDPR or CCPA, and adhere to industry best practices for data security and privacy.
- m. The NTC will establish the setup within two months after advance receipt of 100% payment.
- n. The NTC will operate and maintain its whole technical Setup.
- o. NTC will extend technical support for smooth functioning of media monitoring services.
- p. NTC will conduct a training session of nominated focal person(s) from Information Department during the project period.
- q. Documentation of network layout, architecture, installation and other equipment/software. (if any.)
- r. Provide comprehensive warranty, license, support and maintenance during project.

A handwritten signature in black ink, consisting of a large, stylized initial 'A' followed by a series of loops and a long horizontal stroke extending to the right.

4. RESPONSIBILITIES OF INFORMATION DEPARTMENT, GOVERNMENT OF SINDH

- a. Making timely payment to NTC as mutually agreed between the parties.
- b. Information Department will assign to an officer of BS-18 or above to look after/supervise the project as a Focal Person.
- c. Ensuring complete Physical Security for the Project equipment.

5. GOVERNING LAWS AND ITS COMPLIANCE

This agreement shall be governed by and construed in accordance with the Laws of Pakistan. Both Parties agree to comply with all laws, rules, regulations, ordinances, judgments, orders, and other official acts of any government authority of Pakistan (Federal, provincial, district, municipal, capital territory, town or other government agency or regulatory body) which are now or may in the future become applicable to both of the Parties.

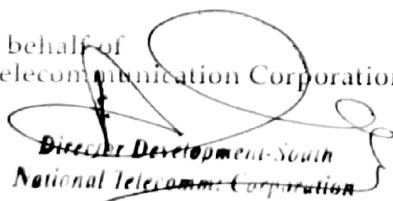
6. DURATION

The agreement will be initially valid for a period of One years from the date of signature of agreement. However, it can be further extended on mutual consent of both parties.

7. ACCEPTANCE


IN WITNESS WHEREOF this agreement has been signed in two originals by the duly authorized representatives of the both parties on the date and year first before written.

For and on behalf of
National Telecommunication Corporation



Name: Atta-ur-Rehman
Director (Dev) South NTC
Designation: Karachi

Witnesses:

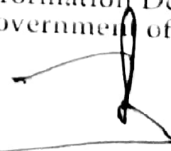
1. 
Divisional Engineer
South NTC
Regional Office
Karachi

Name: Mahfooz ur Rehman
Designation: (Dev) South NTC Karachi

2. 
Assistant Director Accounts (Dev-South)
National Telecommunication Corporation
Karachi

Name: Usman Ajmal Mian
Assistant Director (Finance)
Designation: Dev. South NTC Karachi

For and on behalf of
Information Department,
Government of Sindh



Name: _____
Designation: **SAWAJ KHAN CHHAL GRI**
Director General (P&S)
Information Department
Government of Sindh

1. _____
Name: Sohail Azeem

Designation: **SOHAIL AZEEM**
INFORMATION OFFICER
INFORMATION DEPARTMENT
GOVERNMENT OF SINDH
KARACHI

Name: _____
Designation: **MUHAMMAD USMAN (ABOORO)**
Director (Dev) Accounts
Information Department
Government of Sindh