

No. 10(613)IT/P&D/2024-25 GOVERNMENT OF THE PUNJAB PLANNING AND DEVELOPMENT BOARD (GOVERNANCE & IT SECTION)

Dated Lahore the 21st April, 2025

To

The Assistant Chief, (Coord-II), Government of the Punjab, Planning and Development Board,

Lahore.

Subject:

POSITION PAPER FOR PDWP REGARDING SALARY PACKAGES OF HR AND VEHICLES UNDER THE SCHEME "CHIEF PROGRAM FOR PROMOTION OF EXPORTS AND INTERNATIONAL

ASSISTANT CHIEF (IT)

TRADE" (GS NO. 3439) ADP 2024-25.

I am directed to enclose herewith 05 copies of subject cited position paper for consideration by upcoming PDWP please.

CC:

PA to Member (Governance), P&D Board, Lahore

ii. PA to Chief (IT), P&D Board, Lahore



GOVERNMENT OF THE PUNJAB PLANNING & DEVELOPMENT BOARD (GOVERNANCE & IT SECTION)

Date of receipt of Position Paper in IT Section, P&DB:- 17-03-2025

POSITION PAPER FOR THE PDWP

Project Profile:-

1.	Issue for PDWP	Approval of Pay Package for HR and Vehicles for the project titled "Chief Minister's Program for Promotion of Exports and International Trade"
2.	Location:	Lahore
3.	Sponsoring Agency	I&C Wing, S&GA Department
4.	Executing Agency	I&C Wing, S&GA Department
5.	Total Approved Cost	Rs.251.000 Million
6.	Allocation in ADP 2024- 25 (GS No. 3439)	Rs.200 million
7.	Utilization	-
8.	Gestation Period	01.03.2025 - 30.06.2026

9. <u>Project Description and Background:</u>

The scheme titled "Chief Minister's Program for Promotion of Exports & International Trade" was included in ADP 2024-25 at GS No. 3439, with a cost of Rs.1,000.000 million. Amid of huge trade deficit and depletion of foreign reserves, it is imperative to launch this program to enable Potential exporters (SMEs) in order to:

- i. increase export led sustained economic growth
- ii. Decent job creation
- iii. Foreign exchange earnings
- iv. Transfer of green technology through boosting local and foreign investments
- v. Diversification in export base

In this regard, the I&C Wing, S&GAD, after consulting different stakeholder including P&D, had proposed establishing a Program Management Unit (PMU) at an initial cost of Rs. 216.512 million. The proposed PMU would consist of 06 experts, including a Project Director, Deputy Project Director (Admin & Finance), Deputy Project Director (Policy Research & Business Development), an Assistant Project Director, and two Research Analysts (Policy Research & Business Development). These professionals would have an extensive experience in economic policy, trade,

regulatory frameworks, customs, and SME financing. The PMU would draft a project is document for the Chief Minister's Program (ibid) based on global best practices. The PMU would operate for 18 months, followed by launching of a full-fledged project based on the recommendations and study. The scheme's objectives would include enhancing the export volume of goods and services through value addition, broadening the export base by exploring new markets, and fully capitalizing on export potential of both existing and emerging sectors. The job description of PMU would include:

- Conducting meetings with District Administrations and Business Associations
- Creating district-wise directories detailing export facilities, products, and ii. contributions to Punjab's exports
- Identifying exporters and potential exporters in each district, iii.
- iv. Listing products eligible for export
- Identifying export instruments needed in each district to boost selected products
- Highlighting infrastructural and operational facilities required for export vi. promotion in each district
- Developing TORs for linking industries, departments, trade missions, and vii. international agencies
- Creating a directory of export documentation for targeted destinations viii. along with the recommendations for funding options to expand or establish export facilities.

The Scheme was discussed in the 56th PDWP meeting held on 27.12.2024. The concept was appreciated by the forum and after deliberations (recorded in the enclosed Minutes of the meeting), the PDWP made the following decisions:

- i. Administrative Department i.e. I&C Wing, S&GAD shall get the approval of PC-I from respective forum.
- ii. Administrative Department i.e. I&C Wing, S&GAD shall reframe the HR of PMU in light of discussion of PDWP.
- Administrative Department i.e. I&C Wing, S&GAD shall review and iii. rationalize the pay packages of HR and vehicle component.
- After approval of PC-I from respective forum, I&C Wing, S&GAD shall iv. submit the position paper for approval of rationalized Human Resource and vehicle components from PDWP.

10. PROJECT OBJECTIVES:-

- ĺ. Value Additions: Enhance export volume of goods and services through value addition.
- ii. Broaden Export Base: Broaden the export base by exploring new markets.
- iii. Optimization of Export Potential: Fully capitalize on the export potential of existing and emerging sectors.
- ίV. Engagements: Conduct meetings with District Administrations and Business Associations.
- ٧. **Export Directory:** Create district-wise directories detailing export facilities, products, and contributions to Punjab's exports.
- νi. **Exporter List:** Identify exporters and potential exporters in each district.

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viii.

Export-Ready Products: List products eligible for export. vii.

Required Instruments / Interventions: Identify export instruments needed in each district to boost selected products. Infrastructure Needs: Highlight infrastructural and operational facilities

ix. required for export promotion in each district.

Export Linkages: Develop TORs for linking industries, departments, trade missions, and international agencies. Create a directory of export X. documentation for targeted destinations.

Funding Sources: Identify funding options for expanding or establishing

export facilities.

11. APPROVAL HISTORY:-

After recommendation of the PDWP, the DDSC in its meeting held on 24.01.2025 considered and approved the scheme at a cost of Rs.251.000 million along with gestation period upto June, 2026. Administrative approval was issued on 17.02.2025. The cost of approved PC-I is as under:

Sr.	Head / Component	Year-W Cost Esti	Total	
JI.	Head / Component	2024-25	2025-26	
1	Hardware / Equipment	6,500,000	-	6,500,000
2	Pay of Officers	24,750,000	63,864,000	88,614,000
3	Pay of Staff	2,850,000	7,524,000	10,374,000
4	Plant & Machinery	3,930,200	-	3,930,200
5	Transport / Vehicles	41,040,000		41,040,000
6	PMU Office Rent	5,000,000	8,000,000	13,000,000
7	Furniture & Fixtures	12,991,800	-	12,991,800
8	Other Rendered Services	5,000,000	10,000,000	15,000,000
9	Others	5,000,000	8,000,000	13,000,000
10	Conference, Seminars, Symposia, Sessions and Trainings	2,000,000	5,000,000	7,000,000
11	Operations Expenses	9,750,000	29,800,000	39,550,000
	Grand Total	118,812,000	132,188,000	251,000,00

The organogram of project posts along with eligibility criteria and job descriptions is attached at Flag-A.

12. Proposal by I&C WING, S&GAD.

23 project positions along with 10 No. vehicles were approved in the PC-I. I&C wing, S&GAD has now submitted position paper with pay packages, along with eligibility criteria and job descriptions of each project post, detail for placing before the PDWP for consideration / approval.

13. Pre-PDWP Proceedings:-

The position paper, submitted by I&C Wing, S&GAD for approval of pay package of 23 posts along with eligibility criteria, job descriptions and KPIs of each project post and proposal of 10 No. vehicles was discussed in the pre-PDWP meeting held on 25.03.2025 under the chairmanship of Member (Governance) P&D Board. The summary table for HR component of the project after the pre-PDWP meeting is as under:-

HR Component

Sr.	Name of the Part			2024-25				2025-26	- 10 Miles Marie	Manager Land
No.		PPS	No. of Resource	Salary P.M	No. of Month	Total Salary	Salary PM	No. of Month	Total Salary	Grand Total Salary
	Pay of Officers									
1	Project Director	11	1	800,000	5	4,000,000	840,000	12	10,080,000	14,080,000
2	Director (Fields)	10	1	550,000	5	2,750,000	594,000	12		
3	Director (Research)	10	1	550,000	5	2,750,000	594,000		7,128,000	9,878,000
4	E-Commerce	9	1					12	7,128,000	9,878,000
5	Specialist Deputy Director			450,000	5	2,250,000	486,000	12	5,832,000	8,082,000
	(Value Chain) Deputy Director	9	1	450,000	5	2,250,000	486,000	12	5,832,000	8,082,000
6	(Exports)	9	1	450,000	5	2,250,000	486,000	12	5,832,000	
7	Deputy Director (Production)	9	1	450,000	5	2,250,000	486,000	12		,,,,,,,,
8	Assistant Project Director (Admn. &					, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	100,000	12	5,832,000	8,082,00
	Finance)	8	1	225,000	5	1,125,000	243,000	12	2,916,000	4,041,00
	Research Associate	7	5	175,000	5	4.075.000			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	4,041,00
0	Office Manager /	6	1			4,375,000	189,000	12	11,340,000	15,715,00
	Accountant Total Pay Officers	-	'	150,000	5	750,000	162,000	12	1,944,000	2,694,00
	The second second second					24,750,000				-,501,00
-	Pay of Staff								63,864,000	88,614,00
1 (Computer Operator	4	4	75,000	5	1 500 000				
2	Priver	3	3	60,000		1,500,000	82,500	12	3,960,000	5,460,00
C	Office Boy	2			5	900,000	66,000	12	2,376,000	3,276,00
_	otal pay of Staff	-	2	45,000	5	450,000	49,500	12	1,188,000	-12.0,00
						2,850,000				1,000,00
oldi -	HR / Manpower		23			27,600,000			7,524,000	10,011,00
					K, or a d	27,000,000			71,388,000	98,988,00

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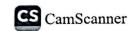
Vehicles Component

Sr.	Description			Cos		
#		Quantity	Unit Cost	2024-25	2025-26	Grand Total
1	Vehicle 1800 cc	1	8,000,000	8,000,000		8,000,000
2	Vehicle 1300 cc	2	5,000,000	10,000,000	-	10,000,000
3	Vehicle 1000 cc	4	4,800,000	19,200,000	-	19,200,000
4	Vehicle 660 cc	1	3,300,000	3,300,000		3,300,000
5	125 CC motorbike	2	270,000	540,000	-	540,00
	Grand Total	10		41,040,00	0	41,040,0

Recommendations:-

The Pay Package of project posts of different categories along with their eligibility criteria, job descriptions and Vehicles (Detail at Annex-A) may be placed before the PDWP for consideration / approval with the following recommendations:-

- i. The Administrative Department is to provide a detailed justification for each project position, integrating qualitative KPIs to align with the project's scope.
- ii. The Administrative Department must substantiate the need for 10 vehicles, specifying how they support HR tasks and identifying the staff members to whom they will be assigned.



ELIGIBILITY CRITERIA FOR THE PROJECT POSTS OF CHIEF MINISTER'S PROGRAM FOR PROMOTION OF EXPORTS AND INTERNATIONAL TRADE

Sr. No.	Name of the Department	Functional Unit	Name of the Post	Appointing Authority	Qualification/ Experience	Age for Initial Recruitment Min - Max
1	2	3	4	5	6	7
					Retired Civil Servant from Foreign Service, Commerce & Trade, PAS, PMS having at least 03 years' experience of working in Consulate abroad in Trade / Export. OR	Upto 65 Years (Retired Civil Servants)
1	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Project Director (PPS-11) Range: Rs.612,500 – Rs.980,000 (Rs.800,000)	Secretary (I&C), S&GAD	Education & Experience: PhD: 10 years post-qualification relevant experience; OR MPhil / MS: 15 years post-qualification relevant experience; OR Masters: 20 years post-qualification relevant experience * Educational Degree required in: International Trade / Commerce, Finance, Economics, International Business Management / Management, Business Administration, Public Policy, Public Administration, Development Studies from recognized University.	45-55 Years (Private Sector)
2	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Director (Fields) (PPS-10) Range: Rs.437,500 – Rs.700,000 (Rs.550,000)	Secretary (I&C), S&GAD	Education* & Experience: MPhil / MS: 10 years post-qualification relevant experience; OR Masters: 12 years post-qualification relevant experience * Educational Degree required in: International Trade / Commerce, Finance, Economics, International Business Management / Business Administration, Public Policy, Public Administration from recognized University. Should be able to demonstrate practical experience in managerial or leadership role.	40-50 Years





					Education: PhD / MPhil / MS in Economics, International Trade / Commerce, International Business Management / Management, Business Administration, Public Policy, Public Administration, Development Studies, Business Analytics, Supply Chain Management from a recognized University	
		Chief Minister's	Director		Experience: 10 years in a formal research setting (think tank, policy institute, university or corporate research unit / division).	40-50 Years
3	I&C Wing, S&GAD	Program for Promotion of	(Research) (PPS-10) Range: Rs.437,500 – Rs.700,000 (Rs.550,000)	Secretary (I&C), S&GAD	3–5 peer-reviewed publications in reputable journals, policy reports, or industry studies.	
		Exports and International Trade			Proven leadership in research projects, managing teams, and securing research grants.	
					Preferred Experience:	
					Expertise in trade policy, value chains, production economics, or e-commerce research.	
					Experience in policy engagement with government bodies, trade organizations, or international agencies.	
4	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Deputy Director (Value Chain) (PPS-9) Range: Rs.306,250 – Rs.502,250	Secretary (I&C), S&GAD	Education: 16-years Education in Economics, Commerce, Finance, Management, Business Administration, Public Policy, Public Administration, Development Studies, Business Analytics, Supply Chain Management, from a recognized University. Experience: 8 years post qualification relevant experience.	30-40 Years
			(Rs.450,000)		MPhil/MS may be preferred for candidates with research / policy work & practical managerial experience in relevant areas.	







Sr. No.	Name of the Department	Functional Unit	Name of the Post	Appointing Authority	Qualification/ Experience	Age for Initial Recruitment Min - Max 7
1	2	3	4	5	6	
5	I&C Wing, S&GAD	Ummotion of I amount		Secretary (I&C), S&GAD	Education: 16-years Education in Economics, Commerce, Finance, Management, Business Administration, Public Policy, Public Administration, Development Studies, Business Analytics, Supply Chain Management, from a recognized University. Experience: 8 years post qualification relevant experience	30-40 Years
		mendonal reso	(Rs.450,000)		MPhil/ MS may be preferred for candidates with research / policy work & practical managerial experience in relevant areas.	
6	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Deputy Director (Production) (PPS-9) Range: Rs.306,250 – Rs.502,250 (Rs.450,000)	Secretary (I&C), S&GAD	Education: 16-years Education in Economics, Commerce, Finance, Management, Business Administration, Public Policy, Public Administration, Industrial Engineering, Manufacturing, Agribusiness, Development Studies, Supply Chain Management, from a recognized University. Experience: 8 years post qualification relevant experience MPhil/ MS may be preferred for candidates with research / policy work & practical managerial experience in relevant areas.	30-40 Years
7	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	E-Commerce Specialist (PPS-9) Range: Rs.306,250 to 502,250 (Rs.450,000)	Secretary (I&C), S&GAD	Education: 16-years Education in Business Administration, e-Commerce, Business Analytics, Digital Communication, Digital Media Technology, Marketing / Digital Marketing, Computer Sciences, IT or a relevant field, from a recognized University. Experience: 5 years of relevant experience e.g. in e-Commerce management / online marketplace operations, developing IT solutions / Digital Trade Facilitation Systems / Market Intelligence Tools Demonstrated expertise in developing or managing successful online platforms for product sales or showcasing.	30-40 Years





Sr. No.	Name of the Department	Functional Unit	Name of the Post	Appointing Authority	Qualification/ Experience	Age for Initial Recruitment Min - Max
1	2	3	4	5	6	7
8	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Assistant Project Director (Admn & Finance) (PPS-8) Range: Rs.218,750 - Rs.385,750 (Rs.225,000)	Secretary (I&C), S&GAD	Education: 16 years Education in Business Administration, Business Management, Accounting & Financial Management and Economics from a recognized university. Experience: 6 years post qualification work experience in private / public sector.	25-35 Years
9	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Research Associate (PPS-7) Range: Rs.157,500 - Rs.258,300 (Rs.175,000)	Secretary (I&C), S&GAD	Education: 16-years Education in Economics, Finance, Business Administration, Public Policy, Public Administration, Development Studies, Business Analytics, Supply Chain Management, Industrial Engineering, Textile Engineering, Manufacturing, Agribusiness, Digital Communication, Digital Media Technology, Marketing / Digital Marketing, Computer Sciences, IT, Data Sciences, from a recognized University. Should be research-oriented and well-versed in current research trends and dynamics in the relevant field. Should be able to demonstrate strong ability to collect, interpretand synthesize data. Should be proficient in latest quantitative & statistical tools for research.	
10	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Office Manager / Accountant (PPS-6) Range: Rs.105,000 - Rs.172,200 (Rs.150,000)	Project Directo	Education: Bachelor Degree in Commerce / Accountance Business Administration & Management from recognize university. Experience: Minimum 5 years post qualification wo experience in private / public sector.	d 20-30

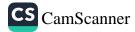




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Sr. No.	Name of the Department	Functional Unit	Name of the Post	Appointing Authority	Qualification/ Experience	Age for Initial Recruitment Min - Max	
1	2	3	4	5	6	7	
					Education: 12 years of education with at least 60% marks in FA/ F.Sc / I.Com / ICS / DAE or equivalent.		
					Experience: Minimum 3 year relevant experience		
11	I&C Wing,	Chief Minister's Program for	Computer Operator (PPS-4)	Desired Diseases	Certifications: Have a one-year diploma in computer applications or a Computer Foundation Diploma	18-25	
111	S&GAD	Promotion of Exports and International Trade	Range: Rs.52,500 – Rs.84,000	Skills: have excellent attention to detail, computer more	Skills: Have excellent attention to detail, computer literacy, and the ability to perform tasks accurately	Years	
		International frace	(Rs.75,000)		Typing speed: Minimum typing speed of 40 words per minute (WPM)		
12	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Driver (PPS-3) Range: Rs.43,750 – Rs.70,000 (Rs.60,000)	Project Director	Education: Matriculation (2 nd Division) having valid LTV License Experience: Minimum 5 years driving experience of different vehicles in professional environment.	25-35 Years	
13	I&C Wing, S&GAD	Chief Minister's Program for Promotion of Exports and International Trade	Office Boy (PPS-2) Range: Rs.35,000 – Rs.56,000 (Rs.45,000)	Project Director	Education: Matriculation (2 nd Division) Expected to carry a decent appearance & presentable personality.	20-30 Years	







JOB DESCRIPTION FOR THE PROJECT POSTS OF CHIEF MINISTER'S ROGRAM FOR THE PROJECT POSTS OF CHIEF MINISTER'S PROGRAM FOR PROMOTION OF EXPORTS AND INTERNATIONAL TRADE

1. Project Director (PD)

Overall head, ensuring the project / policy study meets its objectives within the prescribed project timeframe.

Leads the research and field teams, ensuring synergy between policy insights and real-world economic dynamics.

Conducts monthly review and joint analysis meetings with all tiers to ensure alignment

Ensures findings are structured for policy adoption and a seamless transition into a full-fledged government execution program.

Oversees the final policy book, knowledge repository, and structured datasets for future reference.

Acts a Principal Accounting Officer of the Project

Ensures observance of government rules & regulations towards implementation of the project activities

Presents the final work with concrete policy recommendations

Heads the research think tank, overseeing Research Associates and the E-Commerce

Develops the research framework, ensuring structured research, data collection / validation, and analysis.

Aligns research with global best practices and assesses their local applicability.

Collaborates with Director Field, ensuring structured data-sharing e.g. through templates/dashboards, for integrating field insights.

Guides the E-Commerce Specialist in exploring digital trade solutions and facilitation mechanisms.

Leads the final policy book compilation, ensuring actionable, evidence-backed recommendations.

Translates research into concrete policy proposals for a government-led comprehensive execution program in future.





3. Director Field

Leads Deputy Directors (Production, Value Chain, Exports) in extensive fieldwork, ensuring policy recommendations. ensuring policy recommendations reflect ground realities.

Engages with industrial associations, business chambers, exporters, regulatory bodies stakeholder for facilities.

Collaborates with district administrations and government stakeholders to identify

Identifies Key Performance Indicators for export growth and assess performance gaps through stakeholder and assess performance gaps

Maintains structured reporting formats to ensure field insights are systematically documented and shared with Director Research.

Any other task assigned by PD

Explores and develops digital solutions, trade facilitation systems, and market intelligence tools to promote includes

Designs a practical digital trade model with measurable benefits, piloting with select

Integrates digital innovations with overall policy recommendations, aligning with the

Collaborates closely with Director Research to ensure that digital insights are incorporated into the final policy book/ recommendations.

Any other task assigned by PD / Director Research

5. Deputy Directors (Exports, Value Chain, Production) (Report to Director Field)

Conduct deep sector-specific field research, ensuring policy recommendations reflect

Engage with business stakeholders, trade bodies, district governments, and policymakers to gather firsthand economic insights.

Validate industry-specific challenges, opportunities, and regulatory concerns through structured field assessments.

Document and share structured reports for integration into policy recommendations.

Any other task assigned by PD / Director Field







6. Research Associates (RA) (Report to Director Research)

Conduct comprehensive sectoral / desk research within the framework set by Director Research, primarily described relevant field Research, primarily drawing on available data sources and integrating relevant field insights, as needed to a source of the sour insights, as needed, to focus the relevant themes such as export promotion, value chains production and such as export promotion, value

Judicious use of the secondary sources (e.g., standard international journals, government reports, trade data, policy papers, industry publications).

Analyze global best practices and assess their local applicability for policy formulation.

Validate and synthesize data using structured methodologies & cross-referencing.

Integrate field insights from Director Field's team (received through Director Research)

Prepare research briefs, detailed reports, and contribute to the final policy book with actionable, evidence based and contribute to the final policy book with actionable, evidence-based recommendations.

Any other task assigned by Director Research

7. Assistant Project Director (Admn & Finance)

- Manage day-to-day, project-based operations of administrative and financial nature, including maintaining records of salaries, expenditures, inventors
- Follow the applicable laws, rules & policies laid down by the management.
- Assist in monitoring expenditures and overseeing procurement processes
- Support meeting arrangements and hospitality for official gatherings and
- Supervise housekeeping activities, ensuring the maintenance of office
- Maintain and update administrative databases, ensuring compliance with
- Conduct training programs, prepare resource material, and manage the
- Monitor asset maintenance and security, including vehicles, furniture, and
- Provide operational support in the implementation of the MIS and
- Draft correspondence, operational manuals, and summaries for internal and external stakeholders.
- Any other tasks assigned by the Project Director.



OFFICE MANAGER / ACCOUNTANT 8.

- Responsible for the smooth, efficient, and compliant operation of the office, supporting the assuring all supporting the export promotion team's activities and ensuring all administrative tooks
- administrative tasks are handled effectively. Assist the Assistant Director (Admin & Accounts) in administration and accounts matters accounts matters.
- Assist the Assistant Director (Admin & Accounts) in administration and accounts matters
- Coordinate with filed / attached formations for collection of data regarding funds utilization funds utilization.
- Any other task assigned by competent authority

9. Computer Operator

- Oversees and manages computer systems and related hardware, ensuring amounts and related hardware. ensuring smooth and efficient operation by performing tasks like monitoring, troubleshooting, and maintaining equipment, as well as providing technical support to users.
- Any other task assigned by the authority

10. Driver

- Safely transporting passengers from one location to another, adhering to traffic laws, maintaining traffic laws, maintaining to the same and functionality. traffic laws, maintaining vehicle cleanliness and functionality.
- Any other task assigned by the authority

11. Office Boy

- Keeping the office premises, including workstations, meeting rooms, and
- Providing support to other staff members with tasks like fetching coffee,
- Ensure smooth office operations, including cleaning, organizing, errands, and assisting with basic administrative duties
- Any other task assigned by the authority.

