
GovTech
PAKISTAN
PSEB
SOFTWARE EXPORT BOARD
TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

The Rise of GovTech

GovTech refers to the use of technology and digital tools to improve government operations, public service delivery, and interactions between citizens and the state. GovTech leverages innovations such as computing, digital platforms, and communications systems, and key emerging technologies including data analytics, artificial intelligence, advanced sensing, blockchain, and cloud computing.

There are several inspiring examples. For instance, India's Aadhaar digital ID program which has registered around 1.2 billion people, covering 99% of the adult population, serves as a key tool for delivering government subsidies, benefits, and services.[1] Building on this national ID system, India has enhanced governance in areas like tax enforcement and compliance. By mandating electronic tax filing, the system reduces direct interaction between taxpayers and officials, significantly expanding the tax base—within six months, the government added 3.4 million new indirect taxpayers.

In Indonesia, the Jakarta Transport Authority partnered with multiple application providers, including Trafi, Waze, and Google Maps, to assess alternative traffic management strategies.[2] This collaboration led to a 20% reduction in travel times for Transjakarta buses and a 30% increase in passenger ridership.

In the Philippines, the CheckMySchool (CMS) initiative serves as a community monitoring tool that utilizes crowdsourcing to enhance the quality of public education.[3] Created in collaboration with the Department of Education, CMS tracks and reports on various aspects of public education services, including government education programs and the condition of education infrastructure. Its implementation has led to quicker government responses on issues such as textbook shortages, classroom repairs, and inaccurate enrolment reporting.



[1] *5 Ways Technology is Improving Governance, Public Service Delivery in Developing Asia | Asian Development Blog. (2025, January 14). Retrieved from https://blogs.adb.org/blog/5-ways-technology-improving-governance-public-service-delivery-developing-asia*
[2] *Ibid.*
[3] *Ibid.*



GovTech: Past, Present, and Future

The era of GovTech coincided with the rise of the Internet in the 1990s. With websites and email fast becoming a tool for business, there rose a demand for a new position in many companies: the chief information officer (CIO). It was some CIOs who spotted the opportunity to cut costs and improve efficiency by delivering government services digitally. The slogan became: "Services online, not in line."

GovTech saved millions in labour costs but faced numerous hurdles and adoption was extremely slow. While the benefits of digital services were easily demonstrated, there was massive reluctance on the part of bureaucracies and government agencies to implement them. The biggest reason perhaps was that government workers viewed these interventions as job-killers.

It was the rise of the smartphone that changed the tide and forced the government to adapt. Citizens now had new expectations: they wanted to interact with the government via their phones. Moreover, within government, a generational shift among government employees themselves was underway, with a larger number now supporting the use of technology.

Governments were also able to use the smartphone as a platform not only to introduce new services and collect large amounts of useful data, but also share data in turn with citizens, giving rise to "the age of open data". Startup companies rapidly emerged that used this data to create third-party government services. Social media also became a means to make the public sector more dynamic, more accessible, and more accountable.

In recent years, GovTech has emerged as a leading and competitive paradigm in the mainstream tech industry. The resounding success of digital transformation in countries like Estonia and Singapore have inspired a flood of similar initiatives all over the world. The COVID-19 pandemic significantly accelerated the transition within government organizations. GovTech is now forecast to be one of the biggest software markets in the world, with a compound annual growth rate of over 15%, and worth over USD 1 trillion by 2028.[4]

The GovTech philosophy promotes simple, efficient, and transparent government with citizens at the center of reforms. Fast-diffusing and disruptive technologies can dramatically accelerate societal progress towards achieving key sustainable development goals, including affordable and clean energy (SDG 7), reduced inequalities (SDG 10), responsible consumption (SDG 12), and climate action (SDG 13).[5]



[4] Can GovTech really rebuild trust through public innovation? (2024, August 03). Retrieved from https://www.weforum.org/agenda/2024/01/how-govtech-could-rebuild-trust-through-this-berlin-initiative
[5] GovTech for Sustainable Development Goals - e-Estonia. (2024, July 24). Retrieved from https://e-estonia.com/govtech-for-sustainable-development-goals

> *If you truly want to build, the public sector is where you need to be.*
> *– Bosun Tijani, Minister of Communication, Nigeria*[6]

National digitization strategies are highly coveted and some of the world's biggest tech companies have joined the ecosystem. Amazon recently launched the AWS GovTechStart program to facilitate GovTech startups build solutions on Amazon Web Services for government bodies across the United States.[7] Likewise, the Google Public Sector initiative assists government agencies with digital transformation, security, and cutting-edge technology.[8]



The future for GovTech is bright, not just in terms of growth, but also very exciting in terms of its radical and transformative potential. As per the World Economic Forum, technology could help facilitate a paradigm of '[e]ntrepreneurial civil servants, creative bureaucracies, agile stability, digital state" which are "foundational to tackling the world's complex societal challenges." In fact, there is growing demand for government roles that lie at the intersection of technology, public policy, and human-centered design.[9]

Encouraging examples include urban innovation units like the Boston Mayor's Office of New Urban Mechanics (MONUM) and Bologna's Office of Civic Imagination. These are modestly sized teams within city government, who eschew "business as usual" and are licensed to experiment with new processes, new services or new ways of developing urban policy.[10] Berlin even holds an annual Creative Bureaucracy Festival.

> *We are on the cusp of the age of Government Technology. The scale of impact of technology on government and public administration has the potential to be more profound than any other period of government transformation in our history.*
> *– Markus Richter, chairman of the board of GovTech Campus Deutschland and chief information officer of the German Federal Government*

> *It's never about the technology. It's about serving people and understanding their needs*
> *– Cina Lawson, Togo's Minister of Digital Economy and Transformation*[11]

[6] Can GovTech really rebuild trust through public innovation? (2024, August 03). Retrieved from https://www.weforum.org/agenda/2024/01/how-govtech-could-rebuild-trust-through-this-berlin-initiative
[7] AWS launches AWS GovTechStart to help GovTech startups | Amazon Web Services. (2023, January 03). Retrieved from https://aws.amazon.com/blogs/publicsector/aws-expands-aws-edstart-model-launch-aws-govtechstart
[8] Google Public Sector - Google. (2024, August 06). Retrieved from https://about.google/public-sector
[9] UNESCO. (2022). Artificial intelligence and digital transformation: competencies for civil servants. UNESCO. Retrieved from https://unesdoc.unesco.org/ark:/48223/pf0000383325
[10] UoW. (2023). Creative bureaucracy is possible. Retrieved from https://www.uowedu.au/media/2023/creative-bureaucracy-is-possible.php
[11] Can GovTech really rebuild trust through public innovation? (2024, August 03). Retrieved from https://www.weforum.org/agenda/2024/01/how-govtech-could-rebuild-trust-through-this-berlin-initiative

Estonia's Grand Tiger Leap

Estonia bills itself the world's first "digital republic" - 99% of government services in Estonia are digital, which citizens can access using state-issued digital ID cards. This includes signing documents, banking and financial services, buying and selling vehicles or real estate, accessing medical prescriptions, registering a new business, and casting votes in elections.[12] The Estonian government offers 600 e-services to citizens and 2,400 to businesses. The government also persistently scores very high on citizen trust and satisfaction – at 51% which is almost double the EU average.[13]

In the US, an average taxpayer takes up to about eleven to thirteen hours to file a tax return,[14] whereas in Estonia, it takes just three to five minutes.[15] Participating in Estonian elections over the Internet takes about 90 seconds on average. The government estimates that digitization of public services saves citizens more than 1,400 years in terms of time, amounting to 2% of annual GDP.

> *I gave my e-vote. This is not only convenient, but a vote of confidence to one of the best IT systems in the world, a vote of confidence to the Estonian State.*
> ***– Toomas Hendrik Ilves, President of Estonia, 2014***

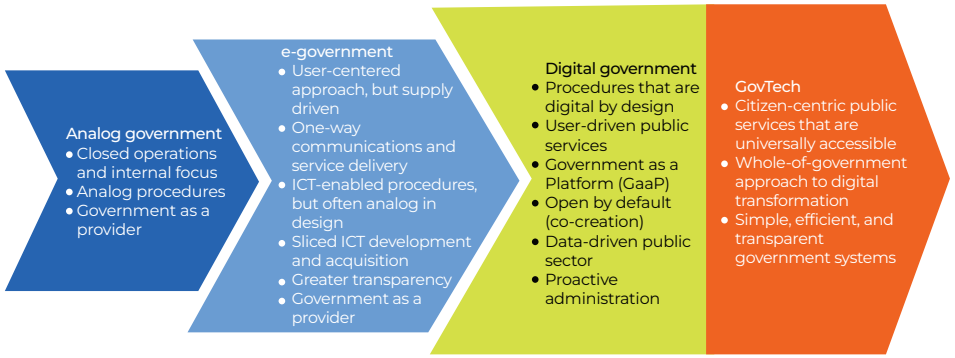


[12] Y-Axis. (2024, August 06). Retrieved from https://www.y-axis.com/blog/world%27s-most-digital-country-estonia-99-percent-government-services-are-online
[13] Estonians' trust in Parliament, government much higher than EU average. (2024, August 06). Retrieved from https://www.baltictimes.com/estonians__trust_in_parliament__government_much_higher_than_eu_average
[14] How Long Does It Take To File Taxes. (2024, January 25). FreshBooks. Retrieved from https://www.freshbooks.com/hub/taxes/duration-to-file-taxes?srsltid=AfmBOooDVnzB4Wh8a2kZacXsG4h8SyeR1ih1SnB8MPHmiG48eybYpAFF
[15] Sapiton, M. (2023). Easiness of filing taxes has made it a national pastime in Estonia — Invest in Estonia. Invest in Estonia. Retrieved from https://investinestonia.com/easiness-of-filing-taxes-has-made-it-a-national-pastime-in-estonia

The World of GovTech

GovTech solutions promise a superior customer journey for citizens and businesses compared to current government portals and front desks. These solutions can be a blessing in disguise for governments struggling with digital transformation, carrying the burden of public service innovation, and replacing legacy systems.

The term GovTech describes a spectrum: there are companies that sell to the public sector exclusively. There are those which make general purpose products which have a strong application in administration and logistics. In the middle of these two groups, typically the largest percentage of companies are companies whose primary markets are other businesses, but have only recently started to sell to the public sector.



Source: https://digital.intosairussia.org/docs/Digital-Transformation-of-Public-Sector-Cases-and-Best-Practices.pdf

GovTech interventions typically result in the following outcomes:

- **Digital Public Services:** Creating user-friendly online platforms where citizens can access government services such as tax filing, license renewals, and social services without needing to visit physical offices.
- **E-Government Infrastructure:** Implementing systems that support the digital operations of government agencies, including data management systems, communication networks, and cybersecurity frameworks.
- **Citizen Engagement:** Utilizing digital tools to foster better communication and engagement between governments and citizens. This includes online consultations, feedback mechanisms, and social media interactions.
- **Innovation in Public Sector:** Encouraging the adoption of new technologies within the public sector to improve service delivery, decision-making, and policy implementation.

The GovTech Maturity Index

The GovTech Maturity Index (GTMI)[16] is a ranking developed by the World Bank to assess digital transformation in countries in four key focus areas:

- Supporting core government systems
- Enhancing public service delivery
- Promoting citizen engagement
- Fostering enablers of GovTech like
- infrastructure and policy frameworks

The goal of this index is to assist practitioners in designing new digital transformations. The GTMI schema defines sub-indexes across each of these categories, which quantify and measure various essential indicators, including cloud facilities and interoperability frameworks, citizen-centric design and accessibility, citizen feedback mechanisms, open data platforms, as well as strategies, regulations, and innovation policies which foster GovTech. The GTMI index averages the scores computed across these categories.

The GovTech Maturity Index Update report of 2022 provides an in-depth look at the progress and trends in digital transformation worldwide.[17] The report finds that interest in GovTech is soaring worldwide. Out of 198 countries surveyed, 154 (78%) have launched GovTech initiatives, and 147 countries (74%) have devised country-specific strategies to address digital transformation challenges. Government entities lead GovTech initiatives in 80 countries and 43 countries (ranked as Category A) have established mature digital government and good practices.

Leading countries in the GTMI ranking include Estonia, South Korea, United Kingdom, Singapore, United States, Denmark, New Zealand, Lithuania, Austria, Finland, and France

The latest report places Pakistan in Category B, i.e. with a "significant focus on GovTech". While Pakistan has made some strides in public sector digital transformation, significant gaps remain. The report identifies areas where Pakistan can improve, such as expanding the reach and effectiveness of digital government services and enhancing data-driven decision-making processes. Pakistan, like other countries in the Middle East and North Africa region, has initiated several digital government projects, but these efforts need to be more comprehensive and integrated to achieve higher scores.



[16] GTMI. (2024, August 04). Retrieved from https://www.worldbank.org/en/programs/govtech/gtmi
[17] World Bank. (2022). GovTech Maturity Index, 2022 update: Trends in public sector digital transformation. World Bank. https://hdl.handle.net/10986/38499

GovTech in Pakistan

The enormous potential of GovTech is hampered by the digital divide in those parts of the world that stand to benefit the most. Developing countries typically lack sophisticated connectivity infrastructure, such as 5G and fibre, and application of innovative technologies like AI, blockchain and the Internet of Things (IoT).

An UN e-governance survey assigned Pakistan a "middle" score on the E-Government Development Index (EGDI) in 2016,[18] which improved considerably by 2020, thanks to "impressive advancements" in provision of online services.[19] This ranking improved further still to a "High" EGDI score in 2024.[20]



GovTech Milestones in Pakistan

Pakistan's first IT policy and Action Plan was launched in 2000, with a view to empowering the government to modernize and move towards IT. Under this policy, thousands of government staff members were trained in basic computer and data entry skills. 2% of the budget allocation was earmarked to implement IT services in government departments.

The Electronic Government Directorate (EGC) was established in 2002 and went on to launch several e-government projects. A notable success of the EGD was to upload policy drafts on ministry websites, giving the public a chance to review and debate policy before finalization. In 2014, this body was merged with the Pakistan Computer Bureau to create the National Information Technology Board (NITB).

Other prominent projects included setting up the National Data Warehouse, Graphical Information System, Prison Management and Information Systems, Land Record Management Information Systems, and official government portals for all provinces. Another e-government strategy was launched in 2012, followed by the Digital Pakistan policy in 2018. The latter introduced

[18] Department of Economic and Social Affairs. (2016). E-government Survey 2016. United Nations. Retrieved from https://publicadministration.un.org/egovkb/Portals/egovkb/Documents/un/2016-Survey/E-Government%20Survey%202016.pdf
[19] Department of Economic and Social Affairs. (2020). E-government Survey 2020. United Nations. Retrieved from https://publicadministration.un.org/egovkb/en-us/Reports/UN-E-Government-Survey-2020
[20] EGOVKB. UN E-Government Survey 2024. United Nations. Retrieved from https://publicadministration.un.org/egovkb



numerous technology initiatives pertaining to health, finance, and socio-economic development under the umbrella of the NITB. A new draft of this policy from 2024 seeks to leverage cutting-edge new technologies like AI, blockchain, 5G, and Internet of Things across various sectors and promote digital skills to empower citizens.[21]

Balochistan launched its own digital policy in 2021, allocating 5% of the budget to IT services and e-government. A major focus of this policy was to improve Internet connectivity in districts and towns. This policy also advocated development of an Open-Data Framework for the government to adopt cloud technology. The province also has a Digital Roadmap 2030 plan which seeks to expand real-time system management from healthcare and education into other government departments.[22]

The National Database and Registration Authority (NADRA) is at the forefront of GovTech initiatives in Pakistan. Among their many successes is setting up and maintaining Pakistan's citizen registry, one of the largest citizen databases in the world. NADRA also partnered with the Election Commission of Pakistan to prepare extensive and accurate computerized voter rolls for elections. NADRA has won accolades for its contributions and is a model for digitization in other developing countries.

Another notable success is Pakistan Single Window (PSW), a digital trade facilitation platform designed to streamline and automate Pakistan's cross-border trade processes. Established under the Pakistan Single Window Act, 2021, this platform enables importers, exporters, and other stakeholders to submit standardized trade-related information through a single online portal, reducing the need for multiple submissions to different regulatory authorities. PSW integrates various government agencies, simplifying procedures, minimizing delays, and enhancing transparency in trade. Operated by a subsidiary of Pakistan Customs, this system aims to improve efficiency, reduce costs, and boost Pakistan's global trade competitiveness in line with international best practices.

[21] *Alishba, & Alishba. (2024). IT Ministry Introduces Draft Digital Pakistan Policy 2024. Tashheer Digital. Retrieved from https://tashheer.com/digital-pakistan-policy-2024*

[22] *Desk, Q. V. W. (2023). Balochistan's Digital Transformation: Charting the Path to 2030. Quetta Voice Breaking News, English News, Technology, Health. Retrieved from https://quettavoice.com/2023/10/22/balochistans-digital-transformation-charting-the-path-to-2030*

Asaan Mobile Account

The Asaan Mobile Account (AMA) platform[23] demonstrates the transformative potential of GovTech in a developing country like Pakistan. This project is undertaken by State Bank of Pakistan (SBP) and Pakistan Telecommunication Authority (PTA), in collaboration with branchless banking (BB) providers, telecom operators and other development partners.

Pakistan's mobile phone adoption stands at 52%, significantly behind the regional figure of 78%.[24] Some 64% of Pakistani adults can access financial and banking services, and this statistic also masks a gender gap of 34%.[25]

Using the AMA platform, any Pakistani citizen with a valid CNIC can access a digital bank account using a numeric code (*2262#) on a basic-feature mobile phone within two minutes. Users can check their account balance, transfer funds, pay bills, and manage their accounts. There is no need for any app, any smartphone, or Internet access. AMA has a user-friendly design and offers access to 13 different digital banks, including several of the leading banks in Pakistan. It also eliminates the need to physically visit bank branches and ATMs which may be in remote or inaccessible locations, which can be a boon for citizens in rural communities, especially women and differently-abled individuals.[26] Users have also commented on how AMA "simplifies" financial transactions which helps with managing workload.

The AMA platform was launched under the National Financial Inclusion Strategy (NFIS), aimed at facilitating general masses, especially the low income segments, to digitally operate branchless banking accounts and use financial services in a swift, easy and affordable manner. It also aligns with Pakistan's commitment to the World Economic Forum's EDISON Alliance, which is a global initiative dedicated to bridging the digital divide in essential services. The EDISON Alliance has an ambitious target to connect 1 billion people to critical digital healthcare, education, and finance solutions by 2025.[27] Thus far, it has met with phenomenal success and has already impacted 784 million people through partner initiatives worldwide. Moreover, in 2023 alone, it was used to open over 7 million accounts in 2023. Remarkably, over 35% of these accounts were opened by women, addressing the gender gap encountered in traditional banking systems.



[23] *10 million embrace mobile banking with 'Asaan Mobile Account' in Pakistan. (2024, August 03). Retrieved from https://www.weforum.org/videos/edison-impact-pakistan-asaan-mobile-account-scheme*

[24] *Content, S. (2024). TECNO presents Make in Pakistan documentary highlighting the journey of Pakistan s mobile industry. Express Tribune. Retrieved from https://tribune.com.pk/story/2468256/tecno-presents-make-in-pakistan-documentary-highlighting-the-journey-of-pakistans-mobile-industry 2*

[25] *Iqbal, S. (2025). 64pc of adults now have bank accounts. DAWN. Retrieved from https://www.dawn.com/news/1885077/64pc-of-adults-now-have-bank-accounts*

[26] *News Desk. (2024). AMA propels financial inclusion in Pakistan opening 7m accounts in 2023. Express Tribune. Retrieved from https://tribune.com.pk/story/2453453/ama-propels-financial-inclusion-in-pakistan-opening-7m-accounts-in-2023*

[27] *Edison Alliance - prioritizing digital inclusion in health, education, finance. (2024, July 29). Retrieved from https://www.edisonalliance.org*

GovTech Companies in Pakistan

GovTech efforts in Pakistan can be broadly classified into the following categories:

Category	Companies
Cloud Computing and Cyber Security	Communication Square, Inbox Biz, CommTel
Security Risk Assessment, Disaster Management and Public Safety	Aagah Initiative, Tasdeeq, T.X.T Solutions, Tambro, Spark Eye Technologies
ICT Services and ERP Solutions	Code for Pakistan, CARE, LMKT, Premier, PRAL, App in Snap, Carbon8, InfoTech Group
Data Management and Accounts	East Law, CDC
Research and Development	Code for Pakistan, NITB, PITB, KPITB, Eastlaw
Election Monitoring, Research and Advocacy	Trust for Democratic Education and Accountability
Public Service Delivery	Boltay Huroof, BISP, NITB, PITB,KPITB, SECP, Sybrid, Spark Eye Technologies, SSDO



Notable GovTech Companies in Pakistan

CARE

Center for Advanced Research in Engineering (CARE)

The Center for Advanced Research in Engineering (CARE) is a leading Information and Communication Technology (ICT) organization. CARE's team comprises professionals with advanced degrees from prestigious institutions, and focuses on developing novel ICT solutions that address critical local needs which also have global potential. Their vision is to position Pakistan prominently on the world technology map by crafting creative solutions and expanding these successes internationally.

CARE has achieved significant recognition in the industry, consistently winning prestigious awards. Since 2010, the company has won 13 Pakistan Software House Association (P@SHA) Awards and 12 Asia Pacific ICT Alliance (APICTA) Awards. These accolades underscore CARE's commitment to quality, innovation, and leadership in the ICT sector. CARE also played a key role in launching the Sir Syed CASE Institute of Technology, to provide quality higher technical education to Pakistani students.

The CARE workforce comprises over 300 professionals (with over 1500 man-years of experience), including 16+ PhDs from renowned institutions in the USA, UK, and France. The company offers a wide range of services in emerging technologies, including enterprise software solutions, mobile and wireless communication solutions, secure data communication modules, signal processing, software design and system engineering, and advanced network communication systems. This robust portfolio and deep technical expertise make CARE a formidable player in the global ICT landscape.

Primary Products

- **E-Governance**: Dispatch
- **ERP solution**: Optimal
- **Supply chain management**: Vent
- **Data analytics**: Intellect Graphics
- **Industry 4.0**: Cedule, Wiser Machines
- **Networks**: C-Witch, Mil-Spec Rugged Layer 2 Switch
- **Security and crypto**: Chameleon
- **Digitized airspace management**: OZONE
- **Secure communications**: SCAn, Technology Enabled Waveform for Tactical Software Defined Radio (SDR)
- **Network monitoring**: LISTEN, Deep Packet Inspection
- **Military technologies**: SSAL Cryptocurrency trading: Wiser Merchant
- **Cryptocurrencies**: Central Bank Digital Currency (CBDC)
- **Healthcare**: ShifaCARE



LMKT

LMKT is a full-service technology company based in Pakistan, providing scalable IT solutions and services across various industries. LMKT specializes in smart cities, smart buildings, e-governance, clean technology, and agritech solutions.[28]

LMKT evolved from LMKR, a premier technology company primarily providing services to the energy sector.[29] As LMKR expanded and acquired a growing multidisciplinary technology workforce, it started offering information and communication technology services to various industries beyond the energy sector. LMKR's IT division was officially incubated as LMKT Pvt. Ltd. and launched in 2019 as a full-service technology company offering scalable ICT solutions and services to clients across a broad spectrum of industry verticals.



Among notable projects, LMKT has successfully deployed an Access Control and Surveillance System at PPIC3 Lahore and implemented a Surveillance System for the Lahore Metro Bus. Diamond Paints optimized its supply chain using LMKT's Workforce Management Solution. LMKT has also been operating the National Incubation Center in Peshawar since 2018.

[28] (20) LMKT: About | LinkedIn. (2024, July 29). Retrieved from https://www.linkedin.com/company/lmkt-official/about
[29] Company History – LMKT. (2025, January 31). Retrieved from https://lmkt.com/overview/company-history

Primary Products

- **Workforce Management - WFM**: a performance-based tool that enables businesses to effectively manage a geographically dispersed field workforce.[30]
- **V-Secur**: a complete integrated security management solution that features highly advanced, centrally managed RFID and biometric technology, video surveillance, and smart analytics.[31]
- **V-Hive**: a product to visually monitor the performance of businesses against various pre-defined KPIs using the power of GIS.[32]
- **StepSolar**: from advanced site analysis to comprehensive production reports, StepSolar provides all the tools needed to grow a solar business.[33]

> *It was a pleasure to work with LMKT's team of diligent and hardworking professionals on the CUP project. In a very short span of time, we built a system that unifies a lot of complex data and functionality into a high quality, easy-to-use solution.*
> ***– Peter O'Regan IT Specialist and CUP Project Manager, Saudi Aramco***[34]

> *By using the GIS mapping system provided by LMKT, CLF was able to assess how many schools, healthcare providers, shops, pharmacies, houses etc. were present in each street of the slum. This information has helped CLF to channel its services according to the specific needs of the community.*
> ***– Aamir Afzal Jessani Chief Financial Officer, Childlife Foundation***



[30] WFM - Enterprise Workforce Management System. (2020, May 28). Retrieved from https://lmkt.com/products/wfm-workforce-management-system
[31] V-Secur - Cloud-based Integrated Security Management. (2019, March 13). Retrieved from https://lmkt.com/products/v-secur-integrated-security-management
[32] V-Hive - GIS-based Business Intelligence. (2018, March 28). Retrieved from https://lmkt.com/products/v-hive-gis-based-business-intelligence
[33] StepSolar - The World's Most Advanced Solar Shading Analysis Tool. (2017, November 20). Retrieved from https://lmkt.com/products/stepsolar
[34] LMKT - GIS Services, Integrated Security, E-Governance, Tech Incubation. (2023, October 12). Retrieved from https://lmkt.com

National Database and Registration Authority

The National Database and Registration Authority (NADRA) was established in 2000 by merging Pakistan's National Database Organization (NDO) with the Directorate General of Registration (DGR) to form an autonomous corporate entity.[35]

Renowned internationally, NADRA excels in identification, e-governance, and secure documentation, effectively mitigating identity theft and safeguarding client interests. With a vision for a transparent and accessible national citizen database, NADRA fosters strong global partnerships, manages assets efficiently, and utilizes technology to deliver exceptional benefits to customers.[36]

With over two decades of dedicated service, NADRA has registered over 209 million individuals, facilitating 136,000 transactions daily. NADRA's repository has over 1.3 billion fingerprints and is one of the world's largest multi-biometric national identity databases. Recognized globally for its innovative solutions, NADRA has played a pivotal role in mitigating identity theft, enhancing public security, and fostering transparency in Pakistan. Its advanced technological framework and robust partnerships have solidified NADRA's position as a regional leader in national database management and secure documentation.[37]

NADRA also has expertise in developing enterprise grade solutions in the Identity Management industry with the issuance of their Secure Documents solution.[38] It also designed, developed and implemented a system to facilitate foreigners in applying for Pakistani visas or exit permits online from the comfort of their homes. The Pakistan Online Visa System was launched in March 2019 as a pilot project catering to five countries and has now been scaled up to include 191 countries.[39]



[35] About NADRA - NADRA. (2023, December 28). Retrieved from https://www.nadra.gov.pk/about-nadra
[36] NADRA: About | LinkedIn. (2024, July 30). Retrieved from https://www.linkedin.com/company/nadra_2/about
[37] About NADRA - NADRA. (2023, December 28). Retrieved from https://www.nadra.gov.pk/about-nadra
[38] Solutions - NADRA. (2023, December 28). Retrieved from https://www.nadra.gov.pk/solutions
[39] Pakistan Online Visa System - NADRA. (2024, January 11). Retrieved from https://www.nadra.gov.pk/pakistan-online-visa-system



Brilliant job, Visa NADRA. I received my visa within 5 days.
I received my visa this afternoon, within 5 days of applying for it. They emailed me yesterday asking for additional documents such as the license of the tour operator, and the front and back of his CNIC card. I also included a reference letter from my workplace. I resubmitted it at 5 am today and received my visa at 15:30 pm. Amazing! Thank you Visa NADRA. I'm very happy and relieved.
Date of experience: August 01, 2023
– Terry Poole[40]

Quick service
Got our visit visas granted within 2 working days of applying. I was having some trouble initially uploading my son's photograph but the team assisted with sorting out the technical issue. They were very quick at replying to my concern about errors in uploading the photo. I was expecting a long processing time reading the reviews but well done NADRA.
Date of experience: December 19, 2022
– Bakhtawar Hashmi[41]

[40] Terry Poole – Reviews. (2024, July 30). Retrieved from https://www.trustpilot.com/users/5e80ec005409e8724d6ea0c5
[41] Bakhtawar Hashmi – Reviews. (2024, July 30). Retrieved from https://www.trustpilot.com/users/63a131e131e5a40012b41910

Benazir Income Support Program

Benazir Income Support Programme (BISP) serves as the premier national safety net with the primary objective of alleviating poverty in Pakistan. The Programme targets cash transfers to vulnerable and deserving women and their families from the poorest households across the country, irrespective of race or ethnicity or political or religious beliefs. Its long-term objectives include meeting the targets of the United Nations Sustainable Development Goals (SDGs) on eradicating poverty and empowering women.[42]

BISP is Pakistan's flagship social protection programme, targeted at the poorest households across 149 districts in Pakistan.[43] It operates nationwide through a network of 385 tehsil offices, 33 divisional offices and six regional offices.[44]

BISP maintains a National Socio-Economic Registry, the largest computerized database of poverty-stricken households in Pakistan. A website portal is used to gather beneficiary data nationwide, including household size, number of rooms, age, gender, employment status, electricity and gas availability, etc. A Proxy Means test is used to estimate household income levels.

Primary Products

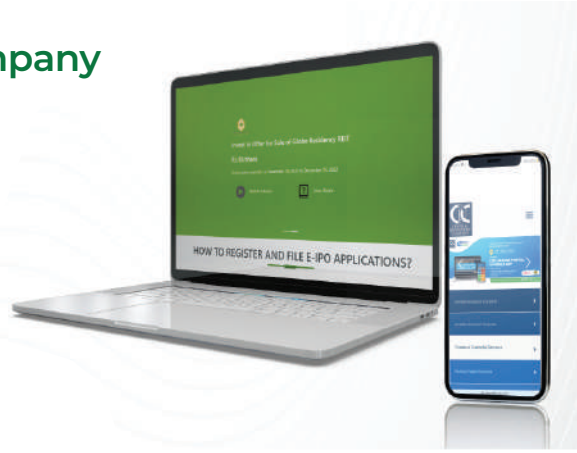
- **Unconditional Cash Transfers (UCT)**
- **Health Insurance**
- **Emergency Relief**
- **BISP Bachat Scheme**





[42] *Programme, B. I. S. (2024, July 29). Benazir Income Support Programme. Retrieved from https://bisp.gov.pk/Detail/ZjE4YTk4MzA-tM2MzMC0oNzYyLThhNDktMzFkNDBhOGNlNGQ2*
[43] *Evaluating the Benazir Income Support Programme | Oxford Policy Management. (2024, July 30). Retrieved from https://www.opml.co.uk/projects/evaluating-benazir-income-support-programme*
[44] *Programme, B. I. S. (2024, July 29). Benazir Income Support Programme. Retrieved from https://bisp.gov.pk/Detail/ZjE4YTk4MzA-tM2MzMC0oNzYyLThhNDktMzFkNDBhOGNlNGQ2*

Central Depository Company



The Central Depository Company (CDC) serves as the infrastructure backbone and the custodian of Pakistan's capital market. Established as a securities depository, CDC is the sole entity handling electronic (paperless) settlement of transactions undertaken at the Pakistan Stock Exchange. CDC is a member of Asia-Pacific Central Securities Depository Group (ACG), CDC's original function was to operate the Central Depository System (CDS) for all financial instruments traded in Pakistan's capital market. CDC's own services portfolio has now expanded to include Trustee and Custodial Services and Share Registrar Services.[45]

With the growing need for efficient and technology-driven mechanisms in other markets and industries, CDC has diversified its business beyond the traditional depository domain.[46] CDC plays a vital enabling role in Pakistan's financial landscape by providing innovative solutions to diverse stakeholders. Landmark achievements include the following: CDC has developed and administers key cross-industry information sharing systems, including the Centralized Information Sharing Solution for the Insurance Industry (CISSII) and Centralized Insurance Repository (CIR).[47] CDC has also collaborated with the State Bank of Pakistan (SBP) to enable investors to purchase units of mutual funds using the central bank's Raast Payment Gateway,[48] and provided vital technological support to establish Pakistan's first centralized auto insurance repository.[49]

CDC is ISO/IEC 27001:2013 certified for Information Security Management and ISO/IEC 22301:2012 certified for its Business Continuity Management Program. Additionally, CDC is an Approved Employer by various accrediting bodies including ACCA, ICAP, ICAEW, and CIMA.

Primary Products

- **Central Depository System**
- **Investor Account Services**
- **Trustee & Custodial Services**
- **Roshan Digital Account**
- **Investor Portfolio Services (IPS)**

[45] *Central Depository Company of Pakistan Limited: About | LinkedIn. (2024, July 30). Retrieved from https://www.linkedin.com/company/central-depository-company-of-pakistan-limited/about*
[46] *Central Depository Company of Pakistan Limited: About | LinkedIn. (2024, July 30). Retrieved from https://www.linkedin.com/company/central-depository-company-of-pakistan-limited/about*
[47] *Staff, P. (2024). CDC Pakistan and Pakistan's first Digital Insurer Ink Agreement For Information Sharing. ProPakistani. Retrieved from https://propakistani.pk/2024/06/10/cdc-pakistan-and-pakistans-first-digital-insurer-ink-agreement-for-information-sharing/#google_vignette*
[48] *Reporter, T. N. S. (2023). RAAST facility for mutual funds. DAWN. Retrieved from https://www.dawn.com/news/1785696*
[49] *Staff, P. (2024). MoU Inked to Launch Pakistan's First Auto Insurance Repository. ProPakistani. Retrieved from https://propakistani.pk/2024/07/18/mou-inked-to-launch-pakistans-first-auto-insurance-repository*



National Information Technology Board

The National Information Technology Board (NITB) was established in 2014 by merging the Pakistan Computer Bureau and the Electronic Government Directorate. Its primary mission is to implement e-governance and enhance the accessibility and quality of public services using ICT in a cost-effective manner.

Acknowledging its pivotal role in the national digitization process, the NITB's status was upgraded to an autonomous body on June 9, 2022. NITB focuses on creating an environment conducive to business growth, job creation, and innovation in Pakistan's IT sector, aiming to transform every government ministry into a digitally empowered public organization.

Since its inception, NITB has successfully delivered over 180 projects across government-to-business, government-to-citizen, and government-to-government sectors. Among its notable achievements, NITB has developed and launched over 71 websites and provided basic IT training to more than 13,000 government servants. The organization has also deployed e-office systems in over 68 ministries and departments and offered IT consultancy to over 1,200 government organizations.

These initiatives have been instrumental in fostering a supportive policy and regulatory environment for Pakistan's IT sector. NITB envisions a digitally developed and IT-enabled Pakistan within the next five years, aiming to enhance the performance, quality, and productivity of federal ministries and divisions with robust digital strategies and cutting-edge IT consultancy services.

Primary Products[50]

- E-Governance Program
- Enterprise Resource Planning
- Consultancy & Advisory Services
- Data Center Architect and Disaster Recovery
- Web Hosting, Software Application & Development
- Manage Service (Infrastructure, Security & Software)
- Training & Capacity Building
- IT Support/Query
- National IT Policy
- Federal Government Data Nervous System
- Government Department Representation
- National Disaster IT and Communications Plan Action
- ICT Standardization Frameworks & Roadmaps

Key Projects[51 52 53]

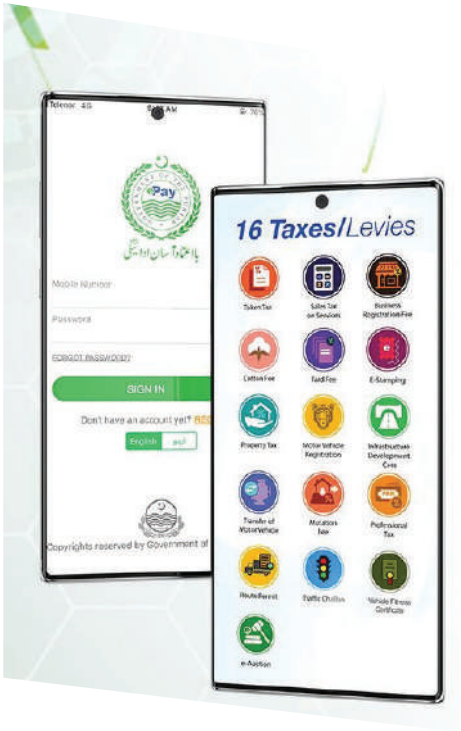
- Board of Investment Visa Portal
- E-enablement of Federal Investigation Agency (FIA)
- PM Citizen Portal
- Computerization of Prime Minister Office
- NITB's E-Office
- Mobile app for Wafaqi Mohtasib
- WECARE portal for healthcare workers
- E-Taleem online education system
- Yaran-e-Watan platform for volunteering opportunities
- Complaint portal and mobile app for overseas Pakistanis
- Infrastructure and automation of Presidential Secretariat
- City Islamabad app
- National Jobs portal
- Freelancer Facilitation Hub
- Pak Nigehban – National Emergency Response
- Corona Relief Tigers Registration
- Government of Pakistan-COVID Information Platform



[50] NITB. (2024, July 30). National Information Technology Board. Retrieved from https://www.nitb.gov.pk/AllServices
[51] NITB. (2024, July 30). National Information Technology Board. Retrieved from https://www.nitb.gov.pk/AllProjects
[52] NITB. (2024, July 30). National Information Technology Board. Retrieved from https://www.nitb.gov.pk/AllAppsProjects
[53] NITB. (2024, July 30). National Information Technology Board. Retrieved from https://www.nitb.gov.pk/AllCovidProjects

Punjab Information Technology Board

The Punjab Information Technology Board (PITB) is an autonomous body established by the Government of Punjab to drive the province's innovation economy. PITB aims to modernize governance through transparency, increase digital literacy, and provide essential IT services and infrastructure to government and businesses. PITB's key responsibilities include maintaining Punjab's IT infrastructure, such as data centers and official email systems. Additionally, PITB promotes entrepreneurship and capacity building among professionals and students across Pakistan.



PITB has made a significant impact on the health, education, and law and order sectors and has garnered global recognition for its innovative mobile governance reforms. Accolades include appreciation from the World Bank's President at the World Bank's Daylight Dialogue in 2014. PITB's collaboration with various entities such as Bookme.pk, JazzCash, and Cheezious highlights its commitment to enhancing digital payment solutions, skills development, and women's empowerment. Moreover, the board's partnership with the Anti-Corruption Establishment Sindh and its organization of educational activities like the PITB Kids Summer Camp and Whizkids workshops underscore its efforts at capacity building and fostering entrepreneurship.



PITB's e-Pay Punjab system, developed in collaboration with the Punjab Finance Department, has revolutionized tax collection, amassing over PKR 500 billion ($1.8 billion) in revenue through more than 60 million transactions. This system facilitates payments for 84 types of taxes/levies across 18 government departments. The board has also launched online applications for intermediate admissions in over 800 government colleges through the Online College Admission System. Additionally, PITB has established over 5,000 registration centers for the Punjab Socio-Economic Registry, enabling citizens to register for various social protection programs, including e-bike, solar panel, and Kisaan card, from the comfort of their homes.

Primary Products[55]

- **Whizkids, organized by PITB Incubation wing[56]**
- **TechHub Connect**
- **e-Rozgaar freelance training program**
- **PlanX accelerator for startups**
- **Plan9 tech incubator**
- **National Expansion Plan of National Incubation Centers**



Services in[54]

1. Health
   - Tracking Vaccinators (e-Vaccs)
   - Disease Surveillance System
   - Dengue Activity Tracking System
   - Biometric Attendance System for Health Facilities
   - Monitoring System for Polio Campaign
   - Drug Inspection and Monitoring Evaluation System
   - Drug Testing Laboratory Automation Programme
2. Law and order
   - Computerisation of Police Stations CMS
   - Criminal Record Management System
   - Punjab Police HRMIS
   - Criminal Record Identifier
   - Automation of Lahore High Court
3. Education
   - Real-time Monitoring System for Public schools Across Punjab
   - School Information System for Public School
   - System Automation of Large-Scale Examination Systems
   - eLearn.Punjab
   - Private Education Provider Registration And Information System (PEPRIS)
4. Agriculture, livestock, and food
   - Agriculture e-Credit Scheme
   - Agriculture Marketing Information Service
   - Modern Farmer Extension Services Through AgriSmart
   - Restaurant Invoice Monitoring System
   - Fertilizer and Pesticide Monitoring System

[54] *Digital Punjab | PITB. (2024, July 30). Retrieved from https://pitb.gov.pk/digital_punjab*
[55] *Supporting Entrepreneurship | PITB. (2024, July 30). Retrieved from https://pitb.gov.pk/entrepreneurship*
[56] *(10) Facebook. (2024, July 30). Retrieved from https://www.facebook.com/photo/?fbid=813441300966868&set=a.193678316276506*



Khyber Pakhtunkhwa Information Technology Board

The Khyber Pakhtunkhwa Information Technology Board (KPITB) is a public sector organization established in May 2011 under an Act of the Khyber Pakhtunkhwa Assembly. KPITB is dedicated to promoting Information Technology, IT-enabled services, and IT-enabled education for both public and private sectors. Its mission is to drive the digital transformation of Khyber Pakhtunkhwa by enhancing governance efficiency, accountability, and transparency through ICT. The board is focused on job creation, providing employable digital skills, promoting ICT businesses, innovation, and entrepreneurship.

KPITB has gained significant recognition for its innovative initiatives. It was a top 10 finalist at the World Summit for Information Society 2024 (WSIS) Digital Service Design Special Prize for its Public Service Delivery Platform "Dastak." The Managing Director of KPITB, Dr. Akif Khan, received the Global CISO Award 2024 - Pakistan Edition, selected from over 300 nominations. Additionally, KPITB has been commended for its successful in-house sessions at Software Technology Park (STP) Mardan, held in collaboration with UET Mardan, which brought together students, freelancers, and IT companies.

KPITB has launched the Integrated Payment Gateway, branded as Paymir, to facilitate hassle-free digital payments for citizens. The organization has also signed an agreement with the Special Technology Zones Authority (STZA), designating Pakistan Digital City Haripur (PDC) as a Special Technology Zone, offering a 10-year tax exemption and other incentives. KPITB's achievements include the establishment of the Software Technology Park in Mardan and the successful collection of over PKR 500 billion in tax revenue through 60 million transactions via the e-Pay Punjab system, developed in collaboration with the Punjab Finance Department. These initiatives highlight KPITB's commitment to leveraging Information and Communication Technologies for job creation, connectivity, empowerment, and inclusive economic growth in Khyber Pakhtunkhwa. Under the direction of the current Chief Minister, KPITB has launched initiatives like the Google Career Certificates Scholarships for over 5,000 young individuals

Services in

1. Digital Access[57]

- Online Admissions system
- Technology Zone, Mardan
- Durshal Digital Gateway

2. Digital Governance[58]

- Provincial Election Workspace
- Career Development Platform
- Computer-Based Testing System
- Digital Enrolment Platform
- Mustahiq Platform
- Raabta App
- Floods Damage Assessment
- E-Stamping
- Atta Distribution
- Process Serving Agency
- Itelaa Digital Reporting Hub
- KP Citizen Facilitation

3. Digital Skills[59]

- She Means Business Program for women-owned businesses
- Khuddar Program
- Udacity Scholarship Program
- KP Innovation Fellowship Program
- KP Digital Internship
- Early Age Programming
- Digital Freelancers Awards

4. Digital Economy[60]

- Seed Fund Program
- One Window Facilitation Platform
- E-Kasib
- Gandhara Digital Complex
- Pakistan Digital City Haripur



[57] Projects pages | KPITB | Khyber Pakhtunkhwa Information Technology Board. (2024, July 27). Retrieved from https://kpitb.gov.pk/digital-access

[58] Projects pages | KPITB | Khyber Pakhtunkhwa Information Technology Board. (2024, July 27). Retrieved from https://kpitb.gov.pk/digital-governance

[59] Projects pages | KPITB | Khyber Pakhtunkhwa Information Technology Board. (2024, July 27). Retrieved from https://kpitb.gov.pk/digital-skills

[60] Projects pages | KPITB | Khyber Pakhtunkhwa Information Technology Board. (2024, July 27). Retrieved from https://kpitb.gov.pk/digital-economy



1LINK

1LINK is Pakistan's first fully licensed payment and switch system and largest e-payment network in the country. 1LINK is owned by a consortium of 11 banks, it was incorporated with the Securities and Exchange Commission of Pakistan (SECP) in 2004. 1LINK was converted to Private Limited Company under section 49 of Companies Act 2017 in 2018. Complying with the Payment Card Industry Data Security Standard (PCI DSS), 1LINK steers connections among its member banks and stakeholders whilst maintaining the highest security standards.

As Pakistan's leading financial enabler, 1LINK has bagged many firsts in its profile. 1LINK pioneered the development and operations of the Inter Bank Fund Transfer (1IBFT) which provides interoperability through shared ATM networks, real-time interbank funds transfers, and connectivity to global payment schemes such as Visa, MasterCard, UnionPay and JCB.

1LINK is the catalyzing force behind the development of e-payments in the country and focuses on adding new products and services to its portfolio to further enhance Pakistan's financial industry. 1LINK undergoes PCI DSS certification review annually and for PIN security every two years. Being a regulatee of the State Bank of Pakistan, they periodically face inspections under SBP by-laws covering all aspects of operations, information security, compliance and infrastructure.

Primary Products[61]

- **E-payment network**
- **Domestic Payment Scheme**
- **Shared ATM network**
- **1IBFT**
- **1LINK 1BILL service**
- **Switch Dispute Resolution System (SDRS)**
- **Fraud Risk Management Services (FRMS)**

[61] *LinkedIn." Linkedin.com, 2024, www.linkedin.com/company/1linkpvtltd/about/. Accessed 29 July 2024.*

Boltay Huroof



Boltay Huroof is bridging the boundaries between sighted and blind citizens by introducing Pakistan's first inclusive Braille documents. With the help of their partners, they have targeted a goal of making accessible more than 200,000 Braille publications. They have launched Pakistan's very first Braille translator software.

Boltay Huroof hosted its launch ceremony at Sindh Governor House where chief guests included the President of Pakistan and Governor of the State Bank of Pakistan. Boltay Huroof's groundbreaking initiatives were highlighted at the ITCN Asia 2024 expo and they were also feted as one of the heroes in the "Hamaray Heroes" segment powered by Kingdom Valley during the Pakistan Super League cricket matches. Boltay Huroof was also honoured as Accessibility Partners at TiE Islamabad, for their advocacy for the visually impaired community. Of 13,000 aspiring contestants, Boltay Huroof secured a coveted spot among the 235 finalists for the prestigious Prime Minister's National Innovation Award.

Boltay Huroof partnered with Faysal Bank Limited to distribute Inclusive Braille Certificates for bank employees, acknowledging their contributions in a language that everyone understands. They have partnered with Binae Foundation to teach students how to use their Braille translator software. Boltay Huroof's collaborations also include work on an inclusive Braille Qur'an.

> *I always wanted to be a column writer but due to blindness I could not write in Urdu. Through the Boltay Huroof app, now I can write anything I want and the app will convert it for me. I have yet to become a column writer but I am currently using this app to write on my friend's blog.*
> *– Bina Tariq*[62]

> *I wondered about the privacy challenges faced by visually impaired individuals who rely on others to read their personal documents. Learning about Boltay Huroof's Braille initiative reassured me that steps are being taken to protect their privacy.*
> *– Talha Ali*



[62] *Boltay Huroof." Boltayhuroof.com, 2024, boltayhuroof.com/. Accessed 30 July 2024.*

Communication Square

Communication Square specializes in Microsoft solutions for government and enterprise clients, including Office 365 migrations, Teams Phone System integration, Intune mobile device management, Azure Virtual Desktop, and document management via SharePoint. With a global presence, Communication Square build, test, deploy, and manage cloud applications using Microsoft-managed data centers, and they enhance departmental collaboration and ensure zero downtime during migrations.

Communication Square has earned early recognition for their success. They are certified as a Microsoft Gold partner, with 10 Gold and 12 Silver competencies, and feature as a “No. 1



recommended partner” on Microsoft’s Firstline Workforce Homepage. Overall they have helped migrate 7 million users to Microsoft Cloud worldwide.

Primary Products

- **Skype for Business**
- **Office 365**
- **Microsoft Lync**
- **Microsoft Exchange, Microsoft Azure**
- **Enterprise Mobility and Security**
- **Datacenter and Cloud Migration**
- **Cloud PBX and Telephony**



Eastlaw

Eastlaw empowers citizens with clear and accessible legal knowledge and guides them in navigating the complexities of Pakistan’s legal framework. The Eastlaw platform is designed to guide users through legal challenges, offering clarity, solutions, and insights and aid the average citizen in the comprehension of legal matters. The Eastlaw databank of legal documents is the largest legal database in the country, featuring over 300,000 judgements and more than 100,000 statutes.[63]

The platform's user-friendly interface allows subscribers to efficiently navigate through a wide array of legal resources, ensuring they remain informed about the latest legal developments in Pakistan. By leveraging technology, EastLaw.pk addresses the challenges faced by



Pakistan's legal sector in adapting to lawtech, providing essential research services necessary for law students, law firms, legal departments, and universities.

Primary Products

- **Legal Research**
- **Pakistan Legal Judgements**
- **Legal News**





[63] *Mustafa, O. (2020). East Law- An e-library Making Research Quicker, Easier and More Effective - PhoneWorld. PhoneWorld. Retrieved from https://www.phoneworld.com.pk/east-law*

Tambro

Tambro is a government technology solutions provider specializing in risk assessment, crisis response, and analytical research with a focus on Geographic Information Systems (GIS), cybersecurity, and digital transformation. They offer a wide range of services aimed at enhancing risk management and operational resilience for multinational corporations, international NGOs, and large enterprises, primarily in Pakistan. In addition to technical services, Tambro provides valuable insights through research and thought leadership on topics such as risk reduction, business continuity, and regulatory changes, helping clients navigate complex environments.

The company has developed partnerships with key industry players including United Energy Pakistan, ASEA Brown Boveri (ABB), Democracy Reporting International, and MAN Diesel and Turbo SE. These collaborations have led to significant projects like the 2023 ABB Energy Insight Survey Report, which provided critical data on energy use and efficiency in the region. For Democracy Reporting International, Tambro contributed to enhancing democratic processes through digital tools and risk management strategies. Additionally, their work with MAN Diesel and Turbo SE has focused on crisis management and ensuring continuity in energy infrastructure projects.

Tambro's services are designed to meet the evolving challenges faced by governments and large organizations. Their core offerings include risk management, crisis management, project support services, GIS, cybersecurity, and digital transformation solutions. Tambro also focuses on training and capacity-building programs to equip organizations with the skills needed to manage and mitigate risks effectively. Their expertise in GIS and cybersecurity ensures that clients benefit from both spatial data analytics and secure, resilient digital frameworks.

In terms of accolades, Tambro has been recognized for its work in risk management and digital transformation. Their ability to tailor solutions to the unique needs of diverse industries has made them a trusted partner in the region. By leveraging data-driven research and technology-driven solutions, Tambro stands out as a leader in the field of government technology, ensuring that their clients are equipped to handle both current and emerging risks.

Primary Products

- **United Energy Pakistan**
- **ABB Energy Insight Survey Report 2023**
- **Democracy Reporting International**
- **MAN Diesel and turbo SE**

Sustainable Social Development Organization (SSDO)

The Sustainable Social Development Organization (SSDO) is a non-governmental organization (NGO) established under the Societies Registration Act of 1860. SSDO focuses on fostering sustainable and inclusive development in marginalized areas of the country, particularly aiming to uplift underprivileged communities. With a mission centered around improving governance, human rights, peace, education, and health, SSDO implements a wide range of development methodologies such as advocacy, capacity building, community mobilization, and policy reform. The organization operates at both grassroots and policy levels, utilizing an evidence-based approach to bring about long-term social change.

SSDO offers several services and products aimed at enhancing governance and social welfare. Key initiatives include advocacy campaigns promoting human rights and strengthening democratic institutions in Pakistan. Their governance programs have trained over 3,000 individuals, including citizens and government officials, in effective governance practices, transparency, and accountability. SSDO's education programs focus on improving access to quality education for marginalized children, particularly girls. They also lead



peacebuilding projects, aimed at reducing conflict in sensitive regions, and have engaged over 1,000 volunteers in their efforts to promote peaceful coexistence.

Between 2017 and 2021, SSDO made notable progress in supporting vulnerable groups. The organization has assisted over 1,700 children and women through various health and social welfare programs. These programs aim to improve healthcare access, particularly maternal and child health in rural communities. SSDO has also provided training for more than 100 legislators on governance, peacebuilding, and human rights issues, equipping them with the knowledge and skills to create more inclusive policies. These efforts have contributed to more robust legislative processes that consider the needs of marginalized groups.

Inbox Business Technologies Limited



Inbox Business Technologies Limited is a leading provider of digital services and IT solutions with a legacy spanning over 23 years. Initially focused on assembling computers and laptops, Inbox has since grown into a major player in providing agile IT solutions, infrastructure management, and systems integration for both the public and private sectors. With a focus on sectors such as telecom, banking, and the public sector, Inbox is instrumental in enabling organizations to enhance operational efficiency through advanced technology and digital transformation. The company offers a wide range of services, including enterprise solutions, cybersecurity, data center infrastructure, and data analytics.

Inbox has been at the forefront of several high-impact GovTech projects. One of the company's key initiatives is managing the infrastructure for Lahore and Rawalpindi's Metro Bus systems, ensuring efficient public transport services through robust IT systems and automation. This project involves the integration of complex digital systems, including real-time tracking, ticketing, and operations management. Another notable project is its partnership with the Punjab government to implement an e-governance platform, digitizing workflows and services across various departments to improve citizen access to government services.

The company has delivered over 210 projects worldwide, with the majority of its work focused on long-term government contracts and large-scale corporate projects. Inbox's footprint in the public sector is particularly strong, with 80% of its revenue generated from these engagements. Their approach to digital transformation and automation has enabled them to secure partnerships with major public sector entities, including infrastructure management for critical projects such as smart city initiatives and public transportation systems.

Inbox's commitment to innovation and digital disruption has earned it recognition within the industry. In 2016, the Pakistan Software Export Board (PSEB) acknowledged Inbox as Pakistan's largest technology company. The award, presented to CEO Mir Nasir by IT Minister Anusha Rahman, recognized Inbox's leadership in driving technological advancement in Pakistan. Furthermore, the company is planning an initial public offering (IPO) to raise over $ 3 million, aiming to sell 39% of the company and double its revenue to $100 million within five years. Supported by a team of over 1,800 professionals and 48 strategic partners, Inbox is well-positioned for future growth.

Tasdeeq Pakistan

Tasdeeq Pakistan is a government technology (GovTech) platform focused on improving employment verification and workplace safety for blue-collar workers across Pakistan. The platform partners with key law enforcement agencies, including the police and Citizen-Police Liaison Committee (CPLC), to conduct thorough background checks on both employers and employees. This approach enhances transparency, fostering safer working environments nationwide. Tasdeeq has emerged as a critical tool for businesses seeking verified workers, and workers looking for legitimate employment opportunities, creating a trusted ecosystem for labor market interactions.

Tasdeeq's impact is significant, with over 215,000 employers and 230,000 workers verified on the platform, making it one of the largest employment verification systems in the country. Additionally, with 800,000 app downloads and more than 12,000 registered businesses, Tasdeeq's reach and influence continue to expand. The platform integrates employment verification with job matching, ensuring that verified workers are connected with vetted employers, reducing fraud and unsafe work conditions in Pakistan's blue-collar workforce. Key projects include Tasdeeq's partnership with law enforcement to create a robust verification system. This initiative ensures that employers can quickly verify the credentials and backgrounds of potential hires, mitigating risks and improving workplace safety. Additionally, Tasdeeq's employee performance ratings feature enables businesses to make informed hiring decisions based on verifiable data.

Beyond employment verification, Tasdeeq focuses on community empowerment through initiatives such as the Education Sponsorship Program, which provides educational support for the families of blue-collar workers. The Digital Literacy Training program equips workers with essential skills to thrive in an increasingly digital economy. Furthermore, Tasdeeq's Family Support Initiatives offer critical resources and assistance, reinforcing its role in the broader social welfare landscape.

> *The user interface of both the website and the app is remarkably intuitive,making the verification process a breeze*
> ***– Rameez Ejaz Warriach, CEO The Water Experts Pvt Ltd***

> *After a year of using Tasdeeq,we are highly satisfied.It seamlessly aligns with our needs,streamlining our hiring process effectively, making it efficient and swift*
> ***– Usman Farooq, Head of HR Systems Ltd***



Trust for Democratic Education and Accountability

The Trust for Democratic Education and Accountability (TDEA) is a prominent civil society organization in Pakistan dedicated to promoting electoral transparency, accountability, and democratic education. TDEA supports and oversees the Free and Fair Election Network (FAFEN), which has been a cornerstone in observing and improving the electoral processes in Pakistan since 2002. The organization works closely with the Election Commission of Pakistan (ECP) and other stakeholders to ensure free, fair, and credible elections. TDEA's initiatives include comprehensive election observation, advocacy for electoral reforms, and programs aimed at enhancing civic engagement and democratic governance, with a particular focus on women's empowerment.

TDEA's efforts have been recognized both nationally and internationally. Their significant contributions to electoral reforms have led to the incorporation of several recommendations into the Elections Act, 2017. TDEA's partnership with Democracy International on projects like the Electoral Quality and Inclusiveness in Pakistan (EQuIP) project has further solidified its reputation as a leading advocate for democratic processes. Additionally, the WE'RE Leaders project, funded by the Canadian government, highlights TDEA's role in advancing women's rights and participation in democracy. The organization's collaborative approach and impactful projects have garnered praise from international bodies and donors, underscoring its credibility and effectiveness.



TDEA's impact is evident through its extensive election observation efforts. In the 2024 general elections, approximately 60 million voters participated, with over 1.1 million election officials and 0.7 million security personnel ensuring a smooth electoral process. FAFEN, under TDEA's guidance, has seen a significant increase in election observers, from 19,000 in 2008 to 41,000 in 2013 and 16,000 in 2018, showcasing its growth and reach. The WE'RE Leaders project, which aims to benefit over 300,000 women directly and reach 70 million people through media campaigns, is another testament to TDEA's large-scale impact. These statistics highlight TDEA's extensive reach and substantial contributions to Pakistan's democratic landscape.

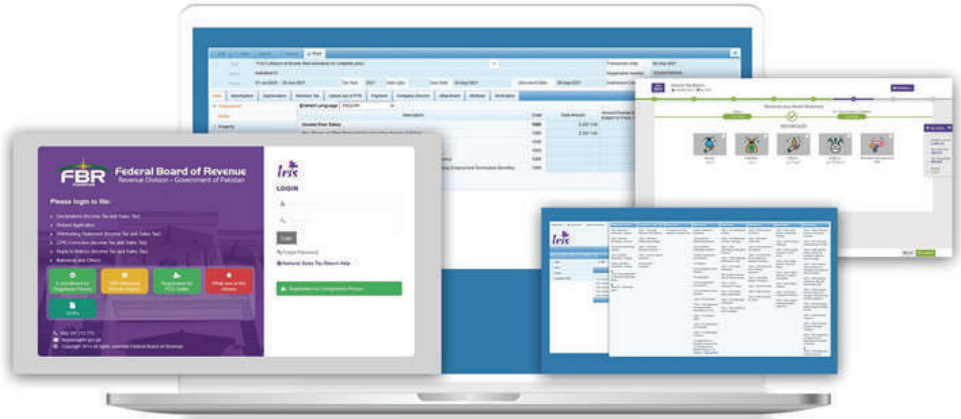
Primary Products

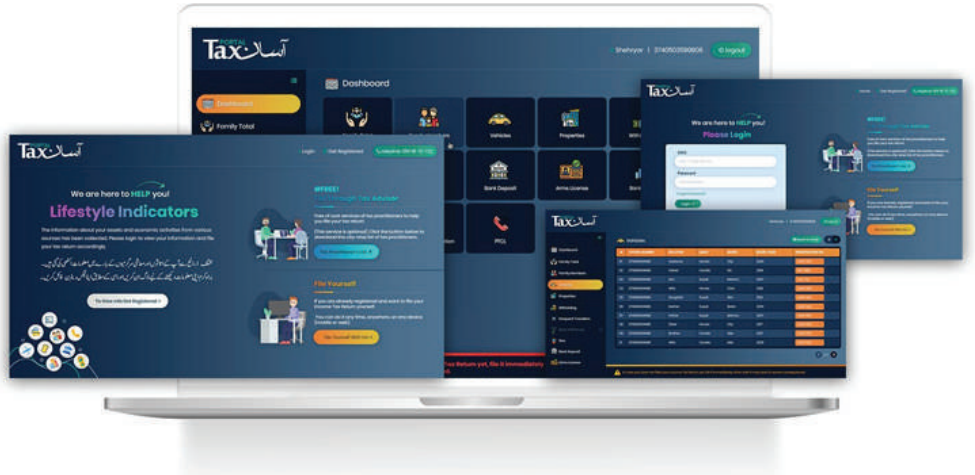
- **Rights and Advancement of Marginalized People (RAMP)**
- **Safe, Free and Effective Media (SAFE Media)**
- **Election Observation in Punjab and Khyber Pakhtunkhwa (KP)**
- **National Identity Cards (NIC) for Women and Marginalized Groups in Flood-Affected Areas**
- **Electoral Quality and Inclusiveness in Pakistan project (EQuIP)**
- **Enhancing Women's Political and Electoral Participation (EWPEP)**
- **Strengthening Media Freedom and Civic Space in Pakistan**
- **Local Action for Democratic and Inclusive Response to COVID-19**
- **Hum Bhi Hain**
- **Technology for Efficient and Effective Elections (T3E)**

Pakistan Revenue Automation Limited (PRAL)

Pakistan Revenue Automation Limited (PRAL) is a key government technology (GovTech) organization specializing in tax automation, IT infrastructure management, and data center services. PRAL provides a range of solutions designed to improve tax administration, enhance revenue collection, and streamline business processes for the Federal Board of Revenue (FBR) and other provincial revenue authorities. The organization is certified with globally recognized standards such as ISO/IEC 27032, ISO/IEC 27041, ISO 12207, ISO 9001, ISO 20000, and ISO 27701, demonstrating its commitment to cybersecurity, software development, and service quality.

A major GovTech project by PRAL is its collaboration with the FBR to implement the Integrated Risk Information System (IRIS), a web-based portal for tax declaration and compliance. IRIS enables businesses and individuals to file various tax declarations, access tax records, and remain compliant with evolving tax regulations. The system is designed to be scalable, allowing the FBR to adapt to changing regulatory needs and manage large-scale tax data. This has improved efficiency, reduced tax evasion, and streamlined the entire process of tax collection and compliance.





WeBOC is an integrated customs clearance system designed to facilitate the speedy clearance of consignments. The Tax Assan Mobile App, available on both Android and iOS, provides taxpayers with a convenient platform to manage their tax-related activities. Additionally, the Tax Assan Portal serves as an online resource that informs the public about their pending tax obligations, promoting transparency and ease of access to tax information.

PRAL's partnership with the FBR has significantly impacted Pakistan's tax revenue generation. In December, the FBR, with PRAL's support, surpassed Rs. 1 trillion in gross revenue collection in a single month for the first time in history. Additionally, the first half of the fiscal year saw a record collection of Rs. 4468 billion, an increase of over Rs. 1 trillion compared to the previous year. This achievement highlights PRAL's role in developing scalable tax automation solutions that bolster the country's fiscal strength.

Beyond tax automation, PRAL offers comprehensive services in data center management and IT infrastructure. These services include custom software development, web application development, mobile application development, system integration, and quality assurance, providing a robust technological backbone for government operations. PRAL also supports provincial revenue authorities, such as the Punjab Revenue Authority and Sindh Revenue Board, by providing similar automation tools and technical support, contributing to more efficient tax collection at the regional level.

Primary Products

- **IRIS**
- **WeBOC**
- **Tax Assan Mobile App**
- **Tax Assan Portal**

Securities and Exchange Commission of Pakistan (SECP)



The Securities and Exchange Commission of Pakistan (SECP) has significantly streamlined the process of company incorporation, making it easier than ever to submit applications for Name Reservation and Incorporation simultaneously. This initiative supports the burgeoning startup ecosystem in Pakistan, particularly in sectors like Fintech, which is rapidly replacing traditional financial services. SECP is committed to creating and enabling a robust regulatory framework for startups.

Under SECP's regulatory guidance, significant strides have been made in the insurance sector, exemplified by the signing of an MoU with the Central Depository Company (CDC) to establish Pakistan's first centralized auto insurance repository.[64]

This milestone, attended by key industry leaders including SECP Chairman Akif Saeed, marks a fundamental shift in the country's insurance landscape. Additionally, SECP's commitment to financial literacy is evident from its collaboration with the Ministry of Federal Education & Professional Training, which has trained over 1500 teachers from 432 federal schools in basic financial concepts.[65]

In FY 2023-24, SECP registered 27,542 new companies, raising the total number of registered companies to 222,697, with a remarkable 99.8% of these registrations completed online. Over the past twelve months, SECP has facilitated the incorporation of 12,287 new companies, with notable growth in sectors such as Trading (2,015), Consulting Services (1,459), Construction (1,444), and IT & Software (1,349).[66] Moreover, SECP's digital initiatives, such as the eZfile portal and the Centralized Gateway Portal for digital account opening, have significantly enhanced the ease of doing business. The NBFI and Modaraba sectors also witnessed substantial growth, with assets increasing to Rs 158,404 million.[67]

Primary Products

- **Centralized Auto Insurance Repository**
- **eZfile Portal**
- **Financial Literacy Training for Teachers**
- **Collaboration with JazzCash for fintech development.**

[64] *Insurance Companies, CDC ink MoU to establish Pakistan's first Auto Insurance Repository | SECP. (2024, July 31). Retrieved from https://www.secp.gov.pk/media-center/event-gallery/insurance-companies-cdc-ink-mou-to-establish-pakistans-first-auto-insurance-repository*

[65] *SECP bootcamp to impart financial literacy to over 1500 educators concluded | SECP. (2024, July 31). Retrieved from https://www.secp.gov.pk/media-center/event-gallery/secp-bootcamp-to-impart-financial-literacy-to-over-1500-educators-concluded*

[66] *Classic Home - Startup Portal. (2021, January 06). Retrieved from https://startups.secp.gov.pk/Startup*

[67] *(5) Post | LinkedIn. (2024, July 31). Retrieved from https://www.linkedin.com/posts/secp_secps-specialized-companies-division-commissioner-activity-7198929690332434432-zqQW*



Code for Pakistan

Code for Pakistan is a non-profit organization at the forefront of GovTech, driving civic innovation through technology to bridge the gap between citizens and government services. Focused on improving public engagement, promoting open data, and building digital solutions for civic needs, Code for Pakistan fosters a collaborative ecosystem where technology, policy, and civic action intersect. As a non-partisan entity, it focuses on creating open-source tools tailored to enhance public services and improve the quality of life nationwide.

One of Code for Pakistan's hallmark projects is the KP Women's Internship Program, launched in partnership with the Khyber Pakhtunkhwa Information Technology Board (KPITB). This program, aimed at empowering women in tech, has achieved a 97% graduation rate, with 50% of the 56 women interns receiving job offers or contract extensions. The program, supported by 19 mentors and featuring 120 training sessions, highlights the organization's role in promoting tech inclusion and fostering career development for women in Pakistan's growing tech ecosystem.

In the past decade, Code for Pakistan has developed over 70 digital solutions, worked with 45 government departments, and trained 600 government employees to enhance the delivery of public services. Notably, its KP Fellowship Program has contributed to significant government innovations, such as a Case Management System for the Advocate General's Office of KP, streamlining legal processes, and a Mercy Petition System for the Inspector General of Prisons, facilitating the management of mercy petitions. These solutions showcase the organization's ability to provide tangible tech-driven solutions for public sector challenges.

Code for Pakistan also promotes civic engagement through various hackathons and innovation labs. The organization's first Civic Hackathon in Karachi in 2013 led to the creation of the Savaree app, an innovative ride-sharing platform later acquired by Careem. Through partnerships with institutions like Jazz and the National University of Sciences and Technology

(NUST), Code for Pakistan has also participated in initiatives like the 5G Innovation Hackathon, leveraging cutting-edge technology for sectors such as healthcare, education, climate change, and disaster management.

With support from key partners such as the World Bank and Helvetas Swiss Intercooperation, Code for Pakistan continues to foster inclusive tech programs like the Women in Tech initiative. Through these initiatives, the organization aims to expand its reach and drive innovation in public services. Its commitment to civic technology is demonstrated not only in its projects but also through its active participation in international forums such as MySociety's TICTeC, ensuring that Pakistan remains at the forefront of GovTech advancements.

> *I discovered the KP Women's Civic Digital Internship Program while expecting my baby and overcame significant barriers to apply. Selected from over 450 applicants, I gained valuable skills in Graphic Design and UI/UX Development. With support from my husband and a wifi device from Zong, I completed the program while caring for my son, Azlaan. Now, I work from home and teach young girls in my village Adobe Photoshop and Illustrator. This program transformed my life and empowered me to pursue my dreams.*
>
> ***– Osmia, Computer Science Graduate and KP Women's Civic Digital Internship Program Alumna***[68]

> *Despite growing up in privilege in Charsadda, I faced significant hurdles, including personal loss and a complicated pregnancy. Joining the KP Women's Civic Digital Internship Program, I balanced my new role as a mother with professional development. The remote format helped me manage both. With mentor support, I improved my skills and contributed to designing the Halal Food Authority's website. This experience has been invaluable for my growth as a frontend designer.*[69]
>
> ***– Hajira, Software Engineering Graduate and KP Women's Civic Digital Internship Program Alumna***

> *Traveling 8–10 hours from Peshawar to my remote Waziristan village was just one of many hurdles. Displaced in 2014, I studied Computer Science in Bannu and returned to a village in need of rebuilding. The KP Government Innovation Fellowship provided me with essential skills in project management and client interactions, transforming my career. I'm now dedicated to guiding local youth towards IT and proud of contributing to technologies that enhance community services.*[70]
>
> ***– Najeebullah, KP Government Innovation Fellowship Alumnus***

[68] *An Empowering Journey through the KP Women's Civic Digital Internship Program | Code for Pakistan. (2024, August 03). Retrieved from https://codeforpakistan.org/stories/empowering-journey-internship*
[69] *A Journey Towards the Extraordinary | Code for Pakistan. (2024, August 03). Retrieved from https://codeforpakistan.org/stories/hajra-asad-follow-her-dreams*
[70] *Najeebullah - Transforming KP through technology | Code for Pakistan. (2024, August 03). Retrieved from https://codeforpakistan.org/stories/najeebullah-transforming-kp*

Carbon8

Carbon8 Pvt. Limited is an Information and Communication Technology (ICT) solution integrator, specializing in creating customer-focused platforms that address both current and future governance requirements. Established in June 2016 and registered with the Securities and Exchange Commission of Pakistan (SECP), the company has grown to become a trusted partner for government and private-sector clients alike. Carbon8's expertise spans a broad range of services, including Mobile Financial Solutions, Machine-to-Machine mobility, ICT consultancy, SMS integration, Internet of Things (IoT), and Big Data Analytics. With offices located in Islamabad, Rawalpindi, Faisalabad, and Lahore, the company is poised for expansion both locally and internationally.

One of Carbon8's flagship projects was its leadership in the digital transformation of Pakistan's Engineering Development Board (EDB). In this capacity, Carbon8 developed digital applications, an Enterprise Resource Planning (ERP) system, and a comprehensive knowledge bank that streamlined the board's operations and enhanced its digital infrastructure. These solutions allowed the EDB to centralize and better manage its data, driving operational efficiencies and improving decision-making capabilities.



In addition to the EDB project, Carbon8 has been at the forefront of several other government technology initiatives, particularly in sectors requiring large-scale data processing and digital integration. The company is recognized for its ability to handle massive data sets, having implemented systems capable of analyzing databases exceeding 100 terabytes. This capability makes it a key player in projects related to Big Data Analytics, IoT solutions for smart governance, and SMS integration systems designed for seamless public communication.

Carbon8 holds ISO 9001:2015 and ISO 27001:2013 certifications, underscoring its commitment to quality management and information security. With over a decade of experience in digital technologies, Carbon8 has garnered a reputation for delivering high-quality, secure, and innovative solutions.

Sybrid Pvt.Ltd.

Sybrid (Pvt) Ltd is a prominent technology solutions provider based in Pakistan, specializing in a diverse range of services tailored to meet the needs of government and private sector clients. Established with a global outlook, Sybrid offers customer care, IT support, back-office processing, and 3D animation services, among others. The company's focus on integrating industry knowledge with cutting-edge technology has enabled it to assist organizations in optimizing their operations, enhancing customer satisfaction, and improving overall efficiency. Sybrid's expertise covers industries such as healthcare, financial services, and telecommunications, making it a versatile partner in the GovTech space.

Sybrid's GovTech portfolio includes various large-scale projects that have transformed government services in Pakistan. The company has played a critical role in modernizing contact centers for several public sector organizations, providing seamless customer support and complaint management systems. Another notable project is the deployment of its Managed Services for international food chains operating in Pakistan, streamlining the supply chain and operational processes through real-time data integration and customer service solutions. In the healthcare sector, Sybrid has worked on developing technology-driven market research tools and back-office solutions that allow government health agencies to collect and analyze patient data more effectively.

The company holds ISO Quality Management System certification, affirming its commitment to maintaining high standards across its operations. Additionally, Sybrid has been recognized by WWF Pakistan as a Certified Green Office, reflecting its efforts towards environmental sustainability. The company's focus on data security is also evident in its Information Security Management System (ISMS) certification, ensuring the protection of sensitive information across its various services.

Sybrid has earned accolades for its corporate social responsibility (CSR) initiatives, including winning two prestigious P@SHA Awards for its impactful community programs.



Spark Eye Technologies

Spark Eye Technologies is a software development company offering a comprehensive range of services tailored to meet the technological needs of both public and private sectors. Specializing in IT consulting, software engineering, solution design, and software product development, the company is recognized for delivering custom software solutions that enhance business processes, improve efficiency, and reduce operational costs. With clients in over 135 countries and more than 1.2 million users, Spark Eye Technologies has established itself as a key player in the tech industry, particularly in areas like business process automation and digital protection.

In the GovTech space, Spark Eye Technologies has been instrumental in deploying secure, scalable software solutions for government agencies. One notable project is the implementation of VantageMDM, a mobile device management platform used by several government departments to ensure data security and streamline device management across vast networks. The platform allows for remote management and monitoring of government-issued devices, increasing control and reducing vulnerabilities in public sector IT infrastructures.



Additionally, Spark Eye Technologies developed SecureTeen, a parental control solution, which has been adapted for use in government initiatives aimed at protecting children online. This software helps government agencies monitor and regulate internet usage in schools and public institutions, ensuring a safe digital environment for minors. The company has also been involved in providing FalcoVPN, an internet freedom tool, to government organizations, enabling secure and private online access for government employees and citizens in restrictive environments.

The company's suite of products, including VantageMDM, SecureTeen, and FalcoVPN, has received widespread adoption and is used by over a million customers worldwide.



InfoTech Group Private Limited

InfoTech Group is a leading IT services and solutions provider, specializing in digital transformation, cloud infrastructure, cybersecurity, and data analytics. Serving a diverse clientele across industries like banking, finance, and the public sector, InfoTech provides a broad range of products and services aimed at modernizing business processes and ensuring operational efficiency. Their core offerings include business productivity applications, core banking solutions, trade finance operations, digital banking setups, and scalable cloud infrastructure solutions, making them a go-to partner for organizations seeking innovative, secure, and reliable technology solutions.

In the GovTech domain, InfoTech has played a pivotal role in the digital transformation of public sector services. One of their key projects is Omnia®, a comprehensive government services platform designed to streamline administrative functions and improve service delivery. Deployed across various government departments, Omnia® enhances transparency, reduces paperwork, and enables citizens to access services online. Another project, Cobalt®, which focuses on government and citizen services, was recognized at the P@SHA ICT Awards 2022, winning Gold in the Government & Citizen Services (Public Sector) category. Cobalt® has been widely adopted by public sector organizations to improve engagement with citizens through digital platforms.

InfoTech also provides tailored cloud and cybersecurity solutions for government agencies, ensuring the secure storage and management of sensitive data. Their collaboration with global tech giants like Microsoft, IBM, and Oracle strengthens their capability to offer cutting-edge solutions to public institutions. InfoTech's cybersecurity services include advanced threat detection and prevention systems that help governments safeguard critical infrastructure from cyberattacks.

The company's suite of products, including Infiniem® for next-gen trading and Capizar® for capital market operations, is widely used in financial institutions. These platforms offer advanced capabilities for real-time data analysis, automated trading, and seamless regulatory compliance, making them indispensable tools for financial markets.

InfoTech has also made significant contributions to trade finance operations with its digital banking setup services, enabling banks to offer innovative, customer-centric solutions. InfoTech Group's excellence has been recognized through several awards, including the Microsoft Pakistan Partner of the Year Award in 2022.







360 TECHNOLOGIES

360 Technologies is a global IT firm that provides specialized technology solutions to enterprises, focusing on scalability and long-term client relationships. With a team of 360 professionals and strategic partners, the company delivers domain-specific, result-driven services across various industries. Leveraging extensive technological expertise, 360 Technologies empowers organizations by aligning their technology strategies with corporate goals, helping them enhance competitive advantage and maximize returns. The company's service portfolio includes business-to-business (B2B) and business-to-consumer (B2C) applications, software product engineering, content management, business intelligence, and data warehousing solutions.



One of 360 Technologies' notable projects is the Maintenance and Management System for Postal Life Insurance (PLIS) for Pakistan Post, which streamlines the insurance system's operations, improving both efficiency and customer service. Another significant project is the digitization and data entry of land records for the Board of Revenue, Khyber Pakhtunkhwa. This initiative enhances transparency and accessibility, modernizing land record management for government operations. Additionally, the company manages data services for YQ Now Group, ensuring the efficient handling and protection of vast data sets.

360 Technologies has built a reputation for reliability and quality, adhering to ISO 9001:2015 standards. The company is also pursuing CMMI Level 5 certification, which reflects its focus on achieving process excellence. Their Youth Skilled Development Program, "Inductin," launched in collaboration with the National Institute of Science and Technical Education (NISTE), aims to bridge the gap between academia and industry by training 2,000 to 3,000 students annually in industry-relevant IT skills. This program is part of their broader commitment to workforce development and youth empowerment in the tech sector.

In addition to their project-specific services, 360 Technologies offers multimedia design, business process management, and administrative services. Their hybrid service delivery model integrates local and offshore capabilities, allowing them to deliver tailored solutions that meet diverse business needs across industries.

Primary Products

- **Postal Life Insurance System (PLIS) for Pakistan Post**
- **Digitization and Data Entry of Land Records for the Board Of Revenue, Khyber Pakhtunkhwa**
- **Data Management for YQ Now Group**

> *360 Technologies has performed exceptionally well and their support team is always there for support & maintenance. 360's team proved its strategic relationship with SDPD by meticulously performing their duties and by being available at all times of support. We wish them every best in their future endeavors.*
> ***– Irfan-ul-Haq, Finance & Admin In-charge, SDPD Pakistan***

> *360 Technologies are able to communicate with people around the world due to their capabilities and technology. Even when discussing ideas on front-office & back-office systems, with a company as mine that dose not have a deep understanding of the computer world. They are amazing!!!!!! Thank you 360 Technologies. Top qualities: Great Results, Personable, Expert*
> ***– Jeff Higdon, Director Marketing Cal Air Cargo, USA***

> *Gemalto is fully satisfied with the quility of work 360 Technologies produced. Their team is highly professional. Each stage of the project was handled in meticulous manner.*
> ***– Yousaf Ghous, Sales Director Middle East***

WE VALUE YOUR TIME

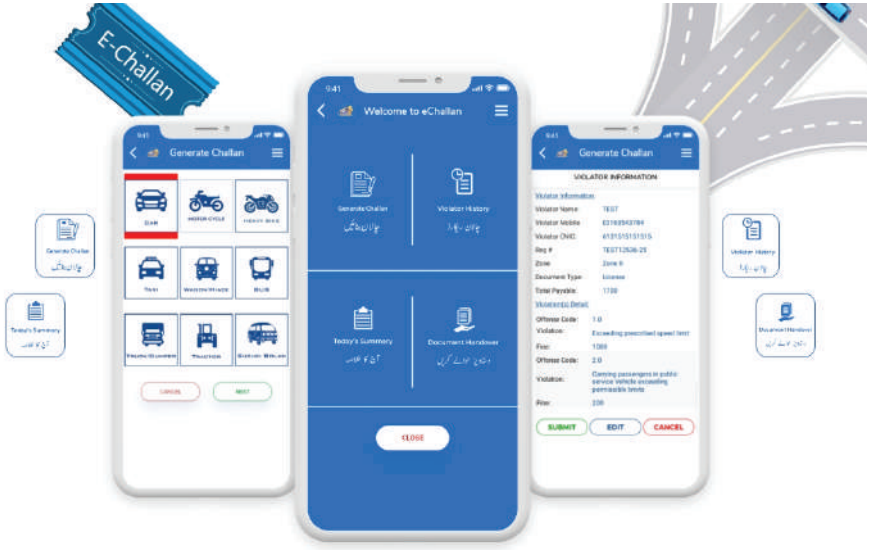
App in Snap

App in Snap is a global provider of cloud-based enterprise solutions, specializing in E-commerce, Fintech, and Enterprise Resource Planning (ERP) systems. Established in 2015, the company delivers a broad array of digital services, including web and mobile development, SEO, social media marketing, web hosting, UI/UX design, and graphics design. App in Snap focuses on revolutionizing digital strategies, empowering businesses to adapt to evolving market trends while driving significant results through innovative technological solutions.

The company has been involved in a number of high-impact projects across various sectors. Their Digital Commerce solutions provide businesses with custom e-commerce software and strategies aimed at driving growth. In the Fintech space, App in Snap has developed mobile banking solutions that allow users to facilitate payments directly via phone numbers, enabling seamless financial transactions from anywhere. For the education sector, their Academia Solutions create personalized learning platforms, enhancing educational engagement and management. They've also modernized legacy systems through Application Modernization services, updating old infrastructure to modern, scalable computing frameworks.

App in Snap's expertise has been recognized through several prestigious awards. In 2022, they were named Huawei Partner of the Year and received the EZY Corp & Huawei Strategic Alliance Partner of the Year award. The company has also collaborated with industry leaders such as Dell EMC, Veeam, Polycom, and Microsoft Gold Partner, establishing itself as a key player in the digital transformation landscape. Their partnerships have allowed them to develop cutting-edge enterprise solutions, catering to a wide





array of industries such as healthcare, logistics, and e-commerce.

Since its inception, App in Snap has grown rapidly, boasting a workforce of over 220 professionals who have successfully developed over 100 digital solutions globally. With 60 satisfied clients and five industry awards, they continue to expand their reach across Asia, Europe, and Australia. Some of their standout products include customized ERP solutions that help businesses automate processes and improve efficiency, sales force supervision solutions to enhance productivity, and cash management systems that streamline financial processes for businesses.

App in Snap has developed several impactful projects, including Digital Wallet Zindagi, which facilitates secure financial transactions, allowing users to manage funds for payments, money transfers, and bill payments. Another significant project is the Remittance Platform, streamlining international money transfers with a user-friendly interface for quick, secure transactions. Additionally, the Echallan traffic violation management system enhances law enforcement by enabling the digital issuance and management of violation tickets, improving efficiency and transparency while simplifying fine collection, thus contributing to better traffic compliance.

Primary Products

- **Digital Wallet Zindagi**
- **Remittance Platform**
- **Echallan**

TALK TO US



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mkt@pseb.org.pk

and we'll take it from there.

Also email us for any comments, suggestions or errors in this whitepaper.

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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's GovTech sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in this domain.

Disclaimer

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