



## Terms of Reference

### Oporajita ICT & eCommerce Training and Digital Marketplace Inclusion

#### 1. Organization Background

iDE is an international NGO with 40 years of experience in designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor as well as the longest-established market development specialist NGO in Bangladesh. iDE believes markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation, and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

#### 2. Project Background

Oporajita, a Collective Impact Initiative, for the Future of Work for Bangladesh, is a 24-month (2022-2024) project funded by the H&M Foundation, with the vision to enhance the employability of women garment workers (WGWs) and safeguard livelihood from the impact of automation and digitalization in the textile industry. iDE's goal for Oporajita is to improve the entrepreneurial capacity of 1,500 out-of-work women garment workers (WGWs) and increase their household incomes by 50% by 2024, particularly those located in the Dhaka division (Gazipur, Savar (Ashulia), and Narayanganj). This initiative aims to have two major outcomes, firstly, to ensure out-of-work WGWs are able to access and utilize appropriate enterprise development services, which enables them to start and/or further improve their business in target sectors. Secondly, the out-of-work WGWs are able to utilize, access, and uptake a range of critical financial products, services, capacity-building measures, and digital/analog marketplaces to enhance their businesses.

#### 3. About the Assignment

iDE is looking to hire a Consultant/Firm to improve the Information and Communication Technology (ICT) and eCommerce competencies (including online product branding) of Oporajita's trained cohort of out-of-work women garment workers (WGWs) who is either interested to start an online business or is interested in enhancing their business by using ICT and/or online platforms.

With the enhanced entrepreneurial capacity of out-of-work WGWs, increased investment and trade with out-of-work WGWs, and established new and innovative business models in logistics and retail services as some of the overall objectives, the Consultant/Firm will build the capacity of the target group such as Computer and Smartphone Fundamentals, Internet Basics, E-commerce/F-commerce/M-commerce Platforms, Payment Gateways, Digital Marketing Basics, E-commerce Security etc. After this training, which is a transformative tool for unlocking the potential of women entrepreneurs, participants will gain fundamental knowledge and skills in ICT and E-commerce empowering them to navigate the digital world as a means to start and enhance their business.

This is an assignment that will start on **5th March 2024** and it is expected that all deliverables will be completed before **15th July 2024**. iDE is committed to equal opportunities for all and does not discriminate on the grounds of race, gender, religion, sexual orientation, or any other status. Women and minority candidates are encouraged to apply.

The assignment will help fulfill one of the key outcomes of the project which is “*Outcome 2: Key market actors increase their investment on and trade with out-of-work WGWs through iDE facilitated partnership and market linkages*“. Oporajita’s targeted entrepreneurial sectors include both on-farm and off-farm. The key competencies that Oporajita aims to improve through this assignment are:

- Review Rapid Market Assessment, Baseline Reports, and other documents to understand the project’s primary actors.
- Design the Basic ICT and e-Commerce Training Module suitable for project’s clients and develop preferably more pictorial/visual training material.
- Facilitate a 1-day Training of Trainers (ToT) on the Basic ICT and eCommerce Training to build the capacity of trainers and iDE/Oporajita field staff.
- Conduct Pre-assessment before the training.
- Improve ICT and eCommerce capacity of project’s trained out-of-work WGWs through **1-day** Basic ICT and eCommerce Training which includes but is not limited to:

Time	Topic/Session	Details
9:00 AM - 9:30 AM	<b>Registration, Welcome and Energizer</b>	<ul style="list-style-type: none"> <li>● Banner set-up, Sign-in, distribution of training materials, and a brief introduction to the agenda.</li> </ul>
9:30 AM - 10:30 AM	<b>Session 1: Introduction to ICT</b>	<ul style="list-style-type: none"> <li>● Understanding the basics of Information and Communication Technology (ICT)/Computer and Smartphone Fundamentals                             <ul style="list-style-type: none"> <li>○ Components and functions of a computer and smartphone system</li> <li>○ Organizing files and folders</li> <li>○ Copying, moving, and deleting files</li> <li>○ Operating systems and basic troubleshooting</li> </ul> </li> <li>● Overview of computer hardware, software, and operating systems.                             <ul style="list-style-type: none"> <li>○ Introduction to word processing, spreadsheets, and presentation software,</li> <li>○ Printing and Scanning</li> <li>○ Basic understanding of email and web browser</li> </ul> </li> <li>● Importance of digital literacy in the modern world.</li> </ul>
10:30 AM - 11:30 AM	<b>Session 2: Navigating the Internet</b>	<ul style="list-style-type: none"> <li>● Navigating the internet/Introduction to web browsers and popular search engines</li> <li>● Understanding URLs, domains, and web addresses</li> <li>● Basic Networking                             <ul style="list-style-type: none"> <li>○ Understanding local area networks (LANs) and the internet;</li> <li>○ Wi-Fi and basic network configurations</li> </ul> </li> <li>● Online safety and responsible internet use/Responsible use of technology and digital etiquette</li> </ul>
11:30 AM - 12:30 PM	<b>Session 3: Energizer &amp; E-commerce Fundamentals</b>	<ul style="list-style-type: none"> <li>● Definition and types of E-commerce.</li> <li>● Key components of an E-commerce transaction.</li> <li>● Significance, Benefits and challenges of online business.</li> </ul>
<i>12:30 PM - 1:30 PM: Lunch Break</i>		
1:30 PM - 2:30 PM	<b>Session 4: e-Commerce Platforms and Tools</b>	<ul style="list-style-type: none"> <li>● Overview of popular E-commerce platforms.</li> <li>● Setting up and managing an online store.                             <ul style="list-style-type: none"> <li>○ Product photography and pricing</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Customer relations/communication</li> <li>● Introduction to digital payment gateways                             <ul style="list-style-type: none"> <li>○ Security considerations in online transactions/Ensuring secure transactions and data protection</li> </ul> </li> <li>● Digital Marketing Basics                             <ul style="list-style-type: none"> <li>○ Online marketing strategies</li> <li>○ Social media marketing and email campaign</li> </ul> </li> <li>● Logistics and Fulfillment                             <ul style="list-style-type: none"> <li>○ Basics of order fulfillment and shipping</li> <li>○ Inventory management in an online business</li> </ul> </li> <li>● Monitoring and Record Keeping                             <ul style="list-style-type: none"> <li>○ Monitoring and analyzing e-commerce performance</li> <li>○ Business sales record keeping</li> </ul> </li> </ul>
2:30 PM - 3:30 PM	<b>Session 5: Digital Security and Privacy</b>	<ul style="list-style-type: none"> <li>● Legal and Ethical Considerations                             <ul style="list-style-type: none"> <li>○ Understanding e-commerce laws and regulations</li> <li>○ Ensuring ethical business practices online</li> </ul> </li> <li>● Importance of online security.</li> <li>● Importance and best practices for creating secure passwords.</li> <li>● Awareness and Protection against common online threats</li> </ul>
3:30 PM - 4:00 PM	<b>Session 6 - Future Trends in ICT and E-commerce &amp; Closing</b>	<ul style="list-style-type: none"> <li>● Emerging technologies shaping the future of ICT and E-commerce.</li> <li>● Opportunities and challenges in the evolving digital landscape.</li> </ul>
4:00 PM - 4:30 PM:	<b>Q&amp;A and Closing Remarks</b>	<ul style="list-style-type: none"> <li>● Open floor for participants to ask questions.</li> <li>● Distribution of certificates and closing remarks.</li> </ul>
<p>Note:</p> <ul style="list-style-type: none"> <li>● The training will include a mix of presentations, interactive discussions, and hands-on exercises.</li> <li>● Consultant/Firm will bring a few laptops and/or smartphones for practical demonstrations.</li> <li>● Participants are encouraged to bring laptops and/or smartphones for practical demonstrations.</li> <li>● Resources and additional reading materials will be provided for further learning.</li> <li>● Conduct post-assessment after the training.</li> </ul>		
<b>Post-Training Support (After 1-day Training)</b>		
<p><b>Digital Marketplace Inclusion</b></p> <ul style="list-style-type: none"> <li>● From the trained participants, identify those to support the inclusion in existing digital marketplaces.</li> </ul>		
<p><b>Final Report</b></p> <ul style="list-style-type: none"> <li>● Conducted at the end of the intervention to report achievements, operational bottlenecks, and the next steps.</li> </ul>		

To be considered successful, the Consultant’s/Firm’s training activities must result in demonstrable improvements in out-of-work WGW’s basic ICT and e-Commerce competencies. It is the responsibility of the Consultant/Firm to specifically define how the activities included in the training module will lead to measured improvements in specific knowledge, skills, and attitudes related to basic ICT and e-Commerce competencies.

#### 4. Major Responsibilities of the Consultant/Firm

In consultation with the respective unit at iDE, the Consultant/Firm will be mainly responsible for the following tasks or services:

Phase	Responsibilities
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<p><b>Phase-I</b> (Inception) Mar'24</p>	<ul style="list-style-type: none"> <li>● Signing of contract and development of the detailed work plan. Review assignment's scope of work and seek clarification, if necessary;</li> <li>● Review project documents of iDE/Oporajita project which has already been developed.</li> <li>● Assess <b>primary actors' needs and eCommerce market</b> to co-customize training modules.</li> <li>● Customize a <b>1-day Basic ICT and eCommerce Training module</b> for the Oporajita project as well as a <b>training schedule</b>.</li> <li>● Organize a <b>'kick-off' meeting</b> with Oporajita Dhaka and field staff to ensure alignment between the project team and consultant team for efficient training delivery. Discuss with the project staff to understand their learnings and expectations from this assignment.</li> <li>● Any revision/addition regarding the assignment should follow the requirement of iDE and must be addressed.</li> <li>● Facilitate <b>Training of Trainer (ToT)</b> for the trainers and iDE field team.</li> <li>● Co-develop <b>criteria</b> with iDE to identify a list of women who are eligible to participate in the training.</li> <li>● Assign a focal person who will work closely with the Oporajita project to ensure the proper delivery of any assignment.</li> </ul>
<p><b>Phase-II</b> (Training) Mar'24 - Jun'24</p>	<ul style="list-style-type: none"> <li>● Revise the final training module and schedule, if necessary.</li> <li>● Arrange a few laptops and/or smartphones to be shared in groups for practical demonstrations. Encourage participants to also bring laptops and/or smartphones for practical demonstrations.</li> <li>● <b>Facilitate the 1-day Training</b> (as mentioned above). Facilitating <b>20-25 batches</b> of training will be led by the Consultant/Firm (~30 women per batch) and supported by the Oporajita field staff. This includes training completion certification and conducting training pre and post-assessments.</li> <li>● Arrange appropriate training venues, food/snacks, and stationery items required for the training.</li> </ul>
<p><b>Phase-III</b> (Inclusion) Mar'24 - Jun'24</p>	<ul style="list-style-type: none"> <li>● After each training batch, identify a minimum of 10 suitable participants to engage in the <b>Digital Marketplace Inclusion process</b> (Min. Total 200-250). As those participants are identified, simultaneously support those entrepreneurs to open profiles and start selling their products/services through existing digital marketplaces/eCommerce platforms and/or engaging with other retail/logistical services.</li> </ul>
<p><b>Phase-IV</b> (Closing) 15 Jul'24</p>	<ul style="list-style-type: none"> <li>● Deliver/Submit a <b>final report</b> documenting the assignment to the Oporajita team (max. 10 pages) capturing the training activities, list of participants, learnings/recommendations, photos, etc.</li> <li>● Organize a <b>final meeting</b> with the Oporajita team to provide assignment debriefing.</li> </ul>

### 5. Major responsibilities of iDE

iDE will provide the Consultant/Firm with the necessary support to undertake and implement the assignment and execute the objective and tasks outlined in this Terms of Reference. Such responsibilities include the following:

- Provide initial briefing, orientation, and existing work plan overview;
- Provide project-related materials, business training modules, and other documents and reports;
- Provide feedback on different stages of the consultancy process: methodology, work plan, etc.;
- Participate in the 'kick-off' meeting with project field staff to ensure alignment between project and consultant for efficient training delivery;
- Co-develop the criteria and support the screening and development of the list of pre-trained women eligible to participate in the Basic ICT & eCommerce Training.
- Provide coordination support to Consultant/Firm of the training events for the staff and target women;
- Organize a feedback session (can be virtual) from the project staff and comments from Consultant/Firm;
- Mention someone from the project as an assigned person to keep the coordination, and;

- Disburse payment as per payment tranches, after the acceptance of successful completion of specific deliverables.

## 6. Key Deliverables

The days and tentative date can vary based on the discussion between the Consultant/Firm and iDE team and payment will be based on the complete submission of deliverables within the agreed timeline between the Consultant/Firm and the iDE team. Based on the field context, the Consultant/Firm is expected to deliver the following listed deliverables:

Phase	S.N.	Deliverable	Tentative Date
I	1	The <b>Contract</b> is signed and a <b>Detailed Work Plan</b> is developed and approved.	Mar'24
	2	The <b>'kick-off' meeting</b> is organized with the project field team.	
	3	Assess <b>primary actors' needs and eCommerce market</b> to co-customize training modules. <b>1-Day Training Module, Materials, Banners, Certificates, and Training Schedule</b> are developed and approved.	
	4	A 1-day <b>training of trainers (ToT)</b> is conducted.	
	5	A <b>criteria</b> to screen the pre-trained women for the identification of ~600-750 women eligible to participate in the Basic ICT & eCommerce Training is co-developed.	
II	6	Twenty/Twenty-Five (20-25) 1-day training batches (~30 women per batch) are facilitated for the pre-trained out-of-work WGWs through classroom training. This includes training completion certification and conducting training pre and post-assessments. The tentative plan is as follows but not fixed: <ul style="list-style-type: none"> <li>• Mar'24 = 7-10 batches (50% in Savar; 50% in Gazipur) ~200-250 clients</li> <li>• Apr'24 = 7-10 batches (50% in Savar; 50% in Gazipur) ~200-250 clients</li> <li>• Jun'24 = 7-10 batches (50% in Savar; 50% in Gazipur) ~200-250 clients</li> </ul>	Mar'24 - May'24
III	7	A <b>list of women (Min. 200-250)</b> is developed and engaged in the <b>Digital Marketplace Inclusion process</b> . These women will be supported <b>extensively</b> to open profiles and start selling their products/services through existing digital marketplaces/eCommerce platforms and/or engaging with other retail/logistical services.	Mar'24 - Jun'24
IV	8	<b>Final Report</b> in the format agreed to by Oporajita is submitted and final assignment <b>debriefing meeting</b> with Oporajita is organized.	<b>15 Jul'24</b>

*Note: Payment will be based on the timely submission of deliverables however the submission dates are tentative and can vary based on the discussion between the Consultant/Firm and the iDE team.*

## 7. Tentative Work Schedule

The Consultant/Firm is expected to start work on or around **5th March 2024**. This assignment will be completed by **15th July 2024**, which includes the completion of all tasks in the assignment along with the submission of the deliverables as detailed in **Section 6**. Based on unavoidable circumstances, the period for conducting the assignment might change depending on the situation. The Consultant/Firm is expected to be able to accommodate these changes without additional cost. The detailed work schedule/plan will be finalized upon mutual understanding from both parties during the kick-off meeting.

## 8. Proprietary Rights

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of

iDE. This provision shall remain valid even after the completion of this assignment. iDE-Bangladesh reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm. iDE will reserve the copyright of all produced materials and should be permitted to use them without a time limit.

## 9. Deliverables and Schedule of Payment

This assignment will start on **5th March 2024** and continue till **15 July 2024** (~4.5-month-long assignment). This work plan may be revised considering external situations and as per the needs of the project. The financial proposal should include the total cost of the service, consultancy fees detailing all transportation, logistics, and other costs (including accommodation and food expenses, etc.). The payment will be made in **four (04) installments** as follows:

S.N.	Deliverables	Tentative Deadline	Installment Value
1.	<b>Deliverable 1 - 5:</b> i) Signed Contract and a Detailed Work Plan, ii) ‘Kick-off’ meeting, iii) Assessment of primary actors’ needs and eCommerce market and 1-Day Training Module, Materials, and Training Schedule, iv) Training of trainers (ToT), and v) Criteria to screen the pre-trained women (~600-750 women) eligible to participate in the Basic ICT & eCommerce Training.	Mar’24	30% of the Total Contract Value
2.	<b>Deliverable 6:</b> vi) 20-25 training batches are facilitated for ~600-750 pre-trained out-of-work WGWS	May’24	20% of the Total Contract Value
3.	<b>Deliverable 7:</b> vii) List of participants (Min. 200-250) is developed and engaged with existing digital marketplaces/eCommerce platforms and/or other retail/logistical services.	Jun’24	40% of the Total Contract Value
4.	<b>Deliverable 8:</b> viii) Final Report and Debriefing Meeting	15 Jul’24	10% of the Total Contract Value

*Note: Government VAT and Tax regulation will be applied as per the norms of the organization, and these costs **must** be included in the financial proposal.*

The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per the Government of Bangladesh VAT and tax regulation; International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National consultants are taxed at 15% VAT and 10% tax;
- The Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rules;
- VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected Consultant/Firm will abide by other terms and conditions of iDE Bangladesh.

## 10. Eligibility Criteria

General experience and expertise required for this assignment are mentioned below:

- A minimum of 8-10 years of progressively responsible experience in eCommerce and ICT training, economic development, and enterprise development in a rural and peri-urban setting.
- Experience working with MSMEs (Medium Small & Micro Enterprises) specifically women entrepreneurs.
- Experience working with local eCommerce companies, mobile payment companies, logistics and retail companies. Being an eCommerce firm would be preferable.
- Sound understanding and experience in the labor market and women entrepreneurship in the Bangladesh context.
- Willing to work under pressure and maintain the quality of the work and deliverables.
- Experience working with international NGOs with relevant experience.
- Excellent analytical skills.
- Personal commitment, efficiency, and flexibility, together with the ability to work both independently under minimum supervision and with large diverse project teams.
- Ability to create clear, logical data and other visualizations required.
- Ability and willingness to travel to remote areas
- Demonstration of logistical capability
- Experience working on women-based activities including but not limited to training, education, and employment opportunities at the district level of Dhaka Division is preferable.
- Demonstrated capacity and expertise to execute the activities, including the availability of equipment, contacts,
- and experience in undertaking similar assignments.
- Well-developed design and plan for executing the assignment ensuring the quality work as mandated by iDE.
- Appreciative of delivering the final products in line with the set ToR within the agreed timeline.
- Relevant professional qualifications of key personnel / senior staff to conduct the proposed project; and the proposed management and team structure.
- Excellent interpersonal communication, easy presentation, good command of English and Bangla.

## 11. Bid Submission

All proposals should include:

- Cover letter (maximum 01 page);
- Technical Proposal (maximum 03 pages) which should include:
  - Understanding of the assignment, methodology, and a detailed work plan
  - Relevant professional qualification and experience to carry out the assignment ensuring the highest quality of the work
  - Links to samples of previous work in a Google Drive folder
- Financial Proposal (maximum one page): Breakdown of all the cost estimates mentioning the different activities to complete the task. This should include, but not be limited to accommodation and travel costs (to the Oporajita project areas at the Upazila and District level under Dhaka Division), food expenses, and other items needed for the consultancy/service.
- Please also include:
  - Company profile
  - VAT Registration Certificate
  - TIN Certificate
  - Trade License Certificate/ Joint Stock Company Registration Certificate (if applicable)

Interested and qualified Consultants/Firms are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write “**Oporajita - Basic ICT & eCommerce Training and Digital Marketplace Inclusion 2024**” in the subject line. The proposals should be submitted by **5 PM Bangladesh Standard**

**Time (BST) on 22nd February 2024.** We are only able to consider electronic submissions. Only shortlisted Consultants/Firms will be contacted and invited for a technical discussion.

**Deadline:** 22nd February 2024 COB (5 PM BST).

**Annex 1: The Content of the financial proposal**

Financial Proposal						
<b>Name of the Organization</b>					Date:	
<b>Address</b>						
SL	Items	No. of Persons	Unit(Day)	BDT per day or unit	Total Amount (BDT)	Remarks
A	Remuneration					
A1	Team Leader					
A2	Study Coordinator					
A3						
A4						
Sub Total						
B	Travel and Accommodation					
B1	Two-way travel					
B2	Accommodation					
B3						
B4						
Sub Total						
C	Support Services					
C1	Training venue					
C2	Training food					
C3	Print and stationery					
C4						
Sub Total						
	VAT (15%)					
Grand Total						
In Words						