



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.

Bangladesh

## **Bangladesh e-Commerce Research Study: Digital Commerce Policy Study**

### **TERMS OF REFERENCE**

#### **1. Background**

The Friedrich Naumann Foundation for Freedom (FNF) believes in principles of liberalism and promotes an inclusive market economy through its work across the globe, including in Bangladesh.

FNF Bangladesh aims to facilitate dialogue between business associations and entrepreneurs (especially women) to enhance their access to the formal economy, especially in a post-pandemic era. In order to do so, FNF Bangladesh will conduct a situation analysis on the current digital commerce policy of the e-Commerce market in Bangladesh. The study will serve as an important knowledge material for future interventions and policy actions.

Based on the intervention strategy, FNF Bangladesh aims to continue to support promotion of a conducive business climate for e-commerce, and support online business entrepreneurship development especially targeting the young and women-led businesses and Start-Ups.

#### **2. Objectives and Scope of the Assignment**

The selected firm/Individual is expected to conduct three sets of assessments and recommendations:

- Identify the major constraints of existing digital commerce policy in Bangladesh; and propose at least 5 regulatory and policy changes which will liberalize e-Commerce in Bangladesh.
- Suggest strategies for advocating these 5 liberal regulatory and policy changes.
- Develop policy papers/policy briefs for each.

#### **3. Tasks and Deliverables**

The consultant is expected to perform the following tasks:

- Identify and review key published and unpublished documents in the country relating to status of the online business/e-commerce environment including policies, regulations, and other official documents

- Interview representatives from business associations and chambers, government officials from the relevant ministries, local government officials, academics, and other stakeholders
- Interview a sample of businesses from the online business/e-commerce sector. The sample can be limited to Dhaka city only.
- Prepare a report on the findings from the survey of primary and secondary data collected under this assignment.
- The report should offer suggestions to FNF for possible programming interventions.

A technical and financial proposal is expected. The proposal should include, but not limited to:

- a) Data collection methodology and approach, including indicative number of interviews of respective target groups.
- b) Team Composition, and division of responsibilities.
- c) Time Line
- d) Budget

#### 4. Timeframe

The study period will be for a maximum of **EIGHT (08) WEEKS** from signing of the contract. The consultant will be required to provide and confirm a detailed work plan in the Inception Report.

#### 5. Qualifications and Requirements

An individual or a consulting firm contracted by FNF Bangladesh will execute this assignment and shall possess the following qualifications:

- i) Understanding free market economy, liberal principles.
- ii) Experiences in conducting studies on the business sector.
- iii) Familiarity with conducting KIIs and FGDs in Dhaka.
- iv) Experiences of developing policy papers/policy briefs.
- v) Good network within the business communities, stakeholders in Dhaka.
- vi) Good network of experienced enumerators, supervisors, and data managers.
- vii) Demonstrated strong capacity in data management and statistic.
- viii) Familiarity with local language/dialect is desirable.
- ix) At least a master's degree in social science, business or finance.

The contracted entity shall engage a multi-disciplinary team comprising of professionals.

The proposed Selection Criteria:

Proposals will be evaluated and scored based on the following criteria:

- Technical proposal Score: 80%

- Individual/agency/organization profile (related experience): 15%
  - Understanding of the ToR: 15%
  - Methodology: 35%
  - Team Composition: 15%
  - Gender Equity: 5 additional points if there is gender equity in team composition
- Financial Proposal: 20%

Please submit your proposal application in English no later than **23 January 2022** to [bangladesh@freiheit.org](mailto:bangladesh@freiheit.org). In the subject line please **include your full name** along with the following **“Consultancy Application: Bangladesh e-Commerce Research Study: Digital Commerce Policy Study”**. Only short-listed candidates will be notified and contacted for an interview. Applications received after the deadline or incomplete applications will not be considered.

## 6. Budget and Payment Schedule

The consultancy fee is Five (5) Lac, inclusive of VAT and other taxes. The consultant should submit a detailed budget outlining major heads. The budget should include all relevant costs applicable for this assignment. Relevant and applicable legal documents (including agency or organization’s registration paper if applicable, Tax/TIN certificate, VAT certificate and bank details) should be submitted upon selection.

The payment schedule will be as follows:

- 40% of the total fees upon submission of the Inception Report
- 60% of the total fees upon submission and approval of the final Report

The fees will be paid by cheque or bank account transfer upon agreement with the consultant. VAT and tax will be deducted as per local government policies.

## 7. Intellectual property

FNF Bangladesh shall, solely and exclusively, own all rights in and to any work created in connection with this agreement, including all data, documents, information, copyrights, patents, trademarks, trade secrets or other proprietary rights in and to the work. The consultant is not allowed to post or publish (electronically or in print) any project-related information without explicit permission of FNF Bangladesh.

## 8. About us

The Friedrich Naumann Foundation for Freedom is a foundation for liberal politics in the Federal Republic of Germany. It aims to promote the goal of making the principle of freedom valid for the dignity of all people and in all areas of society, both in Germany and abroad. With the safeguarding and the development of its statutory projects (civic education and dialogue, sponsorship of the talented, research

and political consultation, and archive-work), the Friedrich Naumann Foundation for Freedom wants to contribute to shaping the future. We believe that the pursuit of liberty is an essential goal of humanity.

*FNF is an equal opportunity employer*