**Annex-A |Terms of Reference**

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| F-Commerce Orientation and Business Bootcamp Sessions for SMEs |

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# Background

iDE is an international NGO with over 30 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 that 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.

# Programme Overview

With a focus to enable women’s economic empowerment in Bangladesh, the WEESMS programme promotes entrepreneurship acumen among rural women-led/owned and women-oriented businesses, accelerates positive culture for women’s participation in the rural economy and engages with rural SMEs to make them more resilient against economic shocks. In the five years of implementation (2016 till 2021) the project has exclusively targeted women-led/owned and women-oriented SMEs in **six districts of Khulna and Rangpur divisions**.

In three particular sectors, i.e., **home textile (HT), jute diversified products (JDP), processed and packaged foods (PPF)**, the project primarily worked in partnerships with private sector actors, public agencies, business member associations (BMOs), financial institutes and relevant market players, with an aim to create enduring impact for the rural women, and demonstrate scalable models for changing social and economic conditions of rural women.

These successful collaborations helped the WEESMS project in co-designing and scale successful activities like advocacy and policy dialogues; financial services orientation, input/output market linkage engagements; workplace safety & entrepreneurship trainings; adaptation of digital technologies for improved digital footprints- all directed at women participating as part-time/full-time workers, entrepreneurs and change makers in the economy.

With a market system development approach, the project is currently funded by **the Embassy of Sweden** and jointly implemented by iDE Bangladesh and The Asia Foundation.

The three outcomes of the WEESMS programme are:

**Outcome 1:** Enhance awareness and recognition of rural women’s increased participation in the economy

**Outcome 2:** Endure commercial engagement for women-led and women-oriented small businesses to become economically resilient and respond to economic shocks

**Outcome 3:** Ensure commercial growth for women-led and women-oriented SMEs through better capability

**3. Objectives of the Assignment**

There are **three key objectives** under the assignment

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| **Objective 1- Business Bootcamp Sessions for SMEs** | |
| **Rationale** | **Methodology** |
| Based on the tiering criteria (see Annex-D) that has been developed by WEESMS, SMEs belonging to Tiers C & D are either suffering from business stagnation, or exhibit growth potential, but require significant capacity building efforts in terms of business acumen and certain soft skills. On the other hand, SMEs from Tiers A & B showcase a steady growth in business performance, supported by their upholding and utilization required skill sets and market insights.  Aseries of **Business Bootcamp Sessions** will be conducted in project locations, to build the capacity of SMEs on best practices in, among others, the following areas:   * Strategies to survive in crisis scenarios such as COVID-19 pandemic * Strategies to adopt and flourish in crisis scenarios such as COVID-19 pandemic * Improved financial management practices adopted by the Lead SMEs * Improved marketing management practices adopted by the Lead SMEs * Processes adopted to expedite availing of, and benefits of availing-   + Trade licenses and certifications   + Decent work practices at the workplace (if applicable)   + Loans and GoB stimulus package support   + Hard skills in design and new product development | **Facilitation:**  Consultant along with 2 co-trainer SMEs from the same region where the session is being conducted (selected from Tiers A & B, see objective-3 below for details)  **No. of sessions:**  16 in total, 8 in each region  **Regions:**  Khulna and Rangpur  **Duration per session:**  2-3 hours  **Participants per session:**  20 SMEs approximately.  **Outputs:**  16 Business Bootcamp Sessions successfully conducted with around 310 SMEs  The prerequisite for Objective-1 is the designing of Business Bootcamp Sessions in collaboration with Lead SMEs, elaborated under **Objective-3**  \*N.B: This session can be clubbed with and provided on the same day as the one detailed in **Objective-2,** preferably on the first half of the day. The consultant however will need to provide a separate sub-section for **Objective-1** under the financial proposal format shared in Annex-C. |
| **Objective 2: F-Commerce Orientation for SMEs** | |
| **Rationale** | **Methodology** |
| Facebook commerce, or F-commerce in short, which involves the buying and selling of goods and services over the Facebook platform, with targeted advertising and promotion, is now one of the elemental frontiers in the digital marketplace. The market size of Bangladesh’s F-commerce industry was approximately BDT 3.12 billion in 2019, according to the IDLC business review 2019. During the COVID-19 pandemic, the online marketplace kept expanding. However, the capacity of many SMEs to sell in the F-commerce platform is still not up to the standard.  This F-commerce orientation for SMEs will improve their technical skills to be able to sell their products on the F-commerce platform, as well as motivate them to sell their products in the online marketplace. The WEESMS team has already developed resources in-house with the aim of building the capacity of SMEs on running successful F-commerce pages.  Aseries of **F-Commerce Orientation Sessions** will be conducted in project locations, to build the capacity of SMEs on, among others, the following areas:   * + How to create a Facebook account/ID   + How to create a Facebook Page for one’s business   + How to promote one’s Page and Products on the Facebook platform   + How to collaborate successfully with other service providers through Facebook   + How to effectively interpret and utilize Facebook analytics data | **Facilitation:**  Consultant along with 2 co-trainer SMEs per event from the same region where the session is being conducted (selected from Tiers A & B, see objective-3 below for details)  **No. of sessions:**  16 in total, 8 in each region  **Regions:**  Khulna and Rangpur  **Duration per session:**  2-3 hours  **Participants per session:**  20 SMEs  **Outputs:**  16 F-Commerce Orientation Sessions successfully conducted with 310 SMEs  The prerequisite for Objective-2 is the development of F-Commerce training modules and Training of Trainers of Lead SMEs, elaborated under **Objective-3**  \*N.B: This session can be clubbed with and provided on the same day as the one detailed in **Objective-1,** preferably on the second half of the day. The consultant however will need to provide a separate sub-section for **Objective-2** under the financial proposal format shared in Annex-C. |
| **Objective 3: F-Commerce Orientation Module development with ToT and Business Bootcamp Brainstorming session** | |
| **Objective 3.1 Designing Business Bootcamp Brainstorming session** | |
| **Rationale** | **Methodology** |
| As a precursor to objective 1, in order to design the Business Bootcamp session, the consultant will have to conduct a daylong brainstorming session with selected Lead SMEs. WEESMS will share a list of selected 10 Lead SMEs (or mentors) from the Tiers A & B, 5 from Khulna and 5 from Rangpur regions. The consultant will engage with these Lead SMEs in a **day-long Consultative Workshop on Business Mentorship (5-6 hours)**, with the aim to elicit information on the areas in focus listed under objective 1.  From the information garnered in the form of best practices from the Lead SMES, as well as literature available with WEESMS, the consultant will develop a **Business Bootcamp Session Plan, along with facilitation content for the Business Bootcamp Session for SMEs** | **Facilitation:**  Consultant  **No. of sessions:**  2 (if planned on the field)  1 (if planned in Dhaka)    **Regions:**  Khulna and Rangpur, or Dhaka  **Duration per session:**  5-6 hours  **Participants per session:**  5 SMEs (if planned on the field)  10 SMEs (if planned in Dhaka)    **Outputs:**   * Business Mentorship Session(s) conducted with 10 Lead SMEs * Business Bootcamp Session Plan created for **Objective 1** * Business Bootcamp Session facilitation content created for **Objective 1**   \*N.B: Consultants are expected to conduct the 2-day consolidated workshops (**comprising Business Mentorship Session under** **Objective 3.1 and Training of Trainers under Objective 3.2)** at the field. However, they can propose an alternate modality where these workshops can be conducted centrally in Dhaka, with the Lead SMEs traveling from the field to attend. This must be appropriately budgeted for in the financial proposal to reflect all costs incurred (Annex-C) |
| **3.2 Designing F-Commerce Orientation session** | |
| **Rationale** | **Methodology** |
| As a precursor to objective 2, the consultant will fine-tune the F-Commerce training module designed by the WEESMS team and create a **Master Trainer Module**. WEESMS will share a list of selected 10 Lead SMEs (or mentors) from the Tiers A & B, 5 from Khulna and 5 from Rangpur regions. The consultant will engage with these Lead SMEs in a **Training of Trainers on F-commerce (5-6 hours)**.  After delivery of the ToT, the consultant will develop an **Abridged F-Commerce Training Module** covering all key topics of the **Master Trainer Module**, to be co-facilitated to wider WEESMS SMEs with the support of the Lead WEESMS SMEs. | **Facilitation:**  Consultant  **No. of sessions:**  2 (if planned on the field)  1 (if planned in Dhaka)    **Regions:**  Khulna and Rangpur, or Dhaka  **Duration per session:**  5-6 hours  **Participants per session:**  5 SMEs (if planned on the field)  10 SMEs (if planned in Dhaka)    **Outputs:**   * Master Trainer Module on F-commerce * Training of Trainers provided to Lead SMEs * Abridged F-Commerce Training Module for **Objective 2**   \*N.B: Consultants are expected to conduct the 2-day consolidated workshops (**comprising Business Mentorship Session under** **Objective 3.1 and Training of Trainers under Objective 3.2)** at the field. However, they can propose an alternate modality where these workshops can be conducted centrally in Dhaka, with the Lead SMEs traveling from the field to attend. This must be appropriately budgeted for in the financial proposal to reflect all costs incurred (Annex-C) |

**4. Key Deliverables of the Firm/ Organization/ Consultant**

The firm/organization/consultant is expected to deliver the following listed deliverables:

* **Deliverable 1**
  + Inception Report along with consolidated work plan
* **Deliverable 2**
  + 1 Revised (the project will share few old modules to help develop a comprehensive new module) Master Training Module on F-Commerce in both Bangla and English

* **Deliverable 3**
  + Conduct a daylong Master-Training session with Lead SMEs on F-Commerce via videoconferencing/ in-person (10 Lead SMEs, 5-6 hours)
* **Deliverable 4**
  + Conduct a day-long consultative workshop on business mentorship with Lead SMEs via videoconferencing/ in-person (10 Lead SMEs, 5-6 hours)
* **Deliverable 5**
  + 1 final abridged F-commerce training module in both Bangla and English (2-3 hours)
* **Deliverable 6**
  + 1 business bootcamp session plan, along with facilitation content in both Bangla and English (2-3 hours)
* **Deliverable 7**
  + 16 day long F-Commerce Orientation and Business Bootcamp Sessions (8 workshops each in Rangpur and Khulna, with 20 SMEs in each session; 5-6 hours).
* **Deliverable 8**
  + Debrief meeting with the programme team via videoconferencing.
  + All original workshop/training evaluation forms from the participants and a summary report on feedback from the participants.

**5. Major responsibilities of the Firm/ Organization/ Consultant**

The Firm/ Organization/ Consultant projected scope of work is detailed below:

* Understand the objective of the assignment through discussion with the programme team;
* Submit 1 inception report along with consolidated workplan
* Develop 1 revised 5 to 6-hour Master Training Module on F-Commerce in both Bangla and English;
* Conduct a daylong Master-Training session with Lead SMEs on F-Commerce via videoconferencing/ in-person (10 Lead SMEs, 5-6 hours)
* Conduct a day-long consultative workshop on business mentorship with Lead SMEs via videoconferencing/ in-person (10 Lead SMEs, 5-6 hours)
* Develop 1 final abridged F-commerce training module in both Bangla and English
* Develop 1 business bootcamp session plan, along with facilitation content in both Bangla and English
* Develop a schedule of proposed F-Commerce Orientation and Business Bootcamp Sessions dates based on Lead SME availabilities;
* Facilitate 16 sessions (~20 women SMEs per session) of 5-6 hours F-Commerce Orientation and Business Bootcamp Sessions in Khulna and Rangpur;
* Participate in a final meeting with the WEESMS team to provide assignment debriefing.

**6. Major responsibilities of iDE**

WEESMS agrees to:

* Provide list of list of selected 10 Lead SMEs (or mentors) from the Tiers A & C, 5 from Khulna and 5 from Rangpur regions
* Provide relevant programme documents as requested by the consultant;
* Provide feedback and approval for the content of training module/ session plan in a timely manner;
* Approve proposed training schedule;
* Provide logistical support in movements to and from Dhaka and the regions of Khulna and Rangpur
* Manage booking training facilities, and procuring materials required to conduct the training workshop;
* Communicate with participating women entrepreneurs to coordinate their training attendance;
* Provide WEESMS Market Development Officers (MDOs) to support the trainers during training sessions as requested; and
* Provide relevant feedback to the consultants on training design and implementation quality.

**7. Tentative Work Schedule**

The Firm/ Organization/ Consultant shall commence the assignment on **September 19th, 2021** and must complete all the deliverables as mutually agreed by both Parties by **October 31st, 2021.** If events beyond the Consultants control, such as natural disasters and political unrest, arise and affect the consultant’s ability to perform the services as agreed in the original timeline, the Consultant shall seek written approval from the Client for a revised timeline and will bear any additional cost caused by the changes.

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| **Work activities** | **Responsible Party** | **Completed By** |
| Service agreement contract signed by consultant & WEESMS | Consultant & WEESMS | September 19, 2021 |
| Documents along with list of selected 10 Lead SMEs shared | WEESMS | September 19, 2021 |
| Submit 1 inception report along with consolidated workplan | Consultant, with input from WEESMS | September 26, 2021 |
| Conduct a daylong Master-Training session with Lead SMEs on F-Commerce via videoconferencing/ in-person | Consultant with logistics support from WEESMS | September 29, 2021 |
| Conduct a day-long consultative workshop on business mentorship with Lead SMEs via videoconferencing/ in-person | Consultant with logistics support from WEESMS | September 30, 2021 |
| Develop 1 final abridged F-commerce training module in both Bangla and English | Consultant, with input from WEESMS | October 7, 2021 |
| Develop 1 business bootcamp session plan, along with facilitation content in both Bangla and English | Consultant, with input from WEESMS | October 7, 2021 |
| Finalize Rangpur and Khulna training schedule including venues, times, and materials required | Lead: WEESMS  Support: Consultant | October 10, 2021 |
| Facilitate 16 sessions of F-Commerce Orientation and Business Bootcamp Sessions in Khulna and Rangpur | Consultant with logistics support from WEESMS | Oct 11- Oct 31, 2021 |
| Debriefing meeting via videoconferencing and close assignment | Consultant and WEESMS | October 31, 2021 |

**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 completion of this assignment. iDE-B reserves the right to terminate this agreement at any time with the consultation of contracted individuals.

**9. Deliverables and Schedule of Payment**

The financial proposal should include the firm/organization/ consultant’s daily consulting fee rate (including VAT and TAX). The consulting fees payment will be made in three installments as follows:

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| **S.N.** | **Deliverables** | **Installment**  **Values** |
| 1. | 1 Inception Report along with consolidated work plan | **20%** |
| 2. | 1 Revised Master Training Module on F-Commerce in both Bangla and English | **50%** |
| 3. | 1 daylong Master-Training session with Lead SMEs on F-Commerce via videoconferencing/ in-person |
| 4. | 1 final abridged F-commerce training module in both Bangla and English |
| 5. | 1 day-long consultative workshop on business mentorship with Lead SMEs via videoconferencing/ in-person |
| 6. | 1 business bootcamp session plan, along with facilitation content in both Bangla and English |
| 7. | 16 day long F-Commerce Orientation and Business Bootcamp Sessions | **30%** |
| 8. | 1 debriefing meeting via videoconferencing and close assignment |

**Note:** Government VAT and tax regulation will be applied, 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 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;
* Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
* 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 will abide by other terms and conditions of iDE Bangladesh.

**10.** **Eligibility Criteria**

General experience and expertise required for the training service provider for fabric mask production applying:

* Demonstrated, established presence as a business skills training service provider in Bangladesh.
* Understanding of and experience in F-commerce operations
* Adequate pool of experienced, rigorously selected trainers with sufficient capacity to execute concurrent training delivery in Rangpur and Khulna divisions.
* Ability to meet tight programme work schedules and rapidly adapt training design and scheduling as necessary to meet the evolving needs of women micro entrepreneurs.
* Demonstrated ability to apply a gender-aware lens to training design and an ability to rapidly assess and respond to specific learning requirements of women micro entrepreneurs.
* Demonstrated ability to co-design and co-implement learning curricula along with practitioners

**11. Bid Submission**

All proposals should include:

* Cover letter (maximum one page);
* Technical Proposal (maximum 5 pages) which should include:
  + Understanding of the assignment and a detailed work-plan
  + Key deliverables and timeline
  + Relevant experience of the consultant/firm
* Financial Proposal (maximum one page): breakdown of cost estimates. This should include, but not be limited to accommodation and travel costs (from one district to another), food expenses, and other items needed for the consultancy including VAT & Tax.
* If applicable, please also include:
  + Company profile
  + VAT Registration Certificate
  + TIN Certificate
  + Joint Stock Company Registration Certificate
  + Trade License Certificate