**Terms of Reference (ToR)**

**For Hiring Business Analyst (Consultant) for Bangladesh Investment Development Authority (BIDA)**

# 1. Introduction

## 1.1 Background

PRABRIDDHI is a Local Economic Development (LED) project, funded by the Governments of Bangladesh and Switzerland, co-implemented by the Local Government Division (LGD) and Swisscontact. The current phase of the project (September 2020 – December 2025) focuses on further developing the LED approach in the participating municipalities of Bangladesh, capacity building of the stakeholders and facilitators of LED and anchoring of the approach on national level. The project is being implemented in seven municipalities - **Bhairab, Bogura, Cox’s Bazar, Dinajpur, Kushtia, Jashore, and Shibganj** respectively.

## 1.2 Approach

The LED program’s aim is to create a Business Enabling Environment and support better services for key actors by the municipalities and key stakeholders. A “territorial change management initiative” will be induced to foster Local Economic Development. The program supports the municipalities and local businesses to create a common platform and processes for identifying the key blockages for business growth which impacts wealth generation and employment creation. At this moment, multiple projects, and investments (financed by GOB as well as Development partners) are focusing on the evolvement of municipalities and to improve the infrastructure at municipal level. The LED program complements these investments by utilizing resources, both physical and administrative, to foster business growth. PRABRIDDHI supports municipalities and local business associations to identify key activities for economic growth while synergies are made with other initiatives of the government or development partners. The program also supports private companies and businesses through partnerships to reduce the risks associated in piloting new business and growth strategies that create economic opportunities for the poor.

## 1.3 Context

In 2023, PRABRIDDHI had signed a Memorandum of Understanding (MoU) with Bangladesh Investment Development Authority (BIDA) to foster economic growth and decentralization by working together through a number of interventions. Bangladesh Investment Development Authority (BIDA) is the apex investment promotion Body in Bangladesh. The BIDA Act 2016, issued on September 1, 2016, mandated BIDA to provide diversified promotional and facilitating services with a view to accelerating the industrial development and investment promotion of the country. BIDA's functions can be broadly categorized as investment promotion, investment facilitation and policy advocacy. To improve the business climate of the country, BIDA has launched “Bangladesh Investment Climate Improvement (BICI) Program” to facilitate business and investment across the country. Under this program, primarily 110 reforms have been identified under 7 pillars under BICI program. 7 working groups against 7 pillars have been constituted to update the program and a taskforce have been constituted to implement the program.

As a part of the collaboration, PRABRIDDHI will facilitate BIDA to develop Municipality Competitiveness Index (MCI) and a virtual platform for the BICI program where feedback on business environment constraints and reform progresses generated by BICI program and MCI will be showcased as a part of the overall BICI program. The index will capture the ease of doing business at the municipalities by surveying representatives from the private sector, public sector, and CSOs. The main goal of this index in Bangladesh will be two-fold: a) to allow residents and businesses within a municipality to assess the overall performance of the municipality and other public and private service providers; and b) to demonstrate the performance, economic dynamism, and competitiveness of a municipality to potential investors. The MCI shall inform policymakers about opportunities to improve the productivity and performance of the local economy. The index shall help to identify scopes for reducing barriers, eliminating redundant administrative procedures, enhancing a fair legal environment, and providing the necessary infrastructure for businesses, farmers, and industries at the local level. For the business community or investors, the Index can serve as a guide in deciding where to locate. Aside from the overall score, data on the different indicators will provide valuable insights about each location. It will also serve as a diagnostic tool for the government and non-government organizations to identify locations that are lagging and redirect development efforts accordingly.

Therefore, PRABRIDDHI is seeking a dynamic and skilled **Business Analyst** who will be working in BIDA to support the successful implementation of MCI.

# 2. Objective

The objective of the assignment is to support BIDA in analysing the data generated from the surveys and index and provide informed decisions on the insights in terms of outcomes, improvements, and impacts.

# 3. Job responsibilities

The tasks for which the Business Analyst will be responsible are listed as follows:

* Conduct high-level analysis on the regulatory service delivery, (MCI indicators) of the growing municipalities.
* Collaborate with BIDA to elicit, document, and analyze business requirements. Conduct interviews, workshops, and surveys to gain a deep understanding of project needs.
* Use analytics and BI tools such as Excel, Tableau, Mixpanel to analyse, track KPIs, and identify trends/patterns in economic sectors to inform decision-making and optimize strategies.
* Apply data analytics and BI tools to analyse and understand data generated from the MCI identify trends and patterns, conduct predictive analysis and track progress to support informed decision-making regarding business reforms.
* Act as liaison person to PRARIDDHI’s Institutionalisation and Advocacy team.
* Understand a problem from a business perspective, extract and analyse relevant data, and create an automated solution that would solve it.
* Capture knowledge from the index using the data and work closely with the communications associate to develop knowledge products and showcase them on the virtual platforms (Website and social media)
* Evaluate the effectiveness of the data generated by survey, capture learning and recommend necessary changes to finetune the methodology.
* Regular checking with respective stakeholders to ensure adoption of the technical inputs to track the progress and provide necessary guidance.
* Analyse and study investment and business-related policies to be in the forefront of ensuring proper technical or supervision support.
* Maintain proper documentation, progress reports, and status updates, to keep BIDA and PRABRIDDHI informed.

# 4. Educational Requirements

Bachelor/Master’s degree in Statistics, Economics, Development economics, Business administration or any degree with exceptional ability in data analysis.

# 5. Experience Requirements

3-5 years of experience in data/business analysis within the development sector or local government bodies.

# 6. Additional Job Requirements

* Common understanding of business index, legislative process, and government structure of Bangladesh including City Corporation or Municipalities.
* Knowledge of current development policy trends and frameworks, especially Ease of Doing Business, local government strategies the Sustainable Development Goals (SDGs), etc.
* Excellent computer literacy in MS Office (specifically Word, Excel, PowerPoint and Outlook), presentation, negotiation with government stakeholders.
* Analytical writing capabilities, and sufficient skills in Microsoft PowerPoint.

# 7. Deliverables

The Business Analyst will produce the following deliverables in consultation with the project team and BIDA:

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| **Serial No.** | **Tasks** | **Deliverables** |
|  | Support the conduction of the Municipality Competitiveness Index (MCI) with an integration into BICI programme | Monthly report on the survey status, training report on the enumerators, meeting minutes and index from Policy exchange. |
|  | Support the technical workshops including documentation to disseminate to the relevant stakeholders | Organising and documenting the workshop for next steps of action and knowledge generation. Participant list, workshop reports to be developed. |
|  | Analysing data to provide insights for data-driven decision-making/recommendations on business environment reforms.  Using data analytics and BI tool to showcase trends, patterns, predictive analysis, and progress tracking for informed decision-making on business reforms. | Final analysis report including the recommendations and visual representations of the outcomes derived from the analysis. |
|  | Monitoring the progress and status updates to keep BIDA and PRABRIDDHI informed about the ongoing activities. | Monthly progress report, Timesheet. |
|  | Review documents, report writing, feedback incorporation, discussions, etc. | Final report of the work done. |
| **Total** | | **Maximum 200 days** (10\*20 days) |

The Business Analyst will submit a report (on the agreed deadline) upon completion of the assignment. The report will be finalized within two weeks after receiving comments from the project management team.

# 8. Timeline

The overall assignment will span into a period of 10 months with possibility of extension upon performance.

# 9. Reporting structure

The Business Analyst will report to the Team Leader of PRABRIDDHI and work directly with the Director General, BIDA.

# 10. Evaluation criteria

The review will be based on previous work sample and financial proposal:

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| **Criteria** | **Weight** |
| Portfolio | 30 |
| Previous work sample and experience | 40 |
| Financial proposal | 30 |
| **Total** | **100** |

# 11. Other information

**Contract duration:** Initial contract for 1 year; contract extension based on the incumbent’s performance.

**No. of Days:** Maximum 200 working days

**No. of positions:** 1

**Workstation**: BIDA office, Dhaka, Bangladesh

# 12. Application details

Please email your resume/portfolio, sample of previous works and financial proposal (elaborating your competencies for the position and expected daily rate) to **bd.prabriddhi@swisscontact.org** addressing Manager- Business Administration, PRABRIDDHI, Swisscontact Bangladesh.

Please mention the name of the position applied for in the “subject” line of your email. Applications must be submitted on or before **February 17, 2025**.

***N.B.:***

* ***Only short-listed candidates will be contacted for the final selection process.***
* ***Swisscontact reserves the right to reject or cancel any application.***
* ***Swisscontact is an equal opportunity employer. We strongly encourage female professionals to apply.***