

Terms of Reference

Hiring Consultants or Consultancy Firm to Implement Skills Training Program for Diversified Jute Products Producer-Entrepreneurs Under the BYETS Project, Swisscontact

1. Background

Swisscontact was established in 1959 as an independent foundation by notable figures from the worlds of commerce and science in Switzerland. It is exclusively involved in international development cooperation and has carried out its mandated projects since 1961. Based in Zurich, Swisscontact currently manages 133 projects in 41 countries on behalf of public and private funding partners.

The Building Youth Employability Through Skills (BYETS) project implemented by Swisscontact and funded by the Embassy of the Kingdom of the Netherlands will empower 25,000 Bangladeshi youth with improved technical, employability and entrepreneurial skills, and connect them to income-generating opportunities: jobs and self-employment. The project aims to support youths by providing training in three sectors: Readymade Garments (RMG), Agro-processing (AP), and Information and Communication Technology (ICT) across four divisions (Dhaka, Khulna, Chattogram and Rajshahi). The project will address the existing constraints in developing the skills of the youth and support to establish a systemic approach to provide market-driven training specifically by:

- Building the capacity of 20 Training Service Providers (TSPs) to design and implement quality training and job placement support services.
- Collaborating with 50 private sector employers in improving existing workplace-based training (WBT) systems or setting up new ones to upskill and reskill workers.

2. Objective

The Jute industry in Bangladesh is a historically important sector, with Bangladesh being the second-largest producer of Jute globally. While exporting raw Jute is significant, exporting finished Jute products yields higher revenue and benefits, due to high global demand for sustainable consumer products. With numerous entrepreneurs working with diversified finished Jute products in Bangladesh, there is a large scope to equip these producer-entrepreneurs with sound technical and entrepreneurial skills. BYETS project is expecting to launch a collaborative initiative with BJMA aimed at developing and piloting a skill training program for producer-entrepreneurs working in the diversified Jute product sector. The initiative will focus on developing skills of young producer-entrepreneurs (18-35 years of age) in producing diversified Jute products through training. The project also intends to impart business development training to participating youth entrepreneurs for establishing and/or growing their businesses, particularly in accessing the export market.

Contract duration:

Initially, the agreement is for eight (8) months. Depending on the satisfactory performance of the service provider and the project's requirements, this agreement may be extended.

Contact modality: Delivery-based.

Place of work: Dhaka, Rajshahi, Khulna and Chattogram Divisions.

3. Task & scope of the assignment:

The scope of this assignment is to design and deliver a skills training program for potential entrepreneurs in the production and marketing of diversified Jute products, with an added focus on capturing the export market. The training content will include technical skills training related to diversified Jute products manufacturing and entrepreneurship training, which will encompass establishing and management of the business, marketing, and communication skills. The BYETS project aims to develop a pool of master trainers, train approximately 100 youth aged 18-35 and develop a competency standard through NSDA validation within the scope of these Terms of Reference (ToR) (this number might be revised after discussion before signing the final agreement).

To achieve these goals, the BYETS project will collaborate with individual consultants (including multiple experts) or consulting firms, based on the submissions received. The tasks of the consultants/firm will be as follows:

- Conduct a Training Needs Analysis (TNA) focused on the technical skills required for jute diversified products.
- Develop training modules that include both technical and entrepreneurship skills, along with a Competency Standard (CS) and Course Accreditation Document (CAD) for validation by the NSDA.
- Organise the required task analysis and development workshop under NSDA standards.
- Conduct two (2) batches of Training of Trainers (ToT) for developing the master trainers.
- Backstopping support of skills training for 100 young (18-35 years of age) producer-entrepreneurs of diversified Jute products.

4. Specific deliverables

The following are the specific deliverables from the consultant:

- **Conduct TNA-** the consultant(s)/firm will have to conduct a **Training Needs Analysis (TNA)** focused on the technical skills required for jute diversified products.
- **Develop training module-** The module will be designed to equip entrepreneurs involved in the production and marketing of various Jute products within the agro-processing industry. The training module should include topics that will upskill the trainees in diversified Jute product manufacturing and entrepreneurship development with a focus on reaching the export market.
- Develop material for conducting Training of the Trainers (ToT)
- **Conduct Training of Trainers (ToT) batches-** The consultants/firm will be conducting two training batches to develop a pool of master trainers.
- **CS and CAD development:** Develop the CS and CAD documents and organise a **task analysis and Development Workshop** under NSDA standards for NSDA approval for the CS.
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- **Backstopping support of skills training for young producer-entrepreneurs (not more than 5 batches)-** After completion of ToT batches, the trained master trainers will conduct training for 5 more trainee batches. The consultant/firm will backstop and provide necessary support during the training for these 5 batches.

5. Minimum eligibility criteria for applying

- A minimum of 02 years of relevant experience in providing training in the Agro-processing sector (preferably in the Jute sector)
- Proven track record of developing training modules and conducting training facilitation.
- Must have 3-to-5-year experience in developing Competency Standard (CS)/ Curriculum/ CBLM
- Experience working in Bangladesh or similar contexts is highly desirable.
- Strong networking with relevant stakeholders and marketplace in the Jute sector, especially in the diversified Jute products sector, will be preferred.
- Excellent written and oral communication skills and ability to work under pressure with limited guidance.
- Direct working experience with NSDA will be a plus
- Good network within Jute industry is highly preferable

6. Evaluation process

Given that this is a selection process based on quality and cost-based consideration, the initial step involves the evaluation of the technical proposal. To be shortlisted at the primary stage, the consultant or consultancy firm must score at least 50% of the total allocated number for the technical proposal submitted. Those who fail to receive at least 50% of the scoring will not be considered for the second level of screening. The second level of shortlisting will be conducted based on the presentation. The shortlisted consultant or consultancy firm will then be requested to submit the financial proposal. **Please do not submit any financial proposal at this stage.**

During the financial proposal evaluation, the highest marks will be allocated to the lowest bidder. From this combined evaluation of technical, presentation, and financial proposals, the final selection will be made. Finally, shortlisted bidders may be asked to review/revise their technical and financial proposals for another round of evaluation.

Scoring criteria		Scores
1. Technical proposal	Profile of the consultant or consultancy firm, relevant experience, and technical capacity	20
	Project proposal (detailed work plan with timeline against specific deliverables)	20
	Experts involved in the relevant skills (CV and others)	20
2. Presentation		10
3. Financial Proposal (will be sought from only the shortlisted candidates after the presentation stage)		30
Total		100

Please note that if any applicant does not meet all the mandatory eligibility criteria, the application will be disqualified without further evaluation.

***The project reserves the right to hire more than one consultant.**

Submission Guideline

The technical (not more than 10 pages) proposal must be submitted online (via email provided below). We kindly ask interested parties to provide all necessary documents. a) Updated profile and or CVs of the assign personnel and or consultants with a cover letter explaining the competencies to take up the assignment, and b) a detailed work plan against specific deliverables mentioning **“Hiring consultants or consultancy firm to implement skills training program for diversified Jute products producer-**

entrepreneurs" " in the subject line of the email by **3 September, 2025**, 5:00 PM, to the following email address:

The email must be addressed to: bd.byets@swisscontact.org

****No late submission will be accepted***

****Swisscontact reserves the right to accept or reject any or all proposals without assigning any reason***

****Swisscontact reserves the right to select more than one consultant or consultancy firm for the assignment.***