



Memo No: 26.00.0000.066.07.021.19-137

Date: 23/02/2021

RE-INVITATION FOR EXPRESSIONS OF INTEREST (CONSULTING FIRM)

Name of the Service: **Establishment and Maintenance of web based National Enquiry Point for trade including upgradation and mobile apps development for BTP (National).**

Name of the Project: Bangladesh Regional Connectivity Project 1, Ministry of Commerce.

Credit No.: 60020; Project ID No.: 154580

Reference number: BRCP1/MOC/SD-23

The Government of the People's Republic of Bangladesh has received an SDR 150 million Credit from the International Development Association (IDA) – a member of the World Bank Group – for financing the cost of the Bangladesh Regional Connectivity Project 1 (BRCP-1), being jointly implemented by the Bangladesh Land Port Authority (BLPA), National Board of Revenue (NBR) and Ministry of Commerce. The second component of this umbrella project is being implemented by the Ministry of Commerce as a separate technical assistance project. The overall objective of this technical assistance project is to strengthen trade related institutional capacity in order to ensure active and sustainable cooperation between multiple trade-related stakeholders and economic empowerment of women traders.

The consulting firm will develop a Web based trade enquiry point and maintenance of the same throughout the project period. Firm will also perform upgradation of Bangladesh Trade Portal (BTP) through Search Engine Optimization and developing mobile application system (apps).

The Project Implementation Unit BRCP-1-MOC on behalf of the Ministry of Commerce invites eligible consultants to reinter their interest in providing the services. Interested consultants must provide information indicating that they are qualified to perform the services (brochures, general qualifications, description of similar assignments, general experience in similar conditions, financial capability, number of key staff and **so forth as per TOR**). Consultants may associate to enhance their qualifications. Details of the qualification requirements and responsibilities are available in TOR.

The attention of interested Consultants is drawn to paragraphs 3.14 to 3.18 of the World Bank Group's Procurement Regulations for IPF Borrowers, Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services, July 2016 ("Procurement Regulations"), setting forth the World Bank Group's policy on conflict of interest. A Consultant will be selected in accordance with the Consultant's Qualification Based Selection (CQS) method set out in the Procurement Regulations.

Terms of Reference (TOR) will be available in the office of the undersigned and also at www.mincom.gov.bd and <http://brcp-1.gov.bd/>. Further information can be obtained at the address below during office hours (i.e. 09.00 to 17.00 hours). Expressions of interest must be delivered in a written form 2 (two) copies (One original and one copy) and one soft copy (in MS word) in sealed envelope to the address below (in person) **by 03.00 PM on March 11, 2021.**

The authority reserves the right to accept or reject any or all EOIs without assigning any reason, whatsoever.

Md. Mijanur Rahman 23.2.21

Md. Mijanur Rahman
Project Director (Joint Secretary)
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Terms of Reference
For
Web based Enquiry Point Set-up and Maintenance

Bangladesh Regional Connectivity Project (P154580)-MOC

Introduction

The Government of the People's Republic of Bangladesh has received an SDR 150 million Credit from the International Development Association (IDA) – a member of the World Bank Group – for financing the cost of the Bangladesh Regional Connectivity Project 1(BRCP-1), being jointly implemented by the Bangladesh Land Port Authority (BLPA), National Board of Revenue (NBR) and Ministry of Commerce. The second component of this umbrella project is being implemented by the Ministry of Commerce as a separate technical assistance project. The overall objective of this technical assistance project is to strengthen trade related institutional capacity in order to ensure active and sustainable cooperation between multiple trade-related stakeholders and economic empowerment of women traders.

This technical assistance project consists of following three (3) components:

- Component A: Develop (pilot) programs to support female traders and entrepreneurs. This component will pilot activities to help address barriers to women becoming more integrated into regional and global supply chains and trading opportunities.
- Component B: Capacity Development Support for the National Trade and Transport Facilitation Committee. The inter-ministerial National Trade and Transport Facilitation Committee (NTTFC) has been set up during the preparation of the proposed Project to coordinate all trade and transport-related policies and activities in Bangladesh, and will also serve as the Advisory Committee for the Project.
- Component C: Improvements to Bangladesh Trade Portal and to set up a National Enquiry Point for Trade. The Bangladesh Trade Portal (BTP) was launched in March 2016. This component will support further upgradation of the BTP to expand its functionality to include information of relevance to potential Bangladesh exporters and to ensure that content is kept up to date. This component will also set up the National Enquiry Point for Trade, which will help Bangladesh to meet a key requirement of WTO Trade Facilitation Agreement.



This technical assistance project intends to apply part of the IDA Credit for procuring services from qualified private firm to (a) set up and maintenance of a web based enquiry point for providing business related information services to exporters, importers and other stakeholders and (2) upgradation of BTP through developing a mobile application system and Search Engine Optimization.

2. Scope of Services:

PART-1: APPLICATION DEVELOPMENT

(1) Web based trade enquiry point set up and maintenance

The enquiry point will be set up and maintained in the Ministry of Commerce of the Government of Bangladesh. The WTO Cell of the Ministry of Commerce will lead the operation of this enquiry point. The Administrator to be engaged from the WTO Cell of the Ministry of Commerce will primarily be the focal point for this enquiry point. He will receive enquiries and reply. He will take assistance from the Programmer/Assistant Programmer of the Ministry of Commerce. The Focal Person Coordinator to be engaged from this project will assist the Administrator in collecting replies from different agencies, if needed. An officer senior to Administrator in the WTO cell will supervise the operational activities. A Web-based Customer Relationship Management (CRM) software will have to be developed, installed, and maintained for the helpdesk (to be managed by the Administrator) services by the consultant. CRM Software will be integrated in the Bangladesh Trade Portal Website. The CRM must have options to include virtual communication system and exchange of information among relevant agencies of the trade enquiry point. Standard software and hardware must be used in order to mitigate the risk of down-time operation. The scope of services for this activity will also include maintenance and troubleshooting support to the stakeholders for a period of approximately 36 months.

(2) Upgradation of Bangladesh Trade Portal (BTP) through Search Engine Optimization and developing mobile application system (apps)

2A. Conducting SEO for the BTP Website:

Bangladesh Trade Portal (BTP) is an official source of all regulatory information relevant to traders who wish to move goods and merchandise across the borders of Bangladesh. The objective of the BTP is to make all regulatory trade related information and other information useful to Bangladeshi importers and exporters easily and readily available in a single integrated website (www.bangladeshtradeportal.gov.bd). But the problem is that important pages of the

Trade Portal cannot be found using Google Organic Search. For instance: Trade Portal has a very sophisticated Bangladesh Customs Tariff Database but if anyone searches in the Google using the term 'Customs Tariff', Google doesn't show the Trade Portal's page. Given the circumstances, Ministry of Commerce planned to conduct Search Engine Optimization (SEO) in order to affect the online visibility of the trade portal in the web search engine's results. BRCP-1 requires the services of a competent and professional IT firm to conduct SEO services for the BTP Website.

Specific Responsibilities of the Firm:

- Ensuring top rank of the BTP Contents in Search Engine Result Page;
- Providing Consultation about SEO friendly site structure & design;
- Developing Content-Based Off-page Search Engine Strategy that lasts longer & very much effective;
- Adopting all the recent algorithm changes of Google.

The SEO work will include following major activities:

- Keyword research & analysis;
- Site analysis;
- Competitive analysis;
- Site content optimization;
- HTML code optimization;
- Search Engine submission (free search engines);
- Link exchange;
- Web ranking report etc.

Deliverables:

- Detailed SEO plan for BTP Website (www.bangladeshtradeportal.gov.bd);
- Reporting the progress of SEO Service in every week.

2B. Developing Mobile Application for the BTP Website:

Trade Portal receives around 34% hits from the Mobile Phones. But the current version of the portal cannot be properly seen using the Mobile Phone browser. Therefore, the Ministry of Commerce decided to develop the Android and iOS based Mobile Application for the Trade Portal. BRCP-1 requires the services of a competent and professional IT firm/technology house to design and develop an android and iOS based mobile application.

General Requirements of the Mobile Application:

1. **Simplicity for the user.** Convenient user interface/ user friendly interface. Must adhere to platform specific UI standards provided by Apple and Google respectively.



2. **Administration Panel:** A web admin panel with options to manage the Mobile Apps data must be developed using latest combination of technologies.
3. **Good performance/Loading Speed:** Speed of loading mustn't keep users waiting.
4. **Offline Access:** Once data of any items downloaded/checked from this apps must be available to the user offline afterwards.
5. **Feedback:** It must open to everyone and engage users into mutual communication. Users should be able to leave suggestions, rates, and reviews.
6. **Search:** It must have system of search and filters.
7. **Link with web portal:** It must be linked with BTP web portal.

Technologies: Bidder must provide details of tools and technologies to be used and why the chosen combination is best suited for the BTP Website. The bidder must consider platform, security and usability while proposing a solution.

Execution Plan & Deliverables: The bidder must provide a detailed execution plan with deliverables list.

Support: The bidder must provide support for minimum six months after the launch of the mobile apps on both Play Store and App Store.

Deliverable:

Stage-1:

- A. Requirement Analysis document identifying information need, data flow and frequency of data collation;
- B. Design document detailing the architecture, modules, data input and out methods for Mobile Application.

Stage-2

- A. Development, testing and installation of the Final version of mobile application for BTP;
- B. Final operational and design manual including linkage mechanisms to work across program, procurement and finance;
- C. Capacity development training for operation of the Mobile Application;
- D. Electronic and hardcopy documentation of all aspects of Mobile Application;
- E. Electronic and hardcopy of Training Manual.



PART-2: HARDWARE AND SETUP INCLUDING INSTALLATION:

The required equipment to set up this enquiry point will be provided by the consultant in consultation with the client. Payment of this part of the assignment will be paid based on delivery and installation of the items of prescribed specification. The tentative required hardware and other electrical equipment are as follows:

Technical Infrastructure

Equipment Details	Number of Equipment Required
Laptop: Brand & Model to be proposed by the consultant Microsoft Surface Laptop 2 Processor: Intel core 8 th Gen i7 Ram : 16 GB Storage : 1 TB SSD Color : Black	4 (3 for the Enquiry Point at Ministry and 1 for the BRCP-1)
Desktop Computer: All in One: Brand & Model to be proposed by the consultant (minimum core i7) Generation: 7th or higher, Processor clock speed 2.50GHz or higher, CPU cache 3MB or higher, Monitor 21.5 Inch or higher, FHD Touch IPS Display RAM 8GB or higher, RAM type DDR4 HDD 1TB or higher, SATA	1 (for the Enquiry Point at Ministry)
Portable Hard Drive: SSD 1 TB: Brand & Model to be proposed by the consultant	4 (3 for the Enquiry Point at Ministry and 1 for the BRCP-1)
Printer : Brand & Model to be proposed by the consultant Technology: Laser, Print speed Min. 40 ppm Processor: Min. 1200 MHz, Memory Min. 128 MB, Resolution: Min 1200 dpi* 1200dpi	3 (2 for the Enquiry Point at Ministry and 1 for the BRCP-1)
Scanner: Brand & Model to be proposed by the consultant Type Flatbed, ADF, Book, Resolution: Min 600dpi (ADF) / 1200dpi (flatbed), Scanning Speed (B&W, Color, Gray) Min. 20ppm/ 40ipm, Scan size: A4 (Flatbed), Legal (ADF), Interface (Built-in): USB	3 (2 for the Enquiry Point at Ministry and 1 for the BRCP-1)
Photocopy Machine: Brand & Model to be proposed by the consultant Type: Multifunction B&W digital photo copier machine (Heavy Duty) (Monochrome copier), Toner Yield: N36k (Without Demo Toner) Display: Color WVGA or similar Touch Screen Tilting Display, Memory :2GB or higher HDD Min. 320GB, Processor: Min.1.33GHz	1 (for the Enquiry Point at Ministry)

<p>Duplexing Automatic Document Feeder: Min. 100-Sheet RADF Interface (Built-in) USB, LAN, First Page Copy Speed: Max. 4.3 sec Warm-Up Time: Approx. 20 Seconds Copy / Print Speed: Min. 30 PPM Paper Capacity: 1,200 - 3,200 Sheets Resolution: Min. 2,400x600dpi with soothing Reversing Automatic Document (RADF) Feed should be installed from day 1 Available Original Size: A5R to A3/ST-R to LD Max. A3, including A4 , Interface: RJ-45 Ethernet (10/100/1000 Base-T), USB 2.0 (High-speed), Optional 802.11b/g/n, Wireless LAN, Bluetooth , Power Supply and Consumption: AC 220-240V, 50/60 Hz, 8 Amps, Maximum 2 kW (120V)</p>	
Wireless Mouse and Keyboard: Brand & Model to be proposed by the consultant	4(3 for the Enquiry Point at Ministry and 1 for the BRCP-1)
Headphone : Brand & Model to be proposed by the consultant	4(3 for the Enquiry Point at Ministry and 1 for the BRCP-1)
Mobile having Storage of 256 GB: Brand & Model to be proposed by the consultant	3 (2 for the Enquiry Point at Ministry and 1 for the BRCP-1)
<p>AC : 2.0 Ton and Air Cooler: Brand & Model to be proposed by the consultant AC: BTU: Minimum 24,000, Coverage Space :160-240 (sft); Energy Saving Unit:Eco Friendly(Advance Techno); Star Rating: 5 or higher; Cooling Capacity : 1 Watts (7,000-7200); Cooling Capacity : 2 BTU/hr (24,000-24500); Moisture Removal: Ltr/hr (2.25-2.75); Airflow- High :1 M3/h (1000-1100); Airflow- High: 2 cfm (600-700); Power Supply: Volts/Q/Hz (220-240/1/50) Air Cooler: Standard</p>	2 AC (for the Enquiry Point at Ministry).
<p>Micro Oven Brand & Model to be proposed by the consultant Capacity: 23 Liters, Dimension W x D x H (mm): 450-500 x 400-430 x 290-300 mm, Weight: 12-14 kg, Wattage: Max. 800W Colour:Silver/Black or similar</p>	1 (for the Enquiry Point at Ministry)
Licensed Software Windows, Microsoft Office	As required

3. Timeframe of the total Services:

The activities will be for three to four months. Periodic up-gradation will be continued until the closure of the project.

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4. Intellectual property: All information and assets related to the services mentioned above will be property of Ministry of Commerce. The bidder must submit all source code and documentation to the Ministry of Commerce upon successful launch.

5. Consultant's Qualifications

- Adequate knowledge and at least five years of progressive experience with web design, SEO and Mobile Application development-proven through portfolio of designed products;
- Have a broad knowledge of current web development technologies and design tools and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash and Java;
- Demonstrate the ability to create innovative and visually appealing design;
- Adequate knowledge of relational database systems, Object Oriented Programming and web application development and expertise in Adobe Photoshop, Illustrator, In-Design and Dreamweaver;
- Proven experience of developing Client relationship management (CRM) software and understanding of End Users needs to match with adequate technical solutions;
- Experience with CMS – open-source, proprietary and custom solutions;
- Proven SEO experience with In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, WebTrends);
- Proven Experience to drive SEO in content creation and content programming, website architecture, content, linking and other factors to improve SEO positions for target keywords;
- Knowledge of ranking factors and search engine algorithms;
- Up-to-date with the latest trends and best practices in SEO;
- Strong track record in Website and Mobile Application design; security and administration; Google analytics;
- Experience developing interactive websites that allow for user-engagement of the multiple organizations;
- Proven technical expertise and track record of developing trade and commerce related Mobile Application;
- Basic understanding on the Trade Related issues like HS Code, Measures and Standards, Government Law, SROs, Circular, Rules and Policies;
- Proven experience of web design, mobile apps and SEO support in the international development sector;



- Experience in working with World Bank's funded projects will be an advantage.
- Experience in public policy related projects in the Government offices and a good understanding of international trade and business procedures in Bangladesh will be an advantage.

Team Composition:

A. Software Expert: 01 Person

Software Expert will be the lead developer who is responsible for the overall development process. The lead developer has extensive experience (at least seven years) in programming and CMS development, including versioning of which at least three years are specific to Mobile Application Development.

The lead developer will be an expert in the below scripting and coding languages and standards:

PHP, AJAX, Java Script, HTML (including version 5), CSS (including version 3).

The lead developer will be an expert in the use and configuration of the below applications:

Word Press CMS, MySQL Database, Apache web server, Experience with other related applications are required to develop a website and mobile application.

The lead developer will be an expert in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools, Mobile device adaptation.

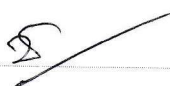
B. Software Engineer: 02 Person (Web Developer)

02 Person (Android Developer)

Software Engineer will support the lead developer with the overall development process. Software Engineer has at least four years of work experience in programming and CMS development, of which at least two years are specific to Mobile Application Development and SEO.

C. Quality Assurance Technician: 01 Person

Quality Assurance Technicians are responsible for checking the products for defects or issues. Software Engineer has at least four years of work experience in the relevant field. QA Technician will run various tests on software to ensure it meets all standards and guidelines and is ready to be marketed to client. QA Technician will create QA reports and file bug tickets based on the outcome of QA test cycles and provide feedback to developers.



D. Senior SEO Expert: 01 Person

Senior SEO Expert having at least three years of experience in the relevant field will be responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks. He/she will also manage all SEM campaigns on Google, Yahoo and Bing in order to maximize search result having the following specific responsibilities:

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum search campaigns;
- Optimize copy and landing pages for search engine marketing;
- Perform ongoing keyword discovery, expansion and optimization;
- Research and implement search engine optimization recommendations;
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code;
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

E. Trade Expert (for one or two weeks): 01 Person

Trade Expert having experience in the relevant field will ensure that all contents of the BTP Website properly demonstrate on the Mobile Application including the proper categorization, harmonization and placement of the HS Code based tariff schedule, Measures and Standards, Government Law, SROs, Circular, Rules and Policies.

Consultant's other Qualifications:

- The service provider consulting firm should have legal entity (registration from respective government authority, VAT, TAX license etc.) for working in Bangladesh;
- Developer team should be graduated in Computer Science & Engineering or equivalent;
- Ability to train and support staff of the BRCP-1 and other stakeholders to maintain the systems;
- Should have a team or resource person who have ability and willingness to conduct regular troubleshooting whatever the situation is;

